

DadPad®

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 [@dadpaduk](https://twitter.com/dadpaduk)

Introducing DadPad®

New dads will feel excited, but may also feel left out, unsure and overwhelmed.

The DadPad can help.

The DadPad gives new dads and dads-to-be the knowledge and practical skills necessary to support themselves and their partner, so that babies get the best possible start in life.



“There comes a point where we need to stop just pulling people out of the river. We need to go upstream and find out why they’re falling in.”

Archbishop Desmond Tutu

Why now?

With Maternity Transformation being mid-programme (Better Births Strategy), and with Clinical Perinatal Infant Mental Health Networks, Public Health Teams and safeguarding initiatives all aiming for similar outcomes in terms of building resilient new families, there is still little being done to include and engage new fathers. Before these programmes finish and as new plans are made, now is the time to “think family” and make including fathers a priority.



Dads-to-be queuing to buy their copy of the DadPad and to speak with Julian at a Mothercare Expectant Parent Event in 2018.

The Better Births Strategy affords us a once-in-a-generation opportunity to build and grow a dad-inclusive empowerment strategy that can only serve to benefit us all, as a society.

Why now?

Fathers/Men's MH Speaker @M... 2d
 NEWS:: WE HAVE DONE IT!!! AFTER YEARS OF CAMPAIGNING. OMG NOW WE CAN TELL YOU!!! ITS BEEN A JOURNEY.....
 @DrAndyMayers

Dad Matters @dad_matters 2d
 Yes!!!!!!! This is huge news!!! To all those that came before Dad Matters in Greater Manchester, well done! Now let's move forward for all dads everywhere! @MarkWilliamsFMH @DrAndyMayers @dadpaduk @thedadsnet @dad

Dr Andy Mayers @DrAndyMayers
 It's official! campaigni...
 @MarkWi...
 others we...
 listened to. There...
 need to do but it's a great start @NHSEngland @CamillaRosan @PMHPUK @MMHAlliance @AshCurryOcd @DorsetMind @DorsetHealth @bournemouthuni



NHS to offer mental health treat...
 Thousands of new fathers are to be offered screening and ...
 thetimes.co.uk

9:51pm · 1 Dec 2018 · Twitter for Android

17 REPLIES 115 RETWEETS 304 LIKES



BREAKING NEWS!!!



Gavin liam russell @gavin_liam 2d
 Superb achievement by @MarkWilliamsFMH I was lucky a Mother & Baby Unit made... and saw our family a Dads & families were... lucky. Helping dad's to... helping experts to be a... is essential @SPSP MH

Cheryl Mercer @CherylIMercer 2d
 AT LAST!! Massive news for all Dads going undiagnosed with PND, PTSD, Perinatal Anxiety. You matter too! Well done @MarkWilliamsFMH @DrAndyMayers for your relentless... for this to be... StartGN



al health treatme...
 fathers are to be
 and treatment fo...

Retweeted
 @FathersNetScot
 recognising not only
 natal issues too, but that
 ew mothers is deeply
 porting the skills and
 ir children's fathers." A
 rom @fatherhoodinst
 #DadUp



The NHS is no longer treating preg...
 NHS is at last recognising that men
 e postnatal issues too, says Jack ...
 theguardian.com



The Guardian
 mental health ch...
 England to offer
 e partners ...

Show this thread
 1 2

NHS to offer mental health treatme...
 Thousands of new fathers are to be offered screening and treatment fo...
 thetimes.co.uk

11 25

Initiatives are great but, ultimately, engagement is crucial for successful implementation. We offer you the opportunity to do this with DadPad.

What are we aiming to achieve?

“Unsurprisingly, 18+ years of evidence-based research demonstrates that positive parenting by dads has a **significant impact** on the family dynamic, yet efforts to engage and empower dads have been **underwhelming and sporadic**.

What I have witnessed during the development of the DadPad is the coming of a **golden opportunity moment** whereby men in our society are ready, want to, and are needed to play a full part in their family’s life.

