



best beginnings

for every parent, for every child

Inclusive parent-support in Family Hubs

8th October 2024



baby buddy™

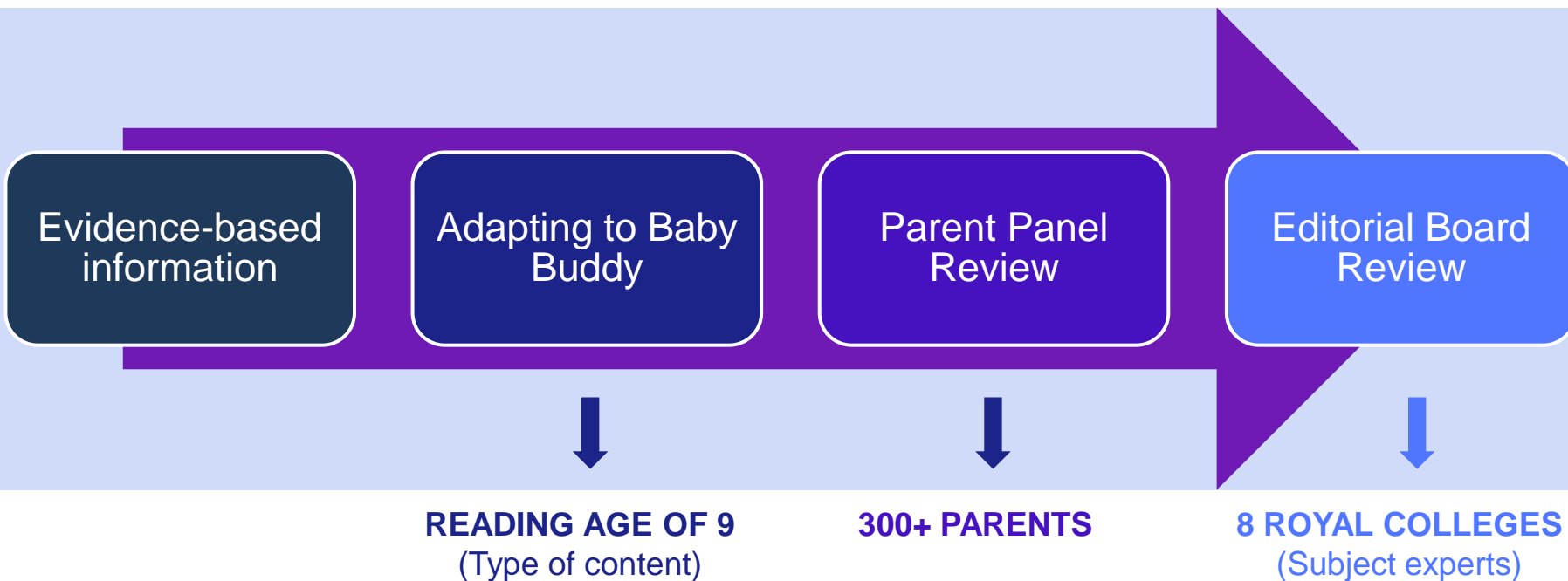
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Key Features:

- Over 350 videos, 500 FAQs and daily bite sized information across the (9+12) months
- Personalised pathways for mums, dads, partners, and health care professionals
- Content from conception to 1st birthday
- Choice of place of birth: Maternity Unit search function
- Personal Care and Support Plans that can be shared with care teams
- Digital Personal Child Health Record (electronic Redbook)
- Functionality for multiple children
- Syncing of accounts between partners
- NHS Accredited, free and advert free, and a Level 4 rating from ORCHA (Organisation for the Review of Care and Health Apps)

Making information accessible through the lens of health inequalities



Baby Buddy Here For All Parents!

- ▣ Personalised Dads Pathway
- ▣ Focus on mental wellbeing, building parental identity and fostering strong relationships
- ▣ 600+ of articles and videos created just for dads
- ▣ Our latest dads' content has been created in partnership with: [Fatherhood Institute](#), [Future Men](#), [Music Football Fatherhood](#) and [Dadvengers](#).



**THEY
CALL
ME DAD**

by best beginnings

Supporting LGBTQ+ Dads



More than 1.3 million people in England and Wales identify as lesbian, gay, or bisexual (2021) census.

And 262,000 people (0.5%) said their gender identity was different from their sex registered at birth.

6.9% of 16-24 year-olds identified as LGB compared to just 0.4% of over 75s

It's estimated that around 25% of adoptions nationally are to LGBT couples or solo parents.

They Call Me Dad - Methods of evidence synthesis in partnership with University of Swansea

Rapid Review on exploring the mental health experiences in the perinatal period of the GBTQ+ parents.

Editorial review on communicating health information to LGBTQ+ parents.

