



A toolkit for organisations

LET'S TALK ABOUT SUPPORTING EXPECTANT & NEW PARENTS



Janine Smith | working with parents since 2002

When parents experience pregnancy, birth and a baby they are navigating a time of change, challenges and new responsibilities, which can also bring with it vulnerabilities and worries.

Parents can feel nervous, scared, overwhelmed, lost and really unsure of themselves and where to go for the support they need.

After working and talking with expectant and new parents for over 20 years, I understand how to make a difference with relevant and varied information, support and reassurance.

12%
pregnant women
experience anxiety
& depression

NICE

15-20%
of new mums
experience
depression

NHS


90%
of new mums
feel lonely

British Red Cross



The impact of specialist support for expectant & new parents can include:

"Janine is warm, kind and professional and she has made me feel more listened to than any other specialist. She has a wealth of knowledge and experience, but uses emotional intelligence and intuition to really get to the heart of what might help you and your little one to get through the tough times of pregnancy and parenthood."



- a better understanding of birth, babies and being a parent
- greater wellbeing
- being supported and reassured
- increased confidence in their parenting
- less stress & overwhelm
- better able to navigate services
- less isolated
- greater peace of mind about parenting
- effective strategies to manage the challenges



Expectant & new parents can benefit from:

1. consistent, straight-forward and evidence-based information
2. talking to and learning from other parents
3. easy to navigate knowledge in one place, away from conflicting information and opinions
4. useful and reassuring online information to use as they need it
5. links to a clear pathway of services and support
6. connection, community and personalised sessions and resources
7. being listened to
8. opportunities to engage with experienced professionals

In addition to their antenatal and postnatal care, many parents have a strong need for information, support and reassurance, which can boost their knowledge and wellbeing.

EXPECTANT & NEW PARENTS CAN HAVE A RANGE OF CONCERNS & QUESTIONS

Having reliable and
trusted information,
support and
reassurance makes a
difference for parents

A toolkit for supporting parents

- labour & birth
- being induced
- having a caesarean
- their recovery
- the early days & weeks with their new baby
- feeding
- their baby's development
- sleep & being exhausted
- weaning
- getting it wrong
- isolation & loneliness
- feeling unsupported
- lack of confidence
- low mood and anxiety
- feeling overwhelmed

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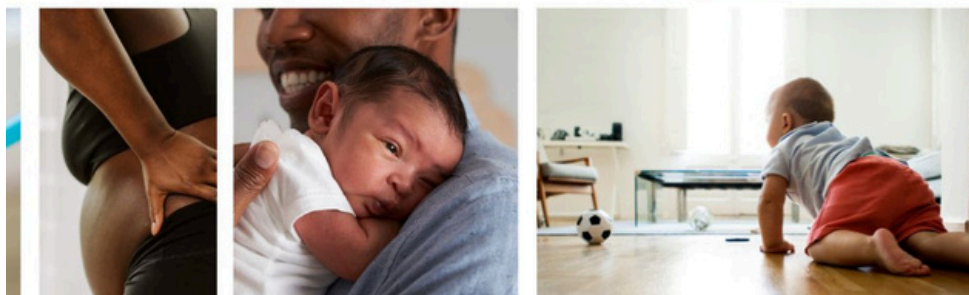
"Janine has knowledge, skills, perspective, empathy, experience and passion. I felt in safe hands and she was able to provide the reassurance I needed."



"You create some of the best resources I have used throughout my pregnancy, for my birth preparation and when my baby was here."



"Janine creates relevant content, she asks the right questions and, with her knowledge and experienced perspective, she is able to reassure parents, even on the most stressful of days."



Feedback from recent projects

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With a warm, professional approach to put parents at ease

I offer a simple, personalised experience with parents so they can feel supported, while also able to develop strategies that work for them.

Having worked and talked with parents in pregnancy, for birth, with babies and during life as a young family, I understand the issues faced by parents returning to work and I am well placed to provide information, support and reassurance.

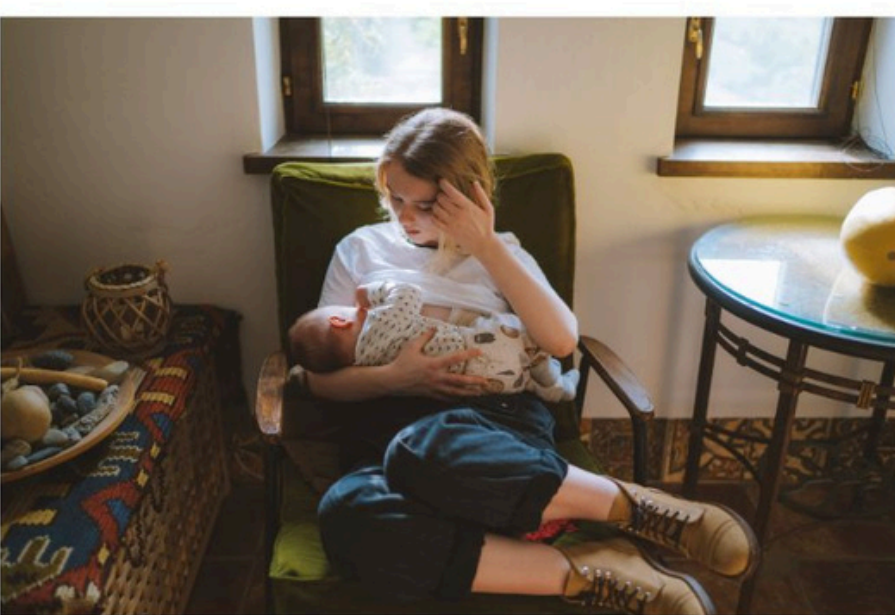
With workshops/discussion groups, 1:1 conversations and resources, you can offer a unique programme of support for working parents within your organisation.

I work with small business and large organisations everywhere and I'd love to talk to you about supporting working parents.

Janine

As an antenatal & postnatal specialist, I focus on:

- * strengthening knowledge
- * providing insights into working with & supporting parents
- * creating community & reassurance for parents



I work with small business & large organisations everywhere



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I would love to work with you.

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