Our goal must now be to help build **strong, resilient families** who are **empowered** to support each other and who are able to **access** help and information at the **earliest point**, where it is most positive for them to do so.”

BRIEFING

Centre for
Mental Health



Lorraine Khan

50: Fatherhood: the impact of fathers on children's mental health

Summary

There is growing awareness about the importance of mothers' mental health and the impact they can have on their children's mental health. However, less is known about fatherhood and the impact fathers can have on their child's mental health. This briefing paper explores the direct and indirect impact of fathers on children's mental health, from positive supervision and language development, to emotionally buffering mother and child against environmental stresses.

From pregnancy to adolescence, fathers are a major influence on a child's emotional and behavioural health. The relationships a father builds within a family are far more important to a child's mental health than traditionally valued paternal characteristics such as

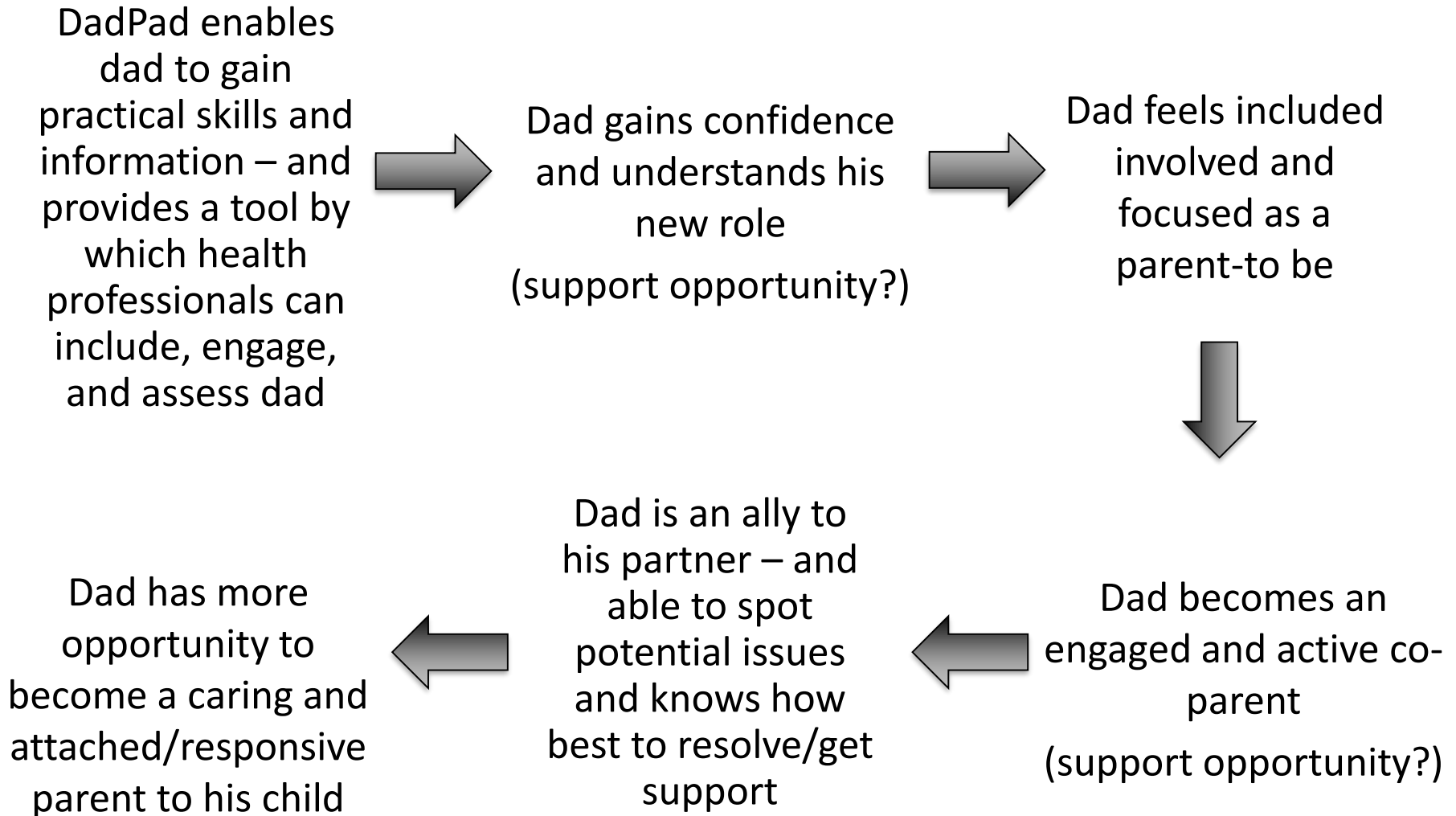
intellect or masculinity. Fathers can create a high quality co-parenting alliance with their partners, including when fathers are not living with their children, and help their children to build positive, trusting relationships.

