

Children's Centre interview: Mother

Standards to be met

All mothers:

- were made aware of the services provided by the children's centre during pregnancy;
- found the services provided to be helpful, welcoming and accessible;
- had received information either through classes, one to ones or in groups, about the importance of:
 - o keeping their baby close
 - o responding to their baby's cues for feeding, communication and comfort
 - o not giving other foods or drinks to their baby until around six months of age.

In addition, breastfeeding mothers:

- were aware of specific support services available for breastfeeding;
- had found the support services accessible, comfortable and welcoming;
- were aware of how to access help with breastfeeding challenges if needed.

Options for interviewing techniques

The purpose of this audit is to determine whether the services provided by the children's centre met the needs of local mothers and their families. Mothers can be asked the questions individually, face-to-face or on the telephone, or in small groups to get a sense of how they feel about the services provided and the atmosphere that is created within the centre.

It is probably best to avoid using the words 'audit' or 'interview' as this can be off-putting. Instead be clear that you are seeking to have a talk or a chat about their thoughts on the centre, as this will help you find out how the centre can continue to improve the service they provide.

It is important that mothers don't feel that they are being interrogated. Sitting in an informal setting and keeping the tone conversational can help mothers open up and share their experiences. It is also a good idea to familiarise yourself with the questions before talking to mothers, so that you can concentrate on what is being said and do not have to keep looking at the form. You can then mark up the answers when the conversation is finished.

Marking the answers

Below each question is a brief description of the standard of care required (for more detail see the *Guide to the Baby Friendly Initiative Standards* at unicef.org.uk/babyfriendly/standards).

For each question decide whether the care provided should be scored as:

- **Criteria met** = Meets the standard.
- **Criteria not met** = Does not meet the standard and the centre could / should have provided this service / information.
- **Opted out** = Does not meet the standard but there was a good reason for this, for example parents chose not to access a service or refused information. When mothers are interviewed early after the birth, it may be necessary to opt out some of the questions because it would be unreasonable to expect her to have accessed a service yet.

Each question should be marked on the scoring sheet as one of:

✓ = Criteria met

× = Criteria not met

O = Opted out

Children's Centre interview: Mother

Background

How old is your baby now?

What is your baby's name?

Do you have any other children?

All mothers

- 1a. When did you first hear about what was available at (name of children's centre)?

Prompt to check if she had known about any services during pregnancy and, if yes, check that her response is in line with what the centre reports they do to engage pregnant women.

- 1b. Did you come to the group / class (use specific name of service for pregnant women) while you were pregnant?

Yes.

If yes, how did you find this?

Service provided was suitable for their needs, useful, accessible, comfortable and welcoming (probe as needed).

- 1c. Since you have had your baby, what children's centre services have you accessed?

Prompt as needed – for example, breastfeeding, parenting, baby massage, play sessions.

How have you found these services?

Prompt to elicit whether they found the service welcoming, whether it was easy to access specific groups and whether they found the information and support helpful. Score each group / service mentioned separately.

- 1d. Were any of the following discussed:

- Communicating and connecting with babies
- Responding to babies
- That babies can't be spoilt by too much comforting and cuddling
- Responsive feeding (as appropriate to feeding method)

(Yes to **two**)

Background

Age of baby

Name of baby

Other children

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Scoring for all mothers

The mother:

1a. Was made aware of services available for pregnant women

☐ (✓/ ×/ O) ▶ 1a

1b. If she attended antenatal groups, found them suitable for her needs

☐ (✓/ ×/ O) ▶ 1b

1c. Score each service separately, marking as:

Criteria met (✓): those where mother had access to information and support to meet her needs.

Criteria not met (×): the information and support did not meet mother's needs.

Opt out (O) if mother has not accessed service or did not provide adequate information to make a judgement.

Service:

☐ (✓/ ×/ O) ▶ 1c

Service:

☐ (✓/ ×/ O) ▶ 1c

Service:

☐ (✓/ ×/ O) ▶ 1c

1d. Had discussion on importance of responsive parenting

☐ (✓/ ×/ O) ▶ 1d

- 1e. Bringing all these together, has anyone discussed with you why they are important?

Helps babies feel secure which is good for brain development.

Mothers accessing breastfeeding support

- 2a. How did you hear about the breastfeeding group / support?
(Use specific name)

Either in pregnancy, phone call from centre staff, health visitor.

- 2b. How do you find the group / support (use specific name) for helping you to breastfeed?

Meets mother's needs for support, helps her to continue breastfeeding.

- 2c. Has anyone talked to you about responsive breastfeeding?

Yes.

(If yes) What did you discuss?

Mother knows it is about more than feeding when hungry or breasts full so can offer breast for comfort or if mum just wants to sit and have a cuddle.

- 2d. Have you needed any other help with breastfeeding?

Yes.

(If yes) Can you tell me what happened?

Mother was referred to the most appropriately qualified person for the help needed (e.g. clinical conditions such as infant weight loss, mastitis etc should be referred to a doctor or health visitor).

Scoring for all mothers cont.

The mother:

1e. Understands importance of responsive parenting

☐ (✓/ ×/ O)

▶ 1e

Scoring for mothers accessing breastfeeding support

The mother:

2a. Was given information about sources of help / support

☐ (✓/ ×/ O)

▶ 2a

2b. Finds the help / support useful according to needs

☐ (✓/ ×/ O)

▶ 2b

2c. Was given accurate information about responsive breastfeeding

☐ (✓/ ×/ O)

▶ 2c

2d. Knows how to access support in area

☐ (✓/ ×/ O)

▶ 2d

All mothers

Is there anything else that you would like to comment on about your experience at (name of children's centre)?

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