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Evaluation of The 'You First' Programme For Young Parents Appendices

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Evaluation of The 'You First' Programme For Young Parents: Appendices

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Evaluation of You First - Appendices

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You First: *A Booster Programme for Young Parents*

Summary Operating Specification



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1. Summary

You First is an innovative programme from Barnardo's Scotland which has been designed to increase the support that young, first time parents and their babies receive from their peers, the community and existing local services.

You First is a 'booster' programme that adds value to existing local services by promoting engagement with universal services. The programme uses a mix of financial incentives, group work and one-to-one specialist supports over a 20 week period.

The design principles behind You First draw on direct evidence from Barnardo's Scotland young parent services. The principles draw on approaches from North and South American projects that engage with hard-to-reach groups as well as first-hand input from health, education and policy professionals.

Young parents who engage with You First will have the opportunity to:

- Be better connected with local and universal services
- Receive a direct cash boost to help them and their child
- Have increased peer and community support
- Be financially included and in receipt of the correct welfare supports
- Be more confident and capable new parents
- Receive an SCQF Level 4 qualification

This document sets out the operating specification for the You First programme.

You First will provide participants with a direct grant-incentive - this "positive conditionality" approach has been piloted in a variety of settings with different groups but has yet to be tried with first-time parents.

Two test programmes of You First were delivered in West and Midlothian between October 2009 and March 2010. Following this, a further 10 pilot programmes¹ were delivered across East, West and Midlothian between April 2010 and December 2011. These 10 programmes were externally evaluated by IPSOS Mori, Scotland.

2. Introduction

You First is a 20 week group programme aimed at first time parents. It provides training, peer support, experiential learning and connects young parents with local universal and specialist services. The unique elements of the programme are that it provides all participants with the opportunity to gain a recognised qualification at SCQF Level 4 as well as a boost to their income of approximately £20 per week for the life of the group programme.

The programme is designed for:

- First time parents
- With a first baby under one
- Who are under 21

¹ 2 of the pilot programmes were delivered without the use of financial incentives

- Who live in the 15% most deprived areas of Scotland (SIMD, 2006)

The over-arching topics covered within the programme are:

- Health and Wellbeing (of parent and child)
- Child Development
- Financial Capability and Inclusion
- Developing the relationship between parent and child

3. Programme Design Process and Rationale

3.1 Background

The You First programme has been designed by Barnardo's Scotland as part of a response to the Scottish Government's Early Years Framework which aims to "*give a renewed focus on giving children the best possible start in life*" and has made a strong commitment towards developing more early intervention programmes which invest in the health of pregnant mothers, babies and young children to break the link between early life adversity and adult disease and reduce health inequalities, particularly in the most deprived areas².

The priorities identified in the framework include: promoting positive parenting approaches, highlighting the importance of place and green spaces for children, committing to the principles set out in "Getting It Right for Every Child" and building the capacity of universal and specialist services to respond to the needs of all children and their families.

3.2 Design rationale

You First is designed to offer short term support to those new parents who are furthest from universal and specialist services to help them identify appropriate supports and engage with them. You First sets out to engage early with new young parents who are statistically more at risk of income deprivation, low employment opportunities, poor health and educational attainment.³

Research undertaken at the Center on the Developing Child at Harvard University underlines that "while good (universal) programs can enhance the performance of all children, current knowledge about brain and child development, as well as empirical data from cost-benefit studies, presents a compelling case for early, public investment targeted preferentially toward those children who are at greatest risk for later failure in school, in the workplace and in society at large."⁴

Barnardo's Scotland uses a five stage development process for all new programmes:

1. Propose (Opportunity / needs assessment)
2. Analyze (Review existing work, internal and external literature, emerging practice)
3. Test (Test the process)
4. Review (Review the test phase)
5. Pilot / Implement. (Full pilot and evaluation)

² Scottish Government, Early Years Framework: 2008

³ One Scotland, Scottish Index of Multiple Deprivation: 2006

⁴ www.developingchild.harvard.edu

During the first two stages of the You First development Barnardo's Scotland conducted the following work.

1. Internal consultation among practice managers in family support services and young parent services
2. Literature review of domestic and international parenting programmes and models
3. Review of new practice models for engaging with hard-to-reach groups
4. Secondary consultation with professionals and practitioners working with young parents

3.3 External Evidence and Sources

Case for an Early Years Booster Programme

Evidence from the Early Years framework suggests that we should target resources towards those who:

Have an unsafe start in life:

- 33% of all child protection referrals were for children pre-birth to 4 years. (www.scotland.gov.uk)
- 86% of referrals resulting in case conference highlighted the child's primary known / suspected abuser as the child's Natural Parent. (www.scotland.gov.uk)

Have a poor start in life:

- UK has a higher % of its children living in workless households than any other EU country. (Joseph Rowntree Foundation 2006)
- 1/3rd (35%) of people living in Scotland's 15% most deprived areas were income deprived compared to 10% in the rest of Scotland" (One Scotland, Scotland Index of Multiple Deprivation :2006)
- Significant statistical relationships lie between income deprivation, low employment opportunities, poor health and education attainment. (One Scotland, SIMD: 2006)
- The higher the level of deprivation the lower the level of accessing services (One Scotland, SIMD: 2006)

Who are the most vulnerable:

- Teenage Pregnancy Rates linked to areas of Multiple Deprivation (ISD Scotland 2006)
- Scotland has a higher rate of teenage pregnancy than most other Western European countries. (ISD Scotland 2006)
- A strong deprivation gradient, the most deprived groups have approximately 10 times the birth rate than the least deprived (ISD Scotland 2006)

3.4 Case for an alternative approach

The You First programme has been designed to respond to the needs of the participants based on their individual circumstances.

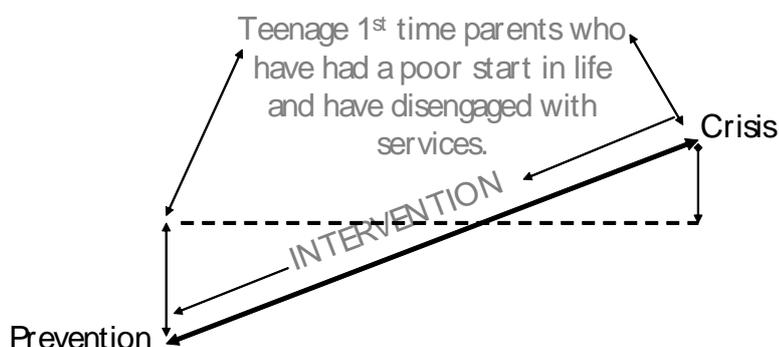
- 'Helping' services (e.g. directive services) didn't meet parents' own idea of their needs. They offered what service providers think they want or should

want, rather than what would really be of use' (Ghate, D. and Hazell, N. (2000), Parenting in Poor Environments Department of Health 2000 cited by Mary Crowley in Reaching Hard to Reach Parents, parenting UK 2005).

- 'A critical requirement for reaching the most disadvantaged families is an understanding of poverty and disadvantage' (Capacity & Esmee Fairburn Foundation, 2007)
- 'An element of confusion also pervades much of the policy and guidance- which emphasises the **need to reduce poverty and inequality but often emphasises parental deficit**- those parents who have lost, or never had, the capacity to parent responsibly- without placing this in the broader context of unemployment and/or poor skills and the resulting effects on family well being' (Capacity & Esmee Fairburn Foundation, 2007)



Achieving a balance of Crisis, Prevention & Early Intervention



“a shift from intervening only when crisis happens, to prevention and early intervention”
(Early Years Framework, 2008: 1)

Barnardo's Registered Charity
Nos. 216250 and SC037605

3.5 Barnardo's experience

Barnardo's Scotland has extensive experience of working alongside young people, new parents and families to support them through transitions and help them overcome barriers. Barnardo's Scotland has more than 65 services working with some of the hardest to reach children and families. Our work covers three themes:

1. Helping families become stronger
2. Protecting and caring for children
3. Helping young people get on in life

3.6 Systems and Solution Focused Practice

Our family support services use systems and solution focused approaches to support young people and their families. The foundation of our work with families is based on a Systemic Family Approach as this enables individuals and families to

build on strengths and participate in resolving their own challenges.⁵ Particular practice evidence has been referenced in the design of You First from our existing early years and new parenting services. This includes our Barnardo's Paisley Threads Service which assists young parents in the Renfrewshire area to take control of their own lives by building parenting capacity, peer support networks, and helping young parents recognise their strengths and skills as well as providing access to appropriate universal and specialist supports.⁶ Staff within the Paisley Threads Service were involved in the design and initial delivery of the You First Programme.

