**Mother interviews by telephone (maternity assessment) - 2023**

**Maternity assessment** – the below grids are for 150 numbers – you should aim to collect 100 breastfeeding mothers and 50 mothers who formula feed. There is a separate list for 15 mothers with a baby on the neonatal unit. You can add more rows if you have more numbers to submit, but you should aim for these as a minimum.

*We suggest that you keep a copy of the list with additional information about each mother, possibly unit numbers, to enable you to cross reference mothers in case the assessors need to ask for records. Please don’t send the list with unit numbers to Baby Friendly.*

**Guidance for collecting telephone numbers and consenting mothers**

**Consenting mothers for interview**

In order to ensure that a fair and representative sample of mothers is interviewed, it is crucial that the following is adhered to:

**Sample size**

Many mothers don’t answer the phone, so in order for us to talk to sufficient mothers, we need a big list of names of mothers who have consented to be interviewed. For most services**\***, this means that we will need to receive *at least* 150 names.

**Sample validity**

When consenting mothers, it is important to select entirely at random. Therefore, the following is required:

* Commence consenting mothers 5-6 weeks in advance of the assessment.**\***
* *All* mothers giving birth within the timeframe should be asked to consent to interview. We suggest that you ask all mothers for consent to be interviewed prior to their departure from the postnatal ward (see exclusion criteria below).
* It is not acceptable to bias the sample by selecting mothers based on their feeding history, or to select only those who have accessed classes, groups or been seen by the Infant Feeding Lead. However, some of these mothers are suitable for interview as part of a random sample.
* It is not acceptable to bias the sample by asking staff to select only two or three mothers each from their caseload or by selecting mothers from certain areas only.
* Please consent mothers who do not use English as a first language. The telephone numbers list has a column for you to identify preferred language spoken. Your lead assessor will discuss with you about how we can interview a sample of these mothers, if appropriate.

The goal is to achieve a random list of mothers – different types of birth, parity, feeding experience, babies with varying ages, living in different areas, breast and formula feeding in order to give the fairest representation of the care the facility provides.

***\*****For average sized facilities – we may need more or fewer numbers so smaller or larger facilities may need to collect numbers for a longer/shorter period.*

**Exclusion criteria**

There may be reasons to exclude some mothers from your sample. The following mothers should be excluded. Mothers:

* who are under the age of 18
* who could be too ill to take part in an interview
* with vulnerabilities where the service feels contact would be inappropriate
* with a baby who is unwell
* who live out of the area.

**Obtaining consent**

We suggest that you ask all mothers for consent to be interviewed, prior to their departure from the postnatal ward. We provide a sample Mother consent form ([unicef.uk/motherconsent](http://unicef.uk/motherconsent)) to help you obtain consent. You may wish to use our sample, or adapt the wording into your own format, however it is essential that the wording retains the following information:

*What happens to the information I give?*

* *Your contact details will only be used for the purpose of the interview, and will not be passed on to anyone else. Unicef UK will destroy your contact details within a week of our conversation.*
* *What you tell Unicef UK is confidential and won’t be linked to you by name. We’re talking to many mothers in your area and will use all the answers together to find out what is working well and where we could do better.*
* *Unicef UK will only feedback your individual information to the service if you or your baby need urgent help or are in danger.*

In addition to those consents you collect in advance and submit on the list, you may also be approaching mothers during the assessment to consent them to a face-to-face interview; in this instance all mothers should be shown the consent form information before giving verbal/written consent.

Whether face-to-face or by telephone, the interviewers will confirm consent with each interviewee before proceeding with the interview.

**Safeguarding policy**

Throughout our work in the Baby Friendly Initiative, the welfare of children is our paramount consideration. Under Working Together 2018, we have a duty to both report any concerns we have that a child may be at risk of harm, and to follow up with the agency to whom we have reported these concerns, to confirm that action has been taken to protect the child. In order to conduct Baby Friendly assessments, we routinely work in partnership with experienced healthcare professionals and our normal reporting process will be to inform the Infant Feeding Lead that we are working with of any concerns, so that these can be processed in the usual way within the healthcare setting.

We would only report directly to statutory agencies if our concern was so urgent that contacting the Infant Feeding Lead would cause delay that could prejudice the child’s welfare, or where we were unable to confirm that action had been taken and therefore needed to escalate our concern in order to ensure the child was protected from harm. A copy of our full safeguarding procedures can be provided upon request.

**Record keeping**

Please collect all written consent forms from mothers and transfer their contact numbers into the telephone grid. You do not need to send each copy of a mother consent to us. Please keep copies of the individual consents until your assessment is complete (i.e. you have received your assessment report) and then destroy the forms securely. Unicef UK will not keep any data of the consented mothers you submit to us after the assessment; all phone numbers are deleted and would not be used for any other purpose other than the Baby Friendly assessment.

For more information about Unicef UK’s privacy statement please visit [unicef.org.uk/legal/cookies-and-privacy-policy/](https://www.unicef.org.uk/legal/cookies-and-privacy-policy/)

**Sending the telephone numbers**

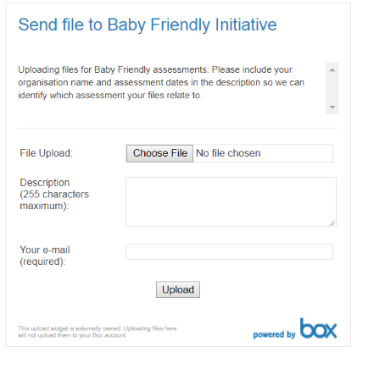
Please use the following grids to submit the telephone numbers of consented mothers to the Baby Friendly office. The list will need to be sent to the lead assessor **at least a week in advance of the assessment** (occasionally this can be up to two weeks in advance as the phone interviewers may be doing the calls up to a week before the actual assessment). Please use these grids with numbering as it will help us to divide telephone numbers between assessors, including the telephone assessor/s.

Sending data such as names and phone numbers should be done securely;

* We strongly recommend you send the files via a secure file sending system and password protect the document. **Please avoid sending the lists via email without any encryption.**
* You may wish to use the Box upload link to send the file (see guidance below) or your own internal IT department may have a preferred approach or system to use. Allowing plenty of time to research and finalise safe sending of the data will help avoid delay and potential threat to us being able to carry out your assessment effectively.

To send us these files directly, please visit this uploading page on our website

[**unicef.org.uk/BabyFriendly/Health-Professionals/going-baby-friendly/Health-professionals-contact-us/**](http://www.unicef.org.uk/BabyFriendly/Health-Professionals/going-baby-friendly/Health-professionals-contact-us/)



Select ‘choose file’ and select the file you’d like to send from your computer.

Add details in the description box to include your organisation name and dates of assessment.

Add your email address, so we know who has sent the file and who to contact with any queries. You can send additional files by returning to the link again.

If you have password protected the file, please call or email the Baby Friendly office to give the password for the files you’ve sent.

**If you are unable to use this uploading page, please send the files by any secure method used by your organisation and ensure the files are password protected.**

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| **Organisation name:** |  | | | | **Assessment dates:** |  |
| **Dates of consenting process** | **From:** |  | **To:** |  | **Number of births in period of consenting** |  |

| **No** | **Mother’s first name** | **Baby’s DOB** | **Feeding method** | **Telephone number/s** | **Preferred language spoken (if not English)** | **Preferred day/time** | **Consent (🗸)** |
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| **No** | **Mother’s first name** | | **Baby’s DOB** | **Telephone number/s** | **Preferred language spoken (if not English)** | | **Preferred day/time** | **Consent (🗸)** |
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