However, fathers have received little support to be the best parents they can be, and the importance of fathers' own mental health has been neglected. Chaotic or conflict-ridden family circumstances, work pressures and stereotypes about masculinity can get in the way of being the best parent they can be.

This briefing specifically explores the role of fathers and focuses on their positive potential to have an impact on the wellbeing of their children. ▶

IF YOU WANT
SOMETHING YOU'VE
NEVER HAD,
THEN YOU'VE
GOT TO DO
SOMETHING YOU'VE
NEVER DONE.

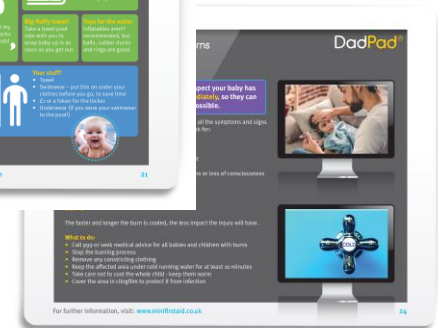
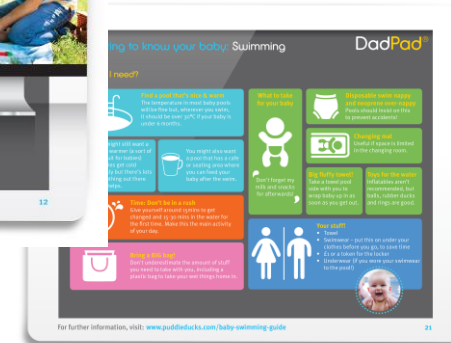
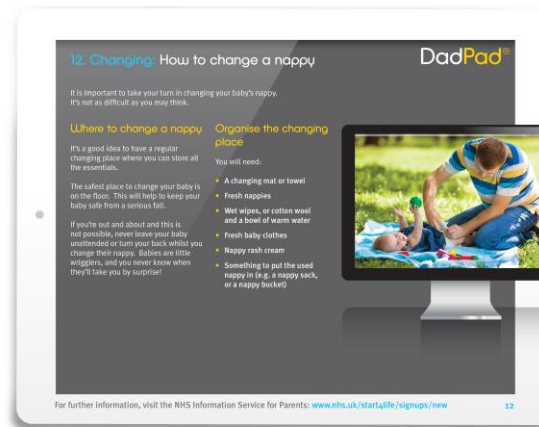
Our assertion:



What's included?

By bespokeing DadPads, the contents can be customised according to need. However, the standard version coverage includes:

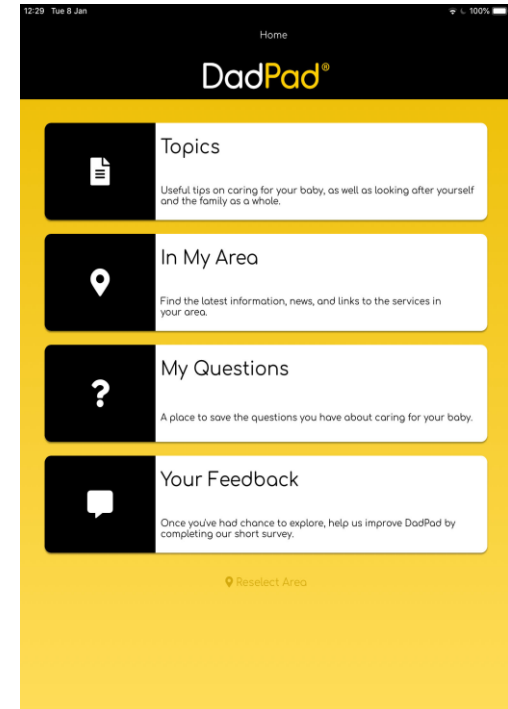
- The Midwifery service
- Health Visitor team
- Feeding
- Holding
- Crying
- Changing
- Cleaning
- Getting to know your baby
- Home safety & First aid
- Child development & milestones
- Supporting each other (including mental health information)
- Legal information
- Parenting advice and support



More thorough information on current general content can be found on our website: <https://thedadpad.co.uk/get-dadpad/>

Where is DadPad®?

DadPad has already been adopted 11 separate NHS areas across England since its initial launch in 2012. Individual areas have commissioned both hard copy DadPads and/or app versions.

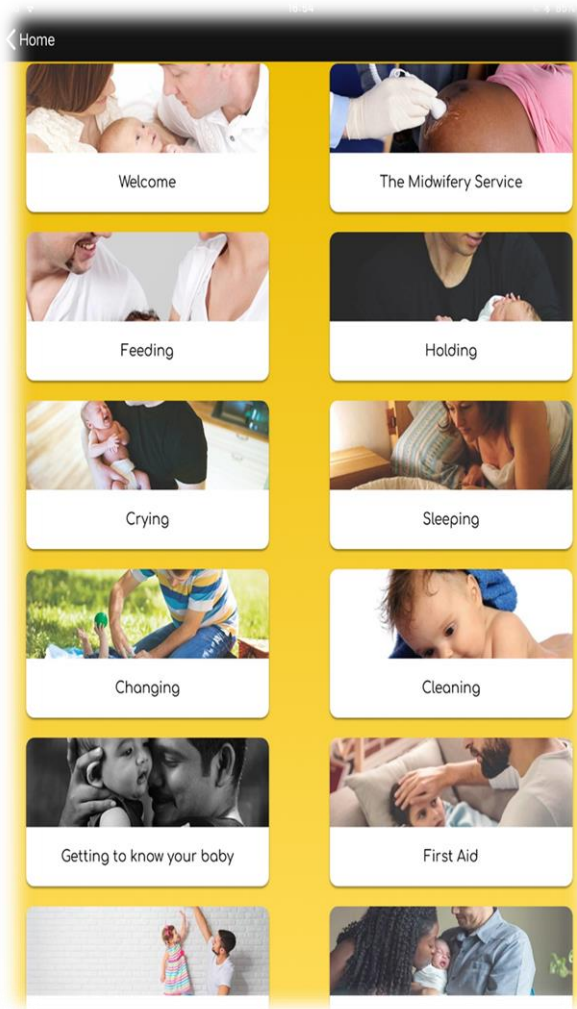


Who have we worked with?

At DadPad, we have experience of working with a wide range of groups and organisations in developing bespoke content, including:

- Perinatal Mental Health Teams/Networks
- Maternity and Health Visiting Teams
- Maternity Voices Partnerships (MVPs)
- Public Health Teams
- Safeguarding Boards
- Multi-Agency Boards e.g. the Hampshire High Impact Board

The DadPad® App



In the last 12 months, we have worked with a trusted team of developers to produce a DadPad app.

This is the perfect complementary resource for new dads who want to look at information on their electronic devices in-between spending time with their baby.