The Systemic Family Approach firmly places the young person and their family at the centre of any work being undertaken and uses such tools as Eco-maps, Genograms, Scaling and "Miracle" questions to enable clear evaluation of the needs and aspirations of the family. Using this approach is both inclusive and participative. It enables families to recognise their own strengths, coping strategies and support networks whilst experiencing a sense of choice and ownership of any work undertaken and is both inclusive and participative. The use of scaling also enables families to undertake self-evaluation and recognize the distance travelled.

The target of intervention for any area of the system e.g. the child, the parent, the wider community will undoubtedly have an impact on the care and wellbeing of the children.

3.7 Public agency references and input

The You First programme has been designed in conjunction with the Scottish Government Health, Education, Poverty and Early Years teams as well as in consultation with partner professionals within the NHS Lothian delivery areas.

The programme team at Barnardo's worked closely with the Health Visitor teams in the local areas to ensure the programme added value to their objectives and did not duplicate effort or existing delivery.

4 Programme

4.1 Key Elements

The programme is a well structured group-led activity that includes:

- a blend of experiential group work and parent/child activities
- in-group crèche support during parent-only sessions
- a cash grant of £20 per week to support the building of financial capacity⁷
- a qualification at SCQF Level 4 through the development of a personal "handbook" of participant experience throughout the life of the programme
- Topics to include: Financial capability and income maximisation, household budgeting and planning, experiential learning through grocery shopping, cooking and meal planning, the importance of play and baby development, child and parent health

⁵ Barnardo's CHOSI 8-12 Parents and Children Together Service Annual Report 08-09

⁶ Barnardo's Paisley Threads Service, Annual Report 08-09

⁷ "Two well-designed sets of studies have shown that employment-based boosts in family income can produce achievement gains in young children" (www.developingchild.harvard.edu)

4.2 Programme stages

The programme has four discrete stages:

1. **Induction:** Week 1-2
2. **Group Programme:** Week 3-18
3. **Future Planning:** Week 19-20
4. **Review:** 6 months later

4.3 Programme Structure

4.3.1 Induction Process (Week 1-2)

During this 2 week period, each participant (or potential participant) will have an individual session with facilitators. During this session the following will be covered:

- Finding out what they already know (from the Health Visitor) and why it might be of interest to them.
- The Purpose of the Group
- The topics the group might cover

If the individual parent agrees to take part, the topics are broken down into a variety of sub-topics with some space for “anything else” so that there is room for individuals to identify topics specific to them. Once this has been completed for each participant, the ensuing results will be shared with the group at the first session to plan the structure of the programme.

4.3.2 Group Work Programme (Week 3-18)

The structure for each session will be as follows (approximate times) and the topic agreed for each session will be planned after the individual topic selection exercise is completed and the results and planning are agreed by the group.

0930	Set up (facilitators/crèche workers)
1000	Arrival <ul style="list-style-type: none">• Settle babies• Breakfast (Healthy Snack options/tea/coffee etc)• Check In: Individual – Personal Project/Group – Highs & Lows of previous week• Icebreaker
1100	Subject Input (facilitators or visiting professionals)
1200	Lunch/End of Crèche
1300	Afternoon Session: <ul style="list-style-type: none">• Check In – Group• Icebreaker for parent/baby group• Activity (related to morning input)
1500	Reflection <ul style="list-style-type: none">• Personal Learning Log• Check In – Group• Arrangements for next week
1530	Close

During the programme, there will be some opportunities to re-negotiate the planned topics if further relevant issues or topics arise within the group. At the mid-point of the programme, the group will undertake an assessment – as at the start to take

account of progress during the programme to that date. At this stage, possible links and supports for participants for any topics selected that are not being covered in the programme will be established.

4.3.3 Action Plan (Week 19-20)

At the end of the group work programme each participant will again have an individual session with the group facilitators. At this point, the assessment will be completed for a third time enabling a reflective discussion of progress made by each participant. At this stage, each participant will be asked to identify future plans in any of the key areas and an Action Plan will be drawn together outlining this.

If any local universal, statutory or community based resource or service is identified by the participant, this will be identified in the action plan and include dates, times and contact details. Providers of any service identified will also be informed of participant's interest and details will be shared (with participant's consent). If the service required is unavailable, the reasons for this will be established (e.g. a waiting list or a gap in service provision) and alternative support sought elsewhere if possible. This information will also be fed back to lead officers and strategic managers in the area.

This Action Plan will be completed by participant and group workers and shared formally with the Health Visitor, with the agreement of the participant. The Action Plan will form the basis for the Review.

4.3.4 Review and Reunion

After a period of time (between 3 – 6 months), each participant will be invited to a "group reunion" where any issues arising from individual Action Plans will be shared, a final self-assessment will be undertaken and the group will have a chance to reflect on their experience and re-establish contact with each other.

Any issues arising from this meeting will be shared with Health Visitors or other identified professionals as appropriate.

5 Programme Outcomes and Measurement Process

At a national level, the programme will contribute to meeting the following Scottish Government National Outcomes:

- We have improved the life chances for children, young people and families at risk
- Our children have the best start in life and are ready to succeed
- We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others
- We live longer, healthier lives
- Our young people are successful learners, confident individuals, effective contributors and responsible citizens
- We have tackled the significant inequalities in Scottish society

The You First programme will aim to deliver the following Programme Outcomes

- Identify the available supports and networks within the local community (including financial support)
- Establish a link between available supports/networks and group participants
- Enable group participants to Identify barriers that prevent them from engaging in already existing community activities

- Create a model of ongoing peer support for group participants
- Gaining a qualification at SCQF Level 4

The Individual Outcomes for each participant taking part in the You First Programme have been identified using Barnardo's Scotland Outcomes Framework which is directly linked to the Getting it Right for Every Child framework. Each participant in the programme will complete a process of Self-Assessment that maps directly onto the Barnardo's Outcomes framework and takes place at:

1. The outset of the groupwork programme (Week 1/2 of group sessions)
2. The mid-point of the groupwork programme (Week 8/9 of group sessions)
3. The end of the groupwork programme (Week 15/16 of the group sessions)
4. At the Review/Reunion session (Approximately 3-6 months after the group sessions have ended)

This self-assessment exercise is undertaken individually by each participant but with the support and input of the group facilitators. Each participant is encouraged to be as realistic as possible about their current situation and the results are used at each point of the programme to ensure that they are receiving help and support in the areas that they have identified as pertinent to them.

Programme Outcome		Getting it right for every child/Barnardo's Outcomes		
Outcome		Level 1	Level 2	Level 3
1	Parents are supported to engage with universal and specialist services	Nurtured	Have security, stability and be cared for	Family has access to support services Family has increased awareness of rights Family has access to information on housing, health benefits, rights or support needs
2	Parenting capability and confidence is improved	Healthy	Mentally and emotionally healthy	Enhanced parent-child relationships Increased confidence Family less isolated
3	Parents have a local network of peer support	Active	Achieve personal and social development and enjoy recreation	Development through new experiences Carers promote children's play and learning Positive socialisation with peers

4	Parent and baby are less isolated	Responsible	Develop positive relationships and choose not to bully or discriminate	More positive social networks
5	Parents are more financially stable	Not disadvantaged by poverty	Live in households free from low income	Full receipt of entitlements and grants Increased understanding of personal finance Open and maintaining a saving account

