



SCOTTISH GOVERNMENT PARENT CLUB WELLBEING FOR WEE ONES CAMPAIGN SUMMARY DOCUMENT FOR PRACTITIONERS

The Scottish Government Infant Mental Health campaign will launch 23 February 2021.

This campaign aims to illustrate the powerful impact of early year experiences on developing infants, and show parents that small actions can make a profound difference.

The campaign consists of a 30 second online film, a 15 second cut down version and static social media adverts. These resources show parents how powerful positive interactions are, such as making eye contact with, chatting or singing to their baby, and aims to drive visits to the new Wellbeing for Wee Ones section of Parent Club (parentclub.scot/wellbeing), where further information is available.

In developing the campaign materials, the Scottish Government Parental Audience Marketing Team consulted with key stakeholders and conducted creative testing focus groups with parents.

This work sits within the wider remit of the Perinatal and Infant Mental Health Programme Board.

What is Parent Club?

Parent Club has radically changed how the Scottish Government communicates to parents. Organising multiple campaigns under one umbrella, Parent Club speaks to parents and carers in a supportive, non-judgemental way, using peer-to-peer content and a community feel.

ParentClub.scot features hundreds of articles across dozens of topics, from behaviour tips, to updates on the latest Covid restrictions, and financial support advice.



Wellbeing for Wee Ones Campaign: Key Concepts Behind the Content

Context for parents: Everyone's knowledge of infant mental health varies.

The aim of this campaign is to promote infant mental health to parents in an accessible way, by improving their understanding of how small, loving and sensitive interactions with their babies and toddlers can positively impact the child's social and emotional wellbeing and development. The Parent Club 'Wellbeing for Wee Ones' campaign provides expert advice on easy ways for caregivers to support their baby's brain development and emotional wellbeing through everyday activities. The campaign aims to reassure them that the interactions they have with their baby do much more than they think.

The Parent Club 'Wellbeing for Wee Ones' hub for this campaign builds on this and supports parents to learn about simple interactions that they can build into their everyday activities which can help infants feel safe, connected and cared for. Expert voices talk about the science behind why communication is vital for babies' emotional wellbeing, now and in the future. Parents can find practical tips for building these activities into their everyday lives with their wee ones.

The emphasis is to ensure parents know that the interactions they naturally have with their babies are more than they seem on the surface, and actively contribute to their baby's brain development, even in the early days.

In this way, we can reassure parents that they are doing a good job already and that by building these small actions into their everyday activities, they are strengthening their baby's social and emotional wellbeing.



Language for parents: The phrase ‘infant mental health’ may not resonate with some parents, as for many it can lead to perceptions around mental ill health, whilst for others it can create confusion.

Desk research for the campaign suggested that some parents do not recognise that mental health is a concept which is relevant to the early years. Phrases such as emotional wellbeing, wellbeing for wee ones, social development and brain development, can support parents in gaining a better understanding of their infant’s emotional state and improve recognition around the key role this plays in early development.



Based on the above research, as well as focus group testing for the campaign, the campaign focuses on the following messages:

- The interactions parents already have with their infants have a big positive effect on brain development.
- Natural things that parents are already doing in terms of “making funny faces” or “singing silly songs” are very beneficial to their infants’ social and emotional wellbeing.

The campaign aims to encourage parents to keep doing what they are doing, and to explore how those interactions promote brain growth in the Wellbeing for Wee Ones Hub on:

parentclub.scot/wellbeing

Infant Mental Health – Resources for Supporting Parents

where there will be more in-depth content around relationships and emotional wellbeing in the early years. This will be available from 23 February.

There are also additional resources which can be used to support parents.

Clear Your Head Website

The Clear Your Head website has a variety of tips and advice for any adult on how to manage emotions and maintain positive emotional wellbeing. The website can be accessed at:

clearyourhead.scot

Solihull Approach Online

Solihull Approach Online is a range of courses for parents, from pregnancy through to 19 years of age, including a module specifically aimed at early years called Understanding Your Baby.

Parents in Scotland have free access to the courses until May 2022, and any parent signing up within that period will have free lifetime access as well. Parents can access it by going to the Solihull Approach website (**inourplace.heiapply.com/online-learning/**) and entering the code ‘**TARTAN**’.

Perinatal and Infant Mental Health Directory of Services

Inspiring Scotland has created an online directory of available perinatal and infant mental health third sector services across Scotland. Practitioners and parents can search by health board for support in the antenatal or postnatal periods. The resource encompasses parenting support, peer support, counselling/psychological support, bereavement/baby loss support and other services.

The directory is available at:

inspiringscotland.org.uk/perinatal-mental-health-services



Infant Mental Health – Resources for Supporting Practitioners

The Perinatal and Infant Mental Health Curricular Framework: A Framework for Maternal and Infant Health has been developed by NHS Education for Scotland (NES) and the Perinatal Mental Health Managed Clinical Network (MCN). The framework provides guidance to practitioners, and Dimension Three within the framework (Parent-Infant Relationship) sets out the context for those focussing on infant mental health.

NES have a suite of infant mental health training available for practitioners ranging from introductory to more advanced levels which includes:

- The Infant Mental Health-Developing Positive Early Attachments module,
- Solihull Approach training,
- University of Warwick Infant Mental Health Online course,
- Video Interactive Guidance and
- Mellow Babies.

More information about NES's infant mental health training offer can be found here:

nes.scot.nhs.uk/our-work/infant-mental-health/