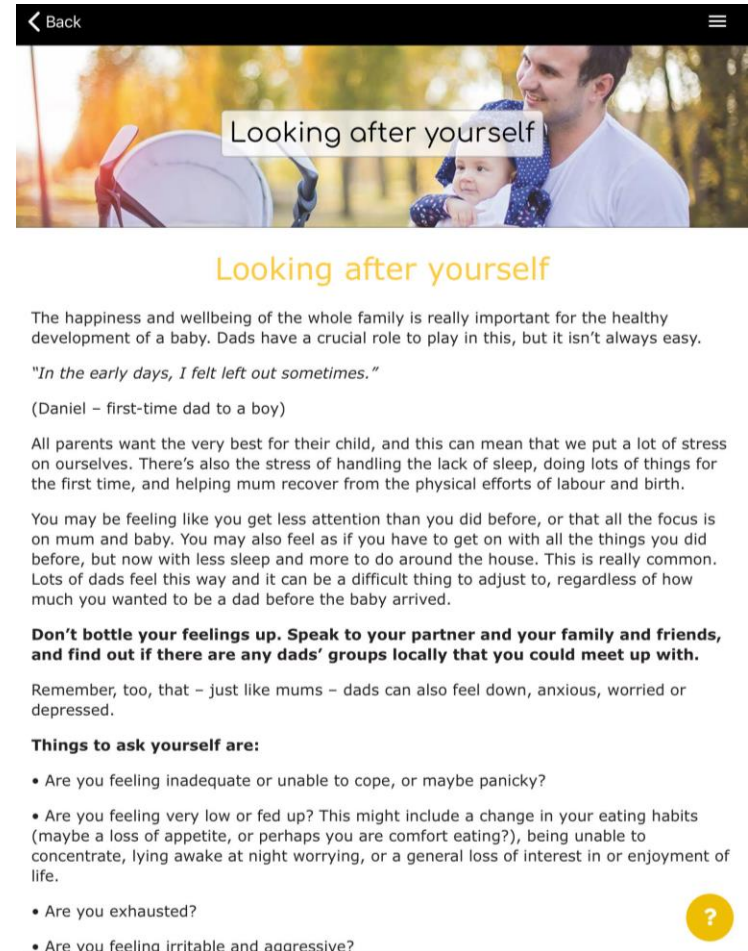
As well as allowing access to the content and visuals, the app gives dads the opportunity to record and store any questions they have. These can then be accessed and discussed later when talking with their baby's mum, family, friends, or their health professional.

Commissioning areas can also upload information and contact details on sources of local support and send out information, drawing dads' attention to important new local or national initiatives.

The DadPad® App

Analytics give each commissioning area the ability to gather feedback from the dads as they start their parenting journey, which will help tailor services.

The app is available on a yearly licence-fee basis.



The screenshot shows a mobile app interface. At the top, there is a black navigation bar with a white back arrow and the text 'Back' on the left, and a white hamburger menu icon on the right. Below the navigation bar is a large image of a man smiling and holding a baby. Overlaid on the image is a white text box with the title 'Looking after yourself'. Below the image, the title 'Looking after yourself' is repeated in a yellow font. The main content area contains several paragraphs of text, a quote, and a list of bullet points. At the bottom right of the content area, there is a yellow circular icon with a white question mark.

Looking after yourself

Looking after yourself

The happiness and wellbeing of the whole family is really important for the healthy development of a baby. Dads have a crucial role to play in this, but it isn't always easy.

"In the early days, I felt left out sometimes."

(Daniel – first-time dad to a boy)

All parents want the very best for their child, and this can mean that we put a lot of stress on ourselves. There's also the stress of handling the lack of sleep, doing lots of things for the first time, and helping mum recover from the physical efforts of labour and birth.

You may be feeling like you get less attention than you did before, or that all the focus is on mum and baby. You may also feel as if you have to get on with all the things you did before, but now with less sleep and more to do around the house. This is really common. Lots of dads feel this way and it can be a difficult thing to adjust to, regardless of how much you wanted to be a dad before the baby arrived.

Don't bottle your feelings up. Speak to your partner and your family and friends, and find out if there are any dads' groups locally that you could meet up with.

Remember, too, that – just like mums – dads can also feel down, anxious, worried or depressed.

Things to ask yourself are:

- Are you feeling inadequate or unable to cope, or maybe panicky?
- Are you feeling very low or fed up? This might include a change in your eating habits (maybe a loss of appetite, or perhaps you are comfort eating?), being unable to concentrate, lying awake at night worrying, or a general loss of interest in or enjoyment of life.
- Are you exhausted?
- Are you feeling irritable and aggressive?