APPENDIX 2: EVALUATION FRAMEWORK

Evaluation Objectives	Specific questions	Qualitative research with parents who have completed the programme	Qualitative research with parents who have not completed the programme ⁸	Qualitative research with NHS lead, manager/co-facilitator, project worker	Qualitative research with health visitors	Qualitative research with other professionals	Qualitative research with facilitators	Analysis of administrative data
Evaluate the benefits of the You First pilot programme for parents and families	What benefits did parent hope for/expect?	✓	✓					
	To what extent have practical childcare skills improved? (e.g. feeding, bathing, changing baby, establishing a night time routine)	✓			✓		✓	
	To what extent is there greater knowledge of child development issues and greater capacity to support children's learning? (e.g. what to expect from baby at each stage, how to stimulate baby, what toys/games are appropriate for each stage)	✓			✓		✓	
	To what extent is there an enhanced parent/child relationship?	✓			✓		✓	
	To what extent have parents' social networks and relationships improved (e.g. resolving relationship issues, making friends, dealing with conflicting advice from family and friends)	✓					✓	
	To what extent has parents' mental wellbeing improved? (e.g. improved self confidence, dealing with stress, awareness of post natal depression)	✓			✓		✓	
	To what extent is there improved knowledge of personal health and risk factors? (e.g. reducing smoking, drinking or drug use, healthy eating, exercise)	✓			✓		✓	
	To what extent has awareness of/access to sources of support and advice improved?	✓					✓	
	To what extent has awareness of/access to learning opportunities improved?	✓					✓	

⁸ At this stage we have only highlighted the general issues that we would discuss with parents who did not complete the programme. However, the specific benefits we discuss will be informed by how long they attended the programme and what subjects they covered during that time.

Evaluation Objectives	Specific questions	Qualitative research with parents who have completed the programme	Qualitative research with parents who have not completed the programme	Qualitative research with NHS lead, manager/co-facilitator, project worker	Qualitative research with health visitors	Qualitative research with other professionals	Qualitative research with facilitators	Analysis of administrative data
Evaluate the benefits of the You First pilot programme for parents and families	To what extent has awareness of/access to sources of careers advice improved?	✓					✓	
	To what extent have financial capabilities improved? (e.g. budgeting and benefits advice, awareness of affordable equipment and clothes)	✓					✓	
	To what extent is the SCQF qualification seen as a benefit?	✓	✓				✓	
	To what extent have future planning capabilities improved (for medium and long term goals)?	✓			✓		✓	
	Where there any unexpected benefits?	✓	✓		✓		✓	
Identify ways in which the benefits can be maximised and sustained in the long term	What do parents want to happen once the programme has ended? Did this happen?	✓			✓			
	What further support is needed to help parents maintain the skills they have acquired?	✓					✓	
	Do parents remain in contact with others from their group?	✓	✓					
	How confident are parents in dealing with later stages of child development?	✓	✓					
	Do the parents pass on their learning to others (e.g. friends/family)?	✓						
	Do the parents recommend the programme to others?	✓						
	Does the programme encourage parents to take further qualifications/continue learning?	✓	✓				✓	
What exit strategies are in place to ensure parents' continued engagement with relevant services?	✓	✓	✓	✓	✓	✓	✓	

Evaluation Objectives	Specific questions	Qualitative research with parents who have completed the programme	Qualitative research with parents who have not completed the programme	Qualitative research with NHS lead, manager/co-facilitator, project worker	Qualitative research with health visitors	Qualitative research with other professionals	Qualitative research with facilitators	Analysis of administrative data
Identify ways in which the content of the programme could be improved⁹	What should be added to the content?	✓	✓			✓	✓	
	What should be removed from the content?	✓	✓			✓	✓	
Identify ways in which the delivery of the programme could be improved	How are the sessions delivered? (e.g. solely by the facilitator, talks from other professionals, group work, self study)	✓				✓	✓	
	What learning methods and delivery methods have been most successful?	✓	✓			✓	✓	
	Who is best placed to act as a facilitator for the programme? (in terms of skills/experience)	✓	✓	✓	✓	✓	✓	
	How effective was the training of the facilitators?			✓			✓	
	At what point in their child's development is it best for parents to attend the programme?	✓	✓		✓		✓	
	Is 1 day a week for 20 weeks the best structure for the programme?	✓	✓				✓	
	How well equipped are the sessions? Are the facilities satisfactory? (e.g. does the programme have equipment to give practical demonstrations?)	✓	✓			✓	✓	
	What support is provided to parents in between the sessions?	✓	✓				✓	
What barriers stop parents applying skills learnt at the programme at home?	✓	✓		✓		✓		

⁹ This objective links in to several other issues, including the person-centred approach. We would seek to answer this objective by collecting information from other specific questions we have

Evaluation Objectives	Specific questions	Qualitative research with parents who have completed the programme	Qualitative research with parents who have not completed the programme	Qualitative research with NHS lead, manager/co-facilitator, project worker	Qualitative research with health visitors	Qualitative research with other professionals	Qualitative research with facilitators	Analysis of administrative data
Evaluate whether the programme is fulfilling its person centred ideals	How involved are participants in the design and development of the programme?	✓		✓			✓	
	How flexible is the programme in adapting to the wants and needs of participants?	✓	✓	✓				✓
	Are facilitators using effective means to uncover the need and wants of participants?	✓	✓					✓
	Do participants have the chance to ask private questions in the group environment?	✓	✓					✓
	Are the SQCF requirements a barrier to the person centred approach?	✓	✓					✓
	Do professionals have any concerns that a person centred approach leaves gaps?			✓	✓	✓	✓	
	Does the flexibility of a person centred approach have any implications for the practicalities of arranging speakers and resources?					✓	✓	
Assess whether the programme is successfully reaching its target group	Who is the target group?			✓	✓		✓	
	How are the participants identified?			✓	✓	✓		
	How are the participants referred?			✓	✓			✓
	What are the main sources of referral? Are there any other routes that would be appropriate but are not being used?			✓	✓	✓	✓	
	Why do some parents go on the programme while others do not? Who is not being reached?				✓			
	Do the people on the programme really need it?		✓	✓		✓		✓

Evaluation Objectives	Specific questions	Qualitative research with parents who have completed the programme	Qualitative research with parents who have not completed the programme	Qualitative research with NHS lead, manager/co-facilitator, project worker	Qualitative research with health visitors	Qualitative research with other professionals	Qualitative research with facilitators	Analysis of administrative data
Identify ways in which parent retention rates can be improved	What motivated the parents to join the programme?	✓	✓		✓			
	What motivated the parents to carry on attending the programme?	✓	✓		✓		✓	
	Why did parents drop out ?(e.g. they didn't like it, it wasn't useful, lack of confidence, scared of being 'judged' by their peers, fear that action might be taken if they admitted having problems/did not 'do well' in the course)	✓	✓		✓		✓	
	What are the practical barriers preventing parents from attending the programme (e.g. time, location, taking child, getting organised, travel arrangements)	✓	✓		✓		✓	
	What impact did the financial incentive have on initial recruitment/retention?	✓	✓		✓			✓
Assess the effectiveness of the management and support structures in place for the programme	Who has ownership of/who is involved with the You First programme?			✓	✓	✓	✓	
	How effective is the management structure in place for the programme?			✓	✓	✓	✓	
	Are stakeholders agreed about what the objectives of the programme are?			✓	✓	✓	✓	
	Are the objectives and outcomes clear?			✓	✓	✓	✓	
	Are the outcomes achievable? Are they measurable?			✓	✓	✓	✓	
	What support services are available for the programme? Are any others needed?			✓	✓		✓	
	What funding arrangements are in place for the programme? Does this have any impact on the management of the programme?			✓			✓	
How effective are the mechanisms in place for self-evaluation?			✓			✓		

Evaluation Objectives	Specific questions	Qualitative research with parents who have completed the programme	Qualitative research with parents who have not completed the programme	Qualitative research with NHS lead, manager/co-facilitator, project worker	Qualitative research with health visitors	Qualitative research with other professionals	Qualitative research with facilitators	Analysis of administrative data
Explore the impact the programme has on other related services	What has been done to ensure that the programme fits with relevant local strategies and plans?			✓	✓	✓	✓	
	What has been done to ensure that the programme takes account of the local context and particular local needs?			✓	✓	✓	✓	
	Does the programme link in to other initiatives/services in the area?			✓	✓	✓	✓	
	What aspects of joint working with local services help or hinder the programme?			✓	✓	✓	✓	
	Does the programme identify parents and children with additional support needs and link them to relevant services?			✓	✓	✓	✓	
	Is there scope to share best practice/learn between programmes/share resources?			✓	✓	✓	✓	
	Are national and local stakeholders 'buying-in' to the programme?			✓		✓	✓	
	Is there a conflict with child protection requirements?			✓		✓	✓	