Summary of findings

Surrogacy widely misunderstood. Parents under pressure to justify choices

Trans Birthing Dads often isolated and lacking in role models

Lack of awareness of support need in Health care systems

Lack of support for adopters when proposed matches fail

General lack of research



Key Findings

Micro-aggressions/invalidations and isolation

The pressure to be perfect – Lots of dimensions

Genetic link, partner relationship and telling your family story

Trans birthing identity is varied, and assumptions need to be challenged

A strong desire to protect children's autonomy in gender expression

They Call Me Dad - Video Content

Content for LGBTQ+ Dads

Journey to Adoption

Adoption – The First Year

Surrogacy- Journey to Birth

Surrogacy- The First Year

Trans Dads- Journey to Birth

Trans Dads- Birth Stories

Trans Dads- The First Year

Infant Feeding

GBTQ+ Dads Discuss Mental Health

Mental Health Top Tips from Dads for Dads

Relaxation Exercise

LGBTQ+ Content

Me, My Baby And The World

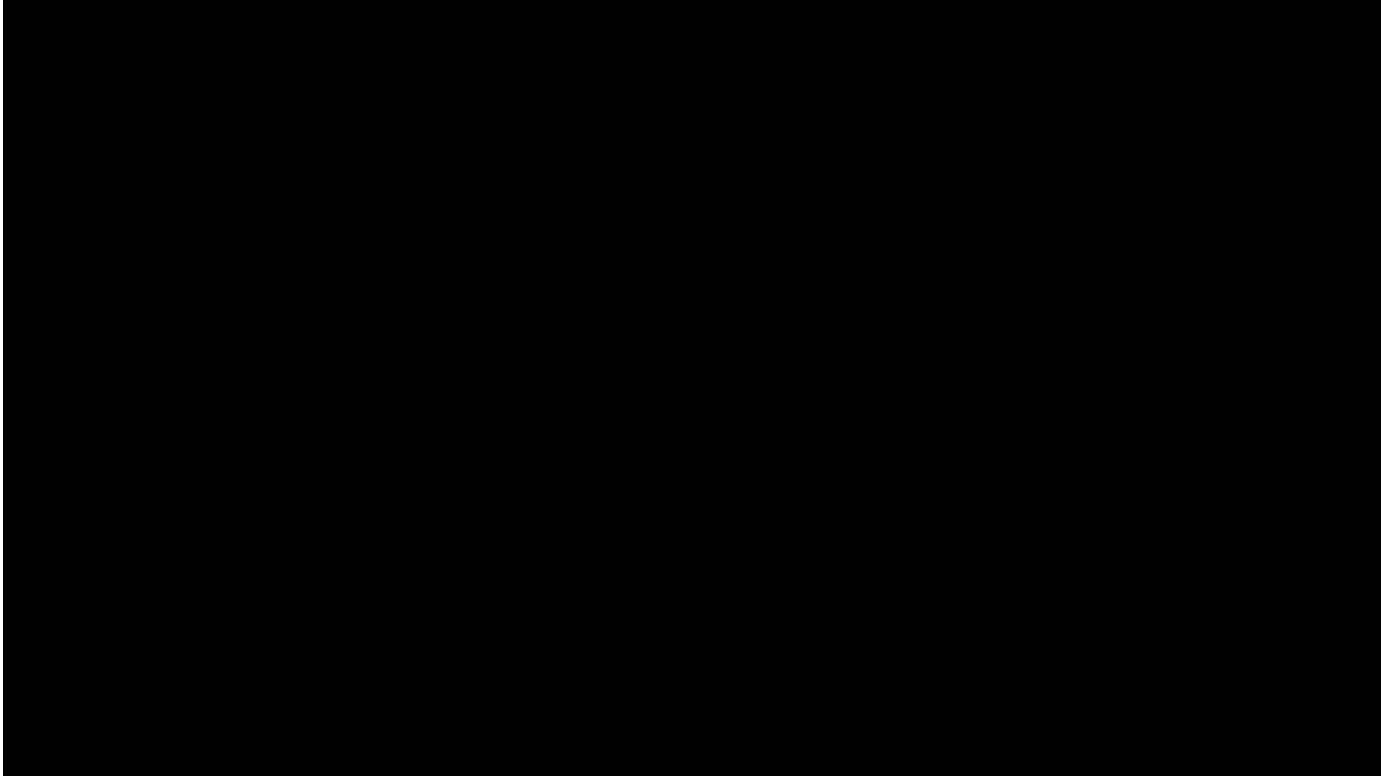
Inclusive Maternity Care

This Is Our Family (Welcome Video)

Finding Inclusive Childcare

Recognising Signs of Depression

Dysphoria





THE REAL FACE OF MEN'S HEALTH



**tell us what being
a dad is really like**

our new survey for dads



Local baby buddy™ by best beginnings

- **Reaching areas with highest deprivation**
- **Strengthening multidisciplinary working** through Baby Buddy Training and e-learning
- **Consistency of the Digital Offer for parents :** other digital resources and apps being signposted to
- **Responsive Public Health Communication tool :** local updates, surveys and notifications

Leeds
51%

Surrey
Heartlands ICB
33%

Northeast
London LMNS
43%

Southwest
London ICB
25%

Average Birth cohort using Baby Buddy in 2023
(updated October 2023)

Thank you

Scan the code to download Baby Buddy today. Check it out!



or go to: www.babybuddyapp.co.uk

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