What do people say about DadPad®?

The Dads...

“It’s been my Bible.”

Dad at a Mothercare Expectant Parent Event

“Dads are important too and this toolkit is subtly brilliant in its approach to support educate new and nervous fathers! Great stuff!”

Dad-to-be

“...getting the pack means I’m involved and I thought it was really cool... The child development part is my favourite bit, but there’s things in there – like things about mental health – that I didn’t know about and that I didn’t know you needed to know about.”

22yo father-to-be

“...it’s an amazing resource!”

Manchester-based dads’ group Twitter Account

“...@dadpaduk...is needed in all hospitals.... it’s fantastic.”

Dad and mental health campaigner

“@dadpaduk brilliant resource and brilliant work, as a father of 3 children I suffered with depression after the birth of my first – 20 years ago and would have welcomed this support and advice.”

Dad via Twitter

What do people say about DadPad®?

The Health Professionals...

“There was a cross-section of dads [on our wards], from the most vulnerable to the motivated and well-educated. The responses were very similar from all; they felt that the DadPad was an excellent resource that they would find useful. They felt that there are many similar resources on the market, but they are aimed at mothers only, so it was good to see something specifically for dads.”

Midwife

“The DadPad booklets and app provide a great resource for dads, full of ideas and information.”

ICON Twitter Account

“Excited to have these in our young parent boxes.”

Practice Development Midwife

“DadPad is such a good idea for new dads, bringing together a range of information in a handy and convenient pack.”

Professor Consultant Neonatologist

“The @dadpaduk is such a good resource and guide. I tell all of my friends who are expecting to get one as I know they will need this.”

Nurse and Service Improvement Lead

“@dadpaduk is a great tool to introduce to dads at the beginning of their journey.... fantastic resource to use with dads.”

Health Visitor

What do people say about DadPad®?

The Commissioners...

“This is about dads being prepared for some of that tension and strain of being a new parent, but without being overwhelmed, and knowing that it’s not just mums who can access the help and advice that’s available, even if they don’t live with their partner.”

Programme Manager for Women & Children at NHS Kernow CCG

“@dadpaduk is a great resource for new fathers.”

Hampshire Safeguarding Board Twitter Account

“Excellent app and book to support new dads...”

SCN Programme Manager

“A fantastic resource for Dads and Dads-to-be.”

Salford Public Health Team Twitter Account

“...the DadPad gives support to new fathers who can often feel left out and unable to help when they’re needed most, and this can put a strain on both parents. Simple and effective tools like this can help dads prepare for that life-changing moment...”

NHS England Associate National Clinical Director
for Perinatal Mental Health

What do people say about DadPad®?

Working with DadPad...

“The process of customising the document for our Maternity Unit has been smooth from start to finish. Julian was very amenable to the changes that we wanted to make, to both text and illustrations. We have now a beautiful document that we will be very happy to use with dads in our hospital.”

Lead Midwife for Service Improvement

What next for DadPad®?

On Father's Day 2018, we launched the DadPad Neonatal.



Plans for the future...

- Updates to the DadPad app/ebook
- Developing the DadPad Neonatal app/ebook?
- MumPad
- Home Birth DadPad
- and much, much more...!

How can we help you?

- Providing step-by-step guidance and support, from quotation to launch
- Advising on funding options and sources
- Working with you to update, edit and add to existing DadPad content – text and images – to suit your needs and wishes
- Developing and writing wholly new content with you, as required
- Liaising with our trusted team of designers and developers to bring your ideas to life

Summary

There is an acknowledged gap in provision for dads, and a real and proven need for it to be filled, to benefit society as a whole.

The team at DadPad have a proven track record, with constant and growing interest.

We are offering a co-produced, measurable, value-for-money, prevention model-based engagement and information tool for new dads.

DadPad™

the guide for new fathers

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...engaging dads, strengthening families...



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