Delivering Baby Friendly services at this time can be difficult. However, babies, their mothers and families deserve the very best care we can provide. This document on planning a virtual conversation is part of a series of guidance sheets designed to help you provide care remotely.

**PREPARING FOR THE CONVERSATION**

- Plan a mutually agreed appointment with the mother and consider her history/circumstances prior to the conversation if possible
- Have appropriate resources available during the appointment, e.g. antenatal/postnatal conversation sheet and infant feeding assessment tool
- Ensure telephone/internet access is available and can support video/phone contact for the duration of the conversation
- Plan to work in an environment which maintains the mother’s confidentiality and privacy
- Plan the time you have available for the conversation.

**DURING THE CALL**

- Introduce yourself and confirm consent with the mother to continue the call
- Set parameters, e.g. let the mother know how much time you have available and offer a follow up if required
- Utilise the most appropriate guidance sheet to guide the conversation, e.g. antenatal/postnatal conversation sheet and infant feeding assessment tool
- Support the mother by listening, seeking clarification, gently asking further questions, reflecting your understanding and providing guidance as required
- Let the mother know if you are unsure of how to respond to a query and then seek support and call her back as appropriate
- Before bringing the conversation to a close, ask the mother if she has any other questions and offer follow up support and/or direct her to other resources.

**FOLLOWING THE CALL**

- Make appropriate referrals as required
- If required, ensure follow up conversation is planned with date and time recorded
- In line with trust guidelines:
  - be aware of GDPR requirements
  - make an appropriate referral if any safeguarding issues arise
  - be careful to maintain contemporaneous records.

**USEFUL LINKS**

- Unicef UK Baby Friendly Initiative guidance for antenatal and postnatal conversations
- Having meaningful conversations with mothers: a guide to using Baby Friendly signature sheets
- iHv professional advice to support best practice: Virtual contacts by health visitors