APPENDIX 3: BENEFITS SECTION OF EVALUATION FRAMEWORK SHOWING LINKS TO BARNARDO'S OUTCOMES AND SHANARRI INDICATORS

Evaluation Objectives	Specific questions	Barnardo's programme outcome	SHANARRI indicator
Evaluate the benefits of the You First pilot programme for parents and families	What benefits did parent hope for/expect?		
	To what extent have practical childcare skills improved? (e.g. feeding, bathing, changing baby, establishing a night time routine)		Healthy Safe
	To what extent is there greater knowledge of child development issues and greater capacity to support children's learning? (e.g. what to expect from baby at each stage, how to stimulate baby, what toys/games are appropriate for each stage)		Active Achieving
	To what extent is there an enhanced parent/child relationship?		Healthy Nurtured
	To what extent have parents' social networks and relationships improved (e.g. resolving relationship issues, making friends, dealing with conflicting advice from family and friends)	Create a model of peer support for group participants	Healthy Active Nurtured
	To what extent has parents' mental wellbeing improved? (e.g. improved self confidence, dealing with stress, awareness of post natal depression)		Safe Nurtured
	To what extent is there improved knowledge of personal health and risk factors? (e.g. reducing smoking, drinking or drug use, healthy eating, exercise)		Healthy Safe
	To what extent has awareness of/access to sources of support and advice improved?	Identify the available supports and networks within the local community (including financial support) Establish a link between available supports/ networks and group participants Enable group participants to identify barriers that prevent them from engaging in already existing community activities	Cuts across all depending on the type of support
	To what extent has awareness of/access to learning opportunities improved?	Gaining a qualification at SCQF Level 4	Achieving Included
	To what extent has awareness of/access to sources of careers advice improved?	Identify the available supports and networks within the local community (including financial support) Establish a link between available supports/ networks and group participants	Included
	To what extent have financial capabilities improved? (e.g. budgeting and benefits advice, awareness of affordable equipment and clothes)	Identify the available supports and networks within the local community (including financial support) Establish a link between available supports/ networks and group participants	Included
	To what extent is the SCQF qualification seen as a benefit?		
	To what extent have future planning capabilities improved (for medium and long term goals)?		Included

APPENDIX 4: METHODOLOGY

This appendix provides further details of the methods used in the evaluation.

Research with parents who attended You First

At the outset of each programme, facilitators gave all parents an information sheet informing them that the evaluation was taking place and requesting their participation. They were informed that they would be asked to complete a questionnaire at the end of the programme and that they may also be contacted to take part in the qualitative research. All parents who were willing to take part completed a consent form which was returned to Ipsos MORI. Table 2.1 in the main body of the report summaries the research undertaken with parents.

Quantitative research

All parents who finished a You First programme were asked to complete a paper questionnaire covering their experience of the programme (Appendix 6). The questionnaire gathered views on what they liked/didn't like about various aspects of the programme and sought suggestions for improvements. They were given the questionnaire at the final group session of You First and were asked to complete it at home and return it to the programme facilitators, in a sealed envelope, at the time of the final home visit. The questionnaire was designed with the intention that it could be used by You First facilitators in the future self-evaluation of the programme. Forty-nine parents, across the nine programmes, completed and returned questionnaires. In order that Barnardo's could measure parents' progress in relation to the programme outcomes, parents also completed a self-assessment questionnaire at the beginning, middle and end of the programme. This did not form part of the evaluation (see paragraph 1.11 for further details).

Qualitative research

Nineteen parents who had completed a You First programme were also selected to take part in the qualitative element of the evaluation. The qualitative research sought to establish the benefits to parents of attending You First and to gather their views on the content and delivery of the programme, including any suggestions for improvements. Table 1 shows the number selected to take part during each phase and the specific method used.

Phase	Number of parents (who had completed a programme) selected	Research method
Phase 1	6	Face-to-face depth interviews
Phase 1	5	Focus group
Phase 2	4	Face-to-face depth interviews
Phase 3	4	Face-to-face depth interviews

The depth interviews and the focus group were conducted soon after the group sessions had finished and the final home visits had been conducted. The You first

facilitators provided us with details of all parents who had consented to take part in the research. Participants were then selected by the evaluation team with the aim of covering a wide range of circumstances. This included: a range of programmes (interviews or focus groups were conducted with parents who attended 8 of the 9 programmes including the two programmes that ran without a financial incentive); a range of demographic characteristics (age of parent, age of baby, living arrangements and work status); and a spread of parents in terms of level of attendance at the programme. The balance of interviews was skewed towards Phase 1 of the pilot in order to provide more early feedback. The impact of recommended changes to the programme was explored in the interviews conducted in the subsequent phases of the pilot.

During Phase 1, six depth interviews and one focus group (containing five participants who had attended the same programme) were conducted. This mixed method approach was used in order to explore which method would be most effective in addressing the research objectives. As anticipated, both methods provided useful, and complementary, data. However, it was felt that it would be more effective to use individual depth interviews in Phases 2 and 3. In part, this was to allow us to interview parents across a greater number of programmes.

Three parents, who had participated in the qualitative research conducted at the end of Phase 1, also took part in a face-to-face follow-up depth interview. These interviews were conducted around five months after the programmes had finished and after the programme reunions had taken place (reunions happened around three months after the programme had finished and involved the facilitators and the parents and their babies meeting up for lunch and chatting about how things had gone since they finished You First). The purpose of these follow-up interviews was to get some indication of the medium term outcomes of the programme by establishing, for example, whether parents were accessing other sources of support and whether they were still in touch with others in the group. The interviews also allowed parents to talk about You First, having had some time to reflect on it. Participants for these interviews were carefully selected, on the basis of what they said in the initial interviews, with the aim of covering a range of experiences. For example, one parent envisaged she would stay in touch with others in the group and seemed interested in attending other groups, but lacking in confidence to do so, and one parent had already attended other groups but had not formed close friendships with others in her You First group.

To understand the reasons why some parents had stopped attending You First before the programme ended, three additional face-to-face depth interviews were undertaken with such parents. The facilitators provided the research team with details of parents who had not attended You First for several weeks and who had not informed the facilitators that they did not intend to return. The three parents selected all attended different You First programmes.

All qualitative research with parents was conducted using discussion guides designed by the research team and reviewed and approved by the Scottish Government project manager (Appendix 7). All depth interviews were conducted in participants' homes and lasted around 45-60 minutes. The focus group was conducted in the same venue as the You First sessions had been held and lasted 90 minutes. To thank them for giving up their time, all parents who took part in the qualitative research received £20 in cash.

Attendance and incentive payment data

The research team were also provided with data on programme attendance and, where applicable, whether or not parents chose to defer their weekly £20 financial incentive until the end of the programme (they were encouraged to defer the full amount but they could choose to receive it every week if they wished). Analysis of this data is provided in Sections 8.1 and 3.38 respectively.

Self assessment

In order to measure parents' progress in relation to the programme outcomes, the You First management staff designed a self-assessment questionnaire for parents to complete at the beginning, middle and end of the programme. In advance of Phase 2, the Ipsos MORI research team worked with the programme facilitators to revise the questionnaire following their acknowledgement that there was scope for it to be improved (Appendix 8). As well as providing a measure of parents' progress, facilitators found that the self-assessment exercise was a useful way of stimulating one-to-one discussions with parents about their progress and their plans for the future. As the self-assessment questionnaires were not completed independently by parents, and because they were primarily a tool designed by You First management staff to meet their monitoring requirements, as opposed to a tool designed to inform the evaluation, analysis of these is not included in this report.

Research with professionals

Table 2.2, in the main body of the report, details the research undertaken with professionals involved with You First.

