

# POB PLENTYN EVERY CHILD

Welcome to the health professionals' guide to using the new Public Health Wales parent health information resource, '*Every Child – Newborn to age 2*', and its Welsh equivalent, '*Pob Plentyn – Newydd-anedig hyd at 2 oed*'.

This guide has been written for early years professional colleagues to introduce them to the booklets, provide information about their development, as well as practical guidance about how to use them to support conversations with new parents.

## About the booklets

These booklets replace Bump, Baby and Beyond and Naw, Mis a Mwy, and have been developed following feedback from parents indicating they wanted information that better reflected their parenting journey, was more supportive in tone and was provided when it was most relevant.

These resources have been designed to be given to first-time parents at the birth or new baby visit to support them through the transition to parenthood. You can signpost parents who have had children previously to the digital versions which have been uploaded to the [Every Child Parent Information](#) and [Pob Plentyn Adnoddau Gwybodaeth i Rien](#) pages, and can also be accessed via the below QR codes.



However, if your professional judgment indicates there is a specific clinical reason to offer a paper copy to these families you are welcome to do this.

The new booklets have been written with guidance from health professionals and input from parents who have already been on the parenting journey. This means *Every Child – Newborn to age 2*' and '*Pob Plentyn -Newydd-anedig at hyd 2 oed*' includes all the essential and important information parents in Wales need to help them give their children the best start in life.

To ensure parents find them as engaging as possible, these booklets have been written in everyday language, and where clinical terms are used, explanations in layman's terms are provided to make the information easy to access and understand. The content throughout the booklet addresses the reader as 'you' to make it feel like they are being spoken to directly, and to make the resources more inclusive.

### **How to use the 'Every Child – Newborn to age 2' and 'Pob Plentyn – Newydd-anedig at hyd 2 oed' booklets.**

The booklets have been designed to support you with your conversation with parents, and provide key information about the following

- The transition to parenthood and where parents can look for support
- The importance of the first two years of the child's life and what parents can do to bond with their babies and support their development.
- Parental physical and mental health
- Smoking cessation
- Infant and toddler feeding
- Child safety including safe sleep
- Child development

To optimise the effectiveness of the booklet you give to parents, it is recommended that you:

- Provide the resource at the new baby or birth visit, giving parents a choice of receiving the English or Welsh booklet
- Provide it in a meaningful way, highlighting to the parents how it will be useful to them.
- Inform parents that this is the universal health information offer for new parents from the NHS in Wales, and as such has been produced to the highest standards.
- Avoid giving the booklet at the same time as other resources, especially those developed by a commercial organisation. This is important to maintain integrity of the NHS brand, and avoid creating the impression that this NHS resource is somehow linked to any commercial organisation
- Discuss the content with the parents, showing them the contents page and then showing them sample sections of the booklet, they may find useful
- Encourage the parents to read the booklet together
- Refer to the contents of the booklet at each routine appointment and check that parents have understood what they read
- Keep your copy handy for when you speak to parents
- Let parents know that the booklet is also available in a digital format, which can be accessed at any time via the below QR code or by visiting [everychildwales.co.uk/parent-information/](https://everychildwales.co.uk/parent-information/). Remind them to bookmark the site or add it to their favourites if their phone allows them to do so.



## Aide Memoire

To help you familiarise yourselves with the structure and layout of *'Every Child - Newborn to age 2'* and *'Pob Plentyn – Newydd-anedig hyd at oed'* we have brought together an aide memoire to help you find the relevant information in the booklet at the time that is most relevant for parents. This document can be found on the [Professional Information Resources](#) web page. It has been developed with input from health visitors and designed to be easy to view online or print off and keep with you.

## Ordering the new resources

***'Every Child - Newborn to age 2'* and *'Pob Plentyn – Newydd-anedig hyd at oed'* will not be sent out automatically to health visiting units. Health visiting teams, will need to order copies of the new resource proactively via the Public Health Wales Health Information Resources page [phw.nhs.wales/services-and-teams/health-information-resources/](http://phw.nhs.wales/services-and-teams/health-information-resources/) to meet the parent information needs of their local system.**

This process will allow health visitors and maternity services colleagues to manage the numbers of booklets they hold in their units, and to also help the Every Child team to understand and monitor use of the resource in the system.

*'Every Child - Newborn to age 2'* comes in boxes of 34 and *'Pob Plentyn – Newydd-anedig hyd at oed'* comes in boxes of 20 and orders can take up to 10 working days to arrive. There isn't any standard advice or minimum requirement on frequency of ordering, health visiting services colleagues can develop local plans for ordering and distribution according to local need and storage capacity. However, we would encourage health visiting services colleagues to ensure they reorder in good time and aim to hold at least a one-month supply in stock at any time to avoid running out of stock.

## We'd love to hear your views

We'd love to hear from our health visiting colleagues about what they, or the parents in their care, think about the booklet.

If you have any feedback on the booklet, please write to [everychild@wales.nhs.uk](mailto:everychild@wales.nhs.uk)

If you have any queries/complaints, please send them to the same address.