**Mother interviews by telephone (community assessment) – 2025.**

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| **Organisation name** |  | **Assessment dates** |  |

**Community assessment** – the below grids are for 150 numbers – you should aim to collect 100 breastfeeding mothers and 50 mothers who formula feed (this is an estimate, in areas with high breastfeeding rates it will be easier to recruit mothers who are breastfeeding, please try to recruit as many mothers who are formula feeding as possible). You can add more rows if you have more numbers to submit, but you should aim for these as a minimum.

**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:

* *All* mothers who have had a primary visit from the health visiting service in the last 2-3 months should be asked to consent to interview (see exclusion criteria below).
* *For assessments which include early years services,* please aim to consent all mothers who have attended services within the last 4-6 months, ensuring that these are representative of all venues.
* 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.
* For those services who are being assessed as a whole community across both health visiting and early years services, we request that those mothers who have attended a specific group of session as part of the early years provision be highlighted on the list in order that we can make sure we interview sufficient mothers who have accessed the service. Alternatively, separate lists of mothers who have attended early years services can be provided.

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 support the service provides.

***\*****For average sized services – we may need more or fewer numbers so smaller or larger services 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, when staff are in contact with them in the period prior to the assessment. 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 used by UNICEF UK for any other reason nor passed on to anyone else. UNICEF UK will securely destroy your contact details within two weeks of the assessment being completed.*
* *What you tell UNICEF UK is confidential and won’t be linked to you by name. We will make brief notes of the conversation, which will be securely deleted from UNICEF UK systems 6 months after the assessment.*
* *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 with one of the assessment team; 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 to us, however 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;

* **Please do not send the lists via email**
* To send us the files, use our Sharepoint upload link (see guidance below)
* If you cannot use this, please contact the Baby Friendly office to discuss further. It is important that this data is sent securely, so allowing plenty of time to check 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/)

and follow the link to the Sharepoint upload page

Before you send us any files, please ensure the file names are clear and concise as to what the file contains. Please ensure your organisation name is specified within the document as well. E.g. “Telephone list – Organisation name” or “Curriculum – Organisation name”.

A screenshot of a computer

Description automatically generatedClick ‘select files’ and then choose the file you’d like to send from your computer. You will be prompted to enter your first/last name.

**Please then send an email to** [**bfi@unicef.org.uk**](mailto:bfi@unicef.org.uk) **to confirm how many files you have uploaded to us, so we can confirm receipt of the files.**

This will help us identify your files quickly, particularly when we are receiving a large number of files relating to different assessments.

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

If you have a large number of files to upload and send to us, please contact the office before sending as we may set up a bespoke link for you to use.

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| **Organisation name/s:** |  | | | | **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)** | **Attended early years service**  **Y,N or N/A** | **Preferred day/time** | **Consent (P)** |
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