Qualitative research

Across the three phases of the pilot, qualitative research was undertaken with local stakeholders who had been involved in various aspects of the programme, including the set up of the programme in their local area, the referral process and the delivery of sessions at You First. The aim of this element of the research was to understand views and experiences of the programme from the range of professional perspectives and to explore how the programme fitted in with, and linked to, existing services in each area. The You First facilitators provided the research team with details of the key local stakeholders. Participants were then selected with the aim of covering a range in relation to local authority area and type of involvement with You First. A combination of face-to-face and telephone interviews was used. With the exception of one which took place in a café, all face-to-face interviews took place in participants' offices. Interviews lasted, on average, between 45 and 60 minutes and, as with all interviews conducted with professionals, were conducted using discussion guides designed by the research team and reviewed and approved by the Scottish Government project manager (Appendix 9).

It was also important to understand how the programme was working from the perspective of Barnardo's staff involved in its design, management and delivery. Initial interviews with programme managers and facilitators were undertaken during Phase 1. These interviews served to explore how they felt the pilot was working so far, as well as to provide factual information about the management and delivery of the programme. The interview conducted with the You First Senior Manager during

Phase 3 was used to obtain her perspective on the success of the pilot and to discuss her thoughts on the future of You First. These interviews took place in the Ipsos MORI or Barnardo's offices and lasted around 60 minutes, with the exception of the paired depth interview conducted with facilitators during Phase 1, which lasted around three hours (split across two days).

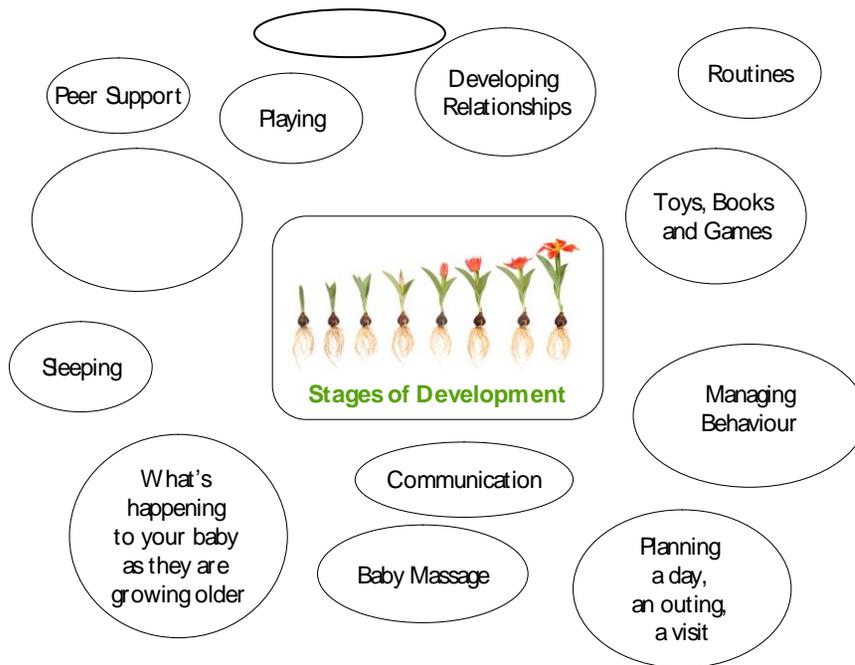
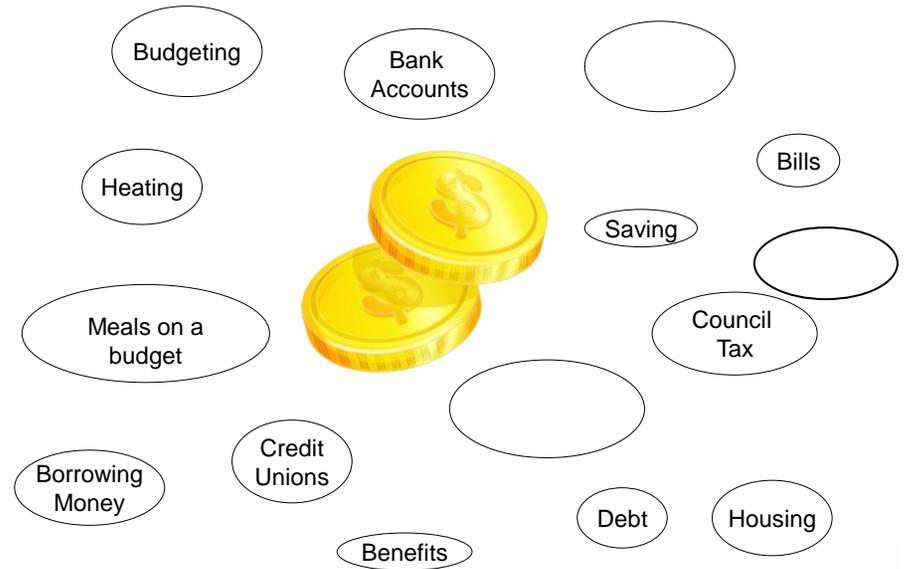
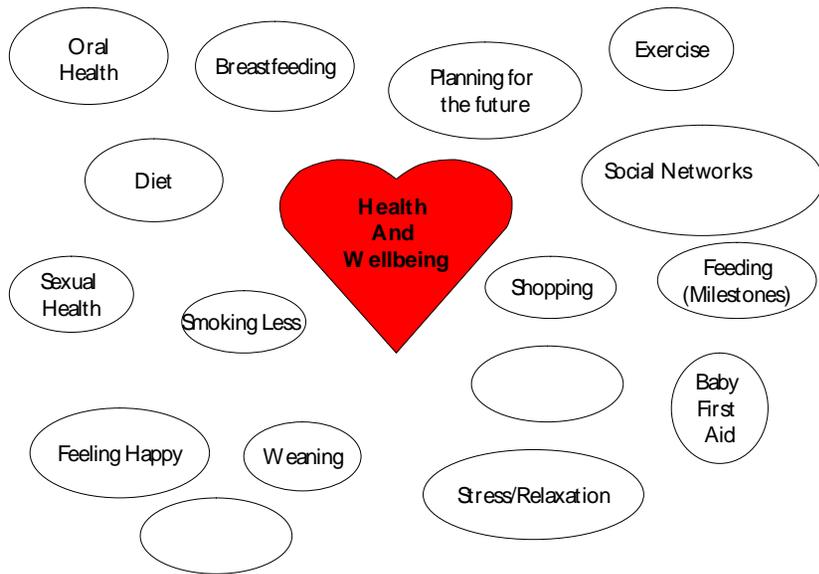
In addition to depth interviews conducted with You First staff, sessions were held with the You First facilitators after each phase of the evaluation. These lasted around two hours and were used to feed back the research findings to the facilitators and to discuss recommendations for the delivery of the programme in subsequent phases of the pilot and beyond.

Quantitative research

At the end of Phase 1, all professionals who had presented at a You First session were sent a paper questionnaire (Appendix 10). The purpose of this exercise was to understand their experience of presenting, including whether they felt they had been provided with enough information in advance, whether they felt that the session was useful for participants, whether any You First participants had since engaged with their service and whether they would be willing to be involved with You First again. Questionnaires were sent to 13 contributors and 11 were completed and returned. This questionnaire was primarily developed to provide You First facilitators with a tool they could use in the future self-evaluation of the programme. For this reason, the exercise was not repeated in subsequent phases of the pilot.

During Phase 3 of the pilot, the research team felt that it would be useful to have more information on the number of parents who were eligible for the programme but did not attend. In order to capture this information, all health visitors who had been involved in referring parents to You First were sent a paper questionnaire (Appendix 11). The questionnaire covered: whether the programme was offered to all eligible parents, the number of parents who were offered the programme but declined, and the reasons for this, and health visitors' views on the eligibility criteria for the programme. Nine of the 12 questionnaires sent out were completed and returned.

APPENDIX 5: YOU FIRST TOPICS



Personal Project

What would you like to work on with your baby?



Where do you see yourself now (x)?

Where would you like to be (y)?

🙄 1 _____ 10 😊

APPENDIX 6: PARENT QUESTIONNAIRE

Please answer the following questions about your experience of You First.
Thank You!

1) Where did you attend the You First programme? Please write in below.

2) Overall, what did you think about the You First programme? Was it...

- | | |
|-----------|--------------------------|
| Excellent | <input type="checkbox"/> |
| Very good | <input type="checkbox"/> |
| Good | <input type="checkbox"/> |
| Average | <input type="checkbox"/> |
| Poor | <input type="checkbox"/> |
| Very poor | <input type="checkbox"/> |

3) What was the best thing about You First? Please tick one box only

- | | |
|---------------------------------------|--------------------------|
| Having time away from my baby | <input type="checkbox"/> |
| Meeting other mums | <input type="checkbox"/> |
| Learning things | <input type="checkbox"/> |
| Working towards a qualification | <input type="checkbox"/> |
| I didn't like anything about it | <input type="checkbox"/> |
| Something else – please write in what | <input type="checkbox"/> |
-

4) What was the worst thing? Please write in the box

5) Which topics did you find the most useful? Please tick your top three.

- Budgeting
- Baby Brain development
- Planning for the future
- Routines
- Baby First Aid
- Meals on a budget
- Healthy eating
- Relationships
- Managing behaviour
- Home Safety
- I didn't find any of them useful

6) And please tick any that you didn't find useful?

- Budgeting
- Baby Brain development
- Planning for the future
- Routines
- Baby First Aid
- Meals on a budget
- Healthy eating
- Relationships
- Managing behaviour
- Home Safety
- They were all useful

7) What would you like to have spent more time on? Tick all that apply

- Budgeting
- Baby Brain development
- Planning for the future
- Routines
- Baby First Aid
- Meals on a budget
- Healthy eating
- Relationships
- Managing behaviour
- Home Safety
- None of these

8) How many of the topics you wanted were covered in the programme?

- All of them
- Most of them
- Some of them
- Very few of them
- None of them

9) Did you get a chance during the sessions to speak to a facilitator privately if you needed to?

- Yes, I spoke to a facilitator privately
- I would like to have spoken to a facilitator privately, but I didn't get the chance
- I didn't need to speak to a facilitator privately

10) How much say did you have in the following things?

	A lot	A fair amount	A little	None and I would have liked to have had a say	None but that was fine
What you did in the morning sessions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What you did with your baby in the afternoons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Where you went on outings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What you had for lunch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11) The babies were in the crèche in the morning and were with you in the afternoon. In other places, the babies are with the mums in the morning and in the crèche in the afternoon. Which way do you think is best?

- The way we had it – babies in crèche in the mornings
- The other way – babies in crèche in the afternoons
- It doesn't matter
- I don't know

**12) How much do you agree or disagree with the following statement:
“You First covered things that the parents on the programme wanted to cover, not what someone else thought we should cover”**

- Strongly agree
- Agree
- Disagree
- Strongly disagree

13) Sometimes people don't like talking in a group. Did you feel uncomfortable about any of the following? Tick all that apply

- Giving answers to questions
- Talking about your problems
- Asking questions
- Talking to your baby
- No, I didn't find any of these things uncomfortable

14) At home, how easy was it to do the things you learned at You First?

- Very easy → Go to Q16
- Fairly easy → Go to Q16
- Fairly difficult → Go to Q15
- Very difficult → Go to Q15

Please answer Q15 if you said that you found doing the things you learned at You First at home was fairly difficult or very difficult

15) What made it difficult?

- I didn't feel confident enough
- I didn't have enough support at home
- I couldn't remember what to do
- I didn't want to
- Something else – please _____

write in

All answer Q16

16) Have you passed on anything you learned at You First to anyone you know?

Yes

No

17) What do you think about the place where the group met? Was it...

Very good

Good

Average

Poor

Very poor

18) How easy or difficult was it for you to get to it?

Very easy

Fairly easy

Fairly difficult

Very difficult

19) What did you think about the length of the day? Was it...

Far too long

A little too long

About right

Too short

20) How did you feel about leaving your baby in the crèche?

Very happy

Fairly happy

Fairly unhappy

Very unhappy

21) In the future, how would you feel about leaving your baby in a different crèche?

- Very happy
- Fairly happy
- Fairly unhappy
- Very unhappy
- Don't know

22) Did you ever miss a session?

Yes → **Go to Q24**

No → **Go to Q23**

If you ever missed a session please answer Q23.

23) Why did you miss a session? If you missed more than one session, please answer for the last session you missed.

- I was ill
- My baby was ill
- I was too busy
- I didn't feel like it
- I wasn't interested in the topic
- Other, please write in

All answer Q24

24) Here are some statements about the qualification you have been working towards at You First. How much do you agree or disagree with each?

	Strongly agree	Agree	Disagree	Strongly disagree
The qualification was one of the reasons I went to You First	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I enjoyed working on my qualification as part of You First	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working towards the qualification makes me feel like I am achieving something	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Doing the qualification, makes me want to get some more qualifications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know where I could go to study for more qualifications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

25) Have you recommended You First to someone you know?

Yes	<input type="checkbox"/>
No, but I would if I knew someone in a similar situation	<input type="checkbox"/>
No. I wouldn't recommend it	<input type="checkbox"/>

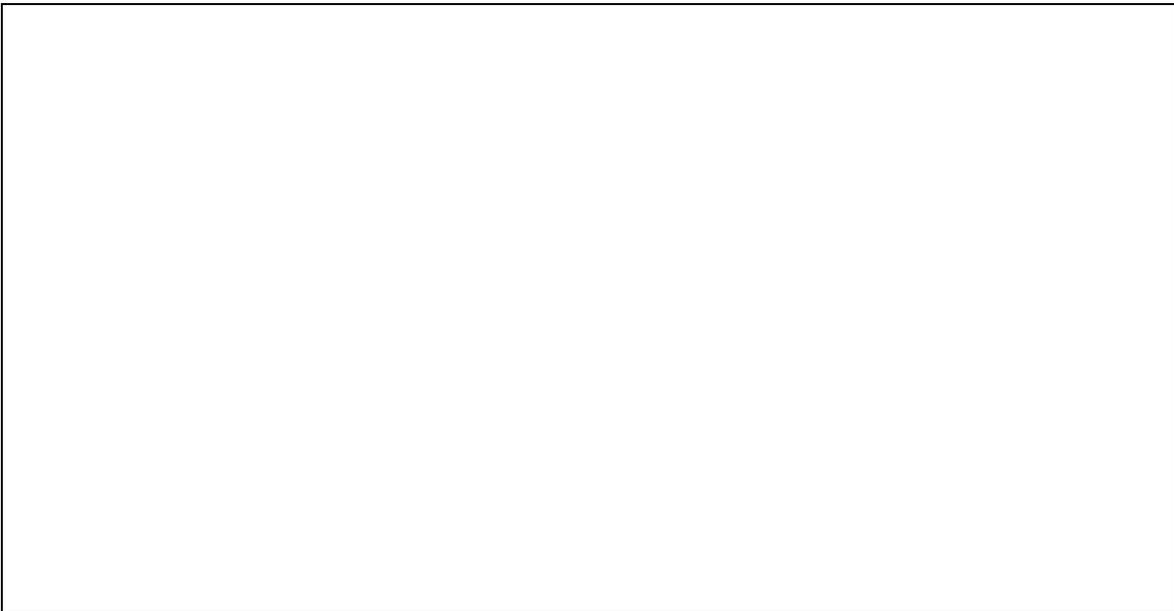
26) How many of your group do you think you will stay in touch with?

All of them	<input type="checkbox"/>
Most of them	<input type="checkbox"/>
Some of them	<input type="checkbox"/>
One or two of them	<input type="checkbox"/>
None of them	<input type="checkbox"/>

27) What would you change about the You First programme to make it better? You can put more than one thing if you want to.



28) Do you have any other comments about You First? Please write in the box



APPENDIX 7: DISCUSSION GUIDES FOR QUALITATIVE RESEARCH WITH PARENTS

Discussion Guide 7 (a) Depth interview with Parents who completed

Introduction

Introduce self and Ipsos MORI.

Thank participant(s) for taking part, should take about an hour.

Explain that Ipsos MORI is a research company. Because You First is a new type of programme, we've been asked to look at it and see whether it's something that should be set up in other parts of Scotland, and, if so, things that are good about it and things that could be improved.

We're talking to lots of different people who have been involved with You First, and we're talking to other parents like yourself who have taken part in the programme.

As with any research we do, everything you say will be completely confidential. We'll write a report for the Scottish Government but we won't use your name or write anything that could identify you. And we won't tell anyone from You First, or your Health Visitor, or social work, or anyone else what you, as an individual, said.

Obtain permission to record discussion.

Just to stress, I've not had anything to do with the design of You First or the running of it, so if there were things about it that you didn't like, please tell me about them. Because if there was something you didn't like about it, it's very probable that some other parents wouldn't like it either, so it's really useful for us to know the bad things as well as the good things.

Background

(Brief chat if this hasn't already happened:

Tell me about your baby – what's his/her name? how old is he/she now?

How long have you lived in this area?

And how long have you been in your house/flat?

And who do you live with?)

Apart from your baby, who do you spend time with these days?

- Do you have family nearby that you see?
- Do you have any friends with a young baby?
- How have things changed since you've had the baby – do you see less of some people? Is there anyone you see more of?
- Has this changed at all since you started You First?

Can you just tell me a bit about You First and what it was like?

- What did you like most about it?
- it is there anything you didn't like about it?

Initial reactions and aims

How did you first hear about You First?

- Who told you about it?
- Do you remember what they said about it?
- Did someone from You First come and talk to you about it?
- Was your health visitor also there?

Can you remember what you thought about it at that point?

- Did you like the sound of it or did you think it wouldn't be very good?

Why did you think you were being invited to it?

What did you think it would be like?

- What did you hope it would be like?
- What was different to what you expected?
- Was anything better than you expected?
- Was anything worse than you expected?

What did you hope to get out of it?

- for yourself?
 - meet others?
 - learn more about parenting?
 - qualification?
- for your baby?

And did you?

At the beginning, did you get to choose what things you wanted to do at You First?

- How did that work?
- Did you find it easy to choose?
- Were there many things you wanted to do?
- Was there anything that wasn't on the list that you thought might be good?

Can you remember how you felt before you went to the first group session?

- and was it how you expected it to be?

Practical aspects

Tell me about the place where the group met.

What was it like?

- Was it a nice place to be?
- Was it a good place to hold the group?
- Was it comfortable?
- Did it have the right facilities and equipment?
- Can you think of anywhere that would be a better place to have it?
- What did you think about the crèche?
- Did your baby enjoy going to the crèche?
- Did your baby enjoy the lunch? What facilities were provided for your baby's lunch
- Did your baby enjoy the afternoon sessions?

How easy was it to get to?

What was the lunch like?

What about the start and finish time?

- Was the day too short or too long?
- What time would you have preferred it to start? and finish?

What day of the week was it?

- Was that ok for you or would another day have been easier?

What about the fact that it was one day a week for 16 weeks?

- Is that too often or not often enough?
- Is 16 weeks too long or not long enough?

If you smoke, were you able to smoke when you were at You First?

- Could you smoke whenever you wanted to?
- Was this ok?

Content of the sessions

What kind of things did you learn about at You First?

Which were the best things you learned about?

- Tell me about this session?
- What was good about it?
- Was it the topic?
- Was it the way the session was given?

And which things did you not like?

- Tell me about this session?
- What did you not like about it?
- Was it the topic?
- Was it the way the session was given?

Who decided what you did each day?

Did you feel you got to cover the things that you wanted to cover?

- Were the things covered within the topics the kind of things you expected them to be?
- Was there anything that you really wanted to cover but didn't get to?
- Was there anything that you had not mentioned when you made your choices at the beginning, that you realised later would be good? Did you get to cover that?
- Is there anything else that you wish you could have covered?

Which bit of the day did you like best?

- Morning/lunch/afternoon?

In some You First programmes, the babies are in the crèche in the morning and in some they are in the crèche in the afternoon. Which do you think is best?

Was there anything you had to do that you didn't like? Or didn't agree with?

These days, some mothers say they feel they are constantly being criticised and people are always telling them what they should be doing.

Did you ever feel like that when you were at You First?

- Was there any time in particular?

Did you miss any sessions?

- Why did you miss these sessions?
- What happened when you missed a session?
- Did you feel you had missed really important things?

- Were you able to catch up on what you had missed?
- How did you feel about going to the next session, after you'd missed one?

How did you feel about the text reminders that you got before each session?

- Were they useful or annoying?

Facilitators

Check – was it xxx and xxx who were the facilitators?

What were they like?

- How would you describe them to someone who hadn't met them?
- How did they make you feel?

What were the good things that they did?

What were the things they did that you didn't like/found annoying?

How did you get on with them?

Did you ever talk to them privately about anything?

- Did you feel you could have if you'd needed to?

I understand that sometimes other people came in to talk to you too?

- What were these sessions like?
- Was there anyone that you particularly liked?
- Have you since used any of the services that people talked to you about?
- Did you prefer having someone else in to talk to you or did you prefer it when it was just the facilitators there?

Did your health visitor ever come to You First?

- Did you like having them there?

Do you get on well with your health visitor?

Some people have suggested that health visitors might be able to facilitate the You First programme. How would you feel about having your health visitor doing that?

Who would be the best sort of person to be a facilitator?

Trying things at home

Were there things that you learned about at You First that you tried at home?

- How did that go?

Was it harder to do some things at home than others?

Were there things that you didn't try?

Did you talk to anyone else about things that you found out about at You First?

- Family/partner/friends/health visitor?
- How did they react?
- Did you give any one else tips and advice that you had picked up?

Is there anything that would make it easier to try things at home?

Group dynamics

Tell me about the other people in the group?

- Who were they?/What sort of people went?
- What were they like?
- Were they older or younger than you?
- Did you feel you had much in common with them?

Did you know any of them before?

Did some of them already know each other?

Were they friendly?

How did they make you feel?

Was there anyone who you became particularly friendly with?

Was there anyone that you feel didn't fit in as well with the rest of the group? (reassure that don't have to say their name if don't want to)

- Why do you think that was?
- What was she like?

When you were at the group, did it feel like other situations you have been in?

- Did it feel like school?
- Did it feel like you were out with a group of friends?

Would you have preferred it if it was a smaller group? or a bigger group?

Was it better or worse on days when there weren't so many parents there?

Did you feel comfortable asking questions in front of the group?

Did you feel comfortable talking about any problems you were having?

Did you feel you could trust them not to talk about you outside the group?

What were the other babies like?

- Were they older or younger than your baby?
- Does it matter that there's a spread of ages?
- Would you have rather gone when your baby was younger or older?

Having been to You First and met new people, do you think you'd be more happy to go to something similar in the future?

Do you know what other groups you could go to and when they are on?

Financial incentive/budgeting

I understand that you got £20 for each session of You First that you went to. Did you choose to defer the money till the end or did you get it after each session?

- How important was the money in your decision of whether go to You First at the beginning?
- How important was the money in your decision to keep going to You First and complete the programme?
- What did you do with the money you got?

Did you talk about money more generally at You First?

- What financial advice did you receive?
- Did you make a budget plan?
- Have you tried using it?
- Have you found it easy or difficult to stick to?
- Did you discuss any benefits that you might be entitled to?
- Are there any benefits that you are receiving now that you did not receive before you went to You First?
- Would you like any more advice about money or benefits?
- Do you know who you could speak to if you had any questions about benefits you might be entitled to in the future?

Qualification

Tell me about the qualification that you are working towards (Youth Achievement Award/Dynamic Youth Award)?

- Do you know how the qualification fits in with any others?
- Did you enjoy that aspect of You First?
- How did you feel about learning before You First? Do you feel differently now?
- Was that something that attracted you to going in the first place?
- Do you know what you can do with the qualification? What?
- Do you want to do any more qualifications or courses?
- Do you know how you could find out about other qualifications or courses that are available to you?
- Do you need any more help to find out about courses that are available to you?

Potential benefits

Card sorting exercise

I'm going to give you a pile of cards. On each card is something that You First might – or might not - make a difference to. For each one, put it in the pile for 'agree', 'disagree' or 'neither'.

Cards will be randomly sorted but have:

My baby feeds better
My baby sleeps better
My baby cries less
My baby is happier
My baby is better behaved
I have more fun playing with my baby
I am more confident about doing things to help my baby learn things
I know more about where I can go for advice and support with my baby
I feel a more confident mother
I have a healthier lifestyle now

I have made good friends
I feel more confident
I feel happier
I feel less stressed
I have a clearer idea about what I want to do in the future
I feel more in control of my money
I didn't learn very much

I wish I had never gone to you First
I would go to something like You First again

The money was one of the best things
I didn't like leaving my baby in the crèche

POTENTIAL PROBES:

Tell me more about that
Why do you say that?
Why do you think that is?
Is that because of You First or something else?
What's different? What's changed?
What used to happen? What happens now?

Has anything else changed?
Have there been any other benefits?
Were there any other things you didn't like?

Looking to the future

Did you discuss what you wanted to do in the future when you were at You First?

- What kind of things did you talk about?

Did the facilitators come to visit you after the programme had finished?

- What kind of things did you discuss?
- Was it helpful?

Did you complete the Self Assessment form (show copy) again at this point?

- Did you think you'd made progress from the first two times you'd completed it?
- Did you discuss your progress with the facilitators?

Did you come up with a future plan?

- What was in it?
- Are you happy with it?
- Do you think you'll be able to follow it?
- Does it include going to any other programmes, groups or services?
- Does it include doing any further qualifications?
- Does it include anything about getting a job or getting a new job?

Do you know if you will be getting any help or support with looking after your baby now that You First has finished?

Is there anything else that wasn't covered in your action plan that you'd like to happen now that you've finished You First?

What do you think should happen when people finish the You First programme?

Did you make any plans to see the facilitators again?

Have you seen anyone from the group since the last session?

- Do you think you will stay in touch with them?
- Will this be with all of them or just some?
- How often do you think you'll meet up?

Summing up

How do you feel about having taken part in You First?

What was the main thing, if anything, that you gained from it?

Would you go to something like You First again?

If a friend said they were thinking of going to You First, what would you say to them?

What would you change about it to make it better?

Do you think it should be rolled out to other places in Scotland?

Is there anything else you want to say about it that we haven't covered?

- Good things?
- Bad things?

Thank and close.

Discussion guide 7 (b)

Focus group with Parents who completed

Introduction

Introduce self and Ipsos MORI.

Thank participants for taking part, should take about an hour and a half.

Explain that Ipsos MORI is a research company. Because You First is a new type of programme, we've been asked to look at it and see whether it's something that should be set up in other parts of Scotland, and, if so, things that are good about it and things that could be improved.

We're talking to lots of different people who have been involved with You First, and we're talking to other parents like yourself who have taken part in the programme.

As with any research we do, everything you say will be completely confidential. We'll write a report for the Scottish Government but we won't use your name or write anything that could identify you. And we won't tell anyone from You First, or your Health Visitor, or social work, or anyone else what you, as an individual, said.

Obtain permission to record discussion.

Just to stress, I've not had anything to do with the design of You First or the running of it, so if there were things about it that you didn't like, please tell me about them. Because if there was something you didn't like about it, it's very probable that some other parents wouldn't like it either, so it's really useful for us to know the bad things as well as the good things.

Introduction

I know that you all know each other already but if you could just tell me your name, your baby's name, how old he/she is and who you live with that would be great.

Background

Can you just tell me a bit about You First and what it was like? (*write on flip chart*)

- What did you like most about it?
- is there anything you didn't like about it?

Practical aspects

Is this where the group met each week?

Was it a good place to hold the group?

- Was it comfortable?
- Did it have the right facilities and equipment?
- Can you think of somewhere that would be a better place to have it?
- What did you think about the crèche?
- Did your baby enjoy going to the crèche?
- Did your maybe enjoy the lunch?
- Did your baby enjoy the afternoon sessions?

How easy was it to get to?

What was the lunch like?

What about the start and finish time?

- Was the day too short or too long?
- What time would you have preferred it to start? and finish?

What day of the week was it?

- Was that ok for you or would another day have been easier?

What about the fact that it was one day a week for 16 weeks?

- Is that too often or not often enough?
- Is 16 weeks too long or not long enough?

If you smoke, were you able to smoke when you were at You First?

- Could you smoke whenever you wanted to?
- IF NO, was this ok?

Before and after exercise

Ok, I now want us to try and think about how a young mum might feel about things before and after going to You First. Let's see if we can come up with an imaginary person who might go to You First. So, what shall we call her? and what shall we call her baby? how old is she? how old is her baby? where does she live? who does she live with? Does she have family nearby?

IT THEY STRUGGLE TO COME UP WITH SOMEONE, USE GEMMA
Gemma is 18 and lives in Newbattle. She has just had a baby girl called Sophie. She lives on her own and has an on-off relationship with Sophie's father. Her parents live nearby. Her Dad is not in good health and her Mum works full time in a care home. Imagine you've got to describe her life to someone who wouldn't have a clue what it's like to be in her situation – like a 50 year old American man!

How does she feel about her life?

What does she do on a normal day?

How would you describe her parenting skills?

Does she have any support with looking after her baby?

Does she know how to get support?

How are her relationships with her friends?

How are her relationships with her family?

How is she coping financially?

How does she feel about going to a group with other mums and babies?

How much does she know about the kind of things she can do to help her baby learn things?

How does she feel about the future?

(Flip chart) Can you come up with a list of reasons why name/Gemma should go to You First – what she'd get out of it she did? And also a list of reasons why she shouldn't go.

It's now about 6 months later and name/Gemma and name/Sophie have just completed the You First programme in Newbattle.

How does she feel about her life?

What does she do on a normal day?

How would you describe her parenting skills?

Does she have any support with looking after Sophie?

Does she know how to get support?

How are her relationships with her friends?

How are her relationships with her family?

How is she coping financially?

How does she feel about going to a group with other mums and babies?

How much does she know about the kind of things she can do to help her baby learn things?

How has she changed since six months ago?

How does she feel about the future?

Content of the sessions

What kind of things did you learn about at You First? *write on a flip chart*

Which were the best things you learned about?

Focus on the best session or best couple of sessions mentioned by most participants

- Tell me about this session?
- What was good about it?
- Was it the topic?
- Was it the way the session was given?

And which things did you not like?

Focus on the worst session or worst couple of sessions mentioned by most participants

- Tell me about this session?
- What did you not like about it?
- Was it the topic?

Who decided what you did each day?

Did you feel you got to cover the things that you wanted to cover?

- Were the things covered within the topics the kind of things you expected them to be?
- Was there anything that you really wanted to cover but didn't get to?
- Was there anything that you had not mentioned when you made your choices at the beginning, that you realised later would be good? Did you get to cover that?
- Is there anything else that you wish you could have covered?

Which bit of the day did you like best?

- Morning/lunch/afternoon?

Was there anything you had to do that you didn't like? Or didn't agree with?

These days, some mothers say they feel they are constantly being criticised and people are always telling them what they should be doing. Did you ever feel like that?

- Was there any time in particular?

Did you miss any sessions?

- Why did you miss these sessions?
- What happened when you missed a session?
- Did you feel you had missed really important things?
- Were you able to catch up on what you had missed?
- How did you feel about going to the next session, after you'd missed one?

How did you feel about the text reminders that you got before each session?

- Were they useful or annoying?

Facilitators

Check – was it xxx and xxx who were the facilitators?

What were they like?

- How would you describe them to someone who hadn't met them?
- How did they make you feel?

What were the good things that they did?

What were the things they did that you didn't like/found annoying?

How did you get on with them?

Did you ever talk to them privately about anything?

- Did you feel you could have if you'd needed to?

I understand that sometimes other people came in to talk to you too?

- What were these sessions like?
- Was there anyone that you particularly liked?
- Have you since used any of the services that people talked to you about?
- Did you prefer having someone else in to talk to you or did you prefer it when it was just the facilitators there?

Did your health visitor ever come to You First?

- Did you like having them there?

Do you get on well with your health visitor?

Some people have suggested that health visitors might be able to facilitate the You First programme. How would you feel about having your health visitor doing that?

Trying things at home

Were there things that you learned about at You First that you tried at home?

- How did that go?

Was it harder to do some things at home than others?

Were there things that you didn't try?

Did you talk to anyone else about things that you found out about at You First?

- Family/partner/friends/health visitor?
- How did they react?
- Did you give anyone else tips and advice that you had picked up?

Is there anything that would make it easier to try things at home?

Group dynamics

Apart from your baby, who do you spend time with these days?

- Do you have family nearby that you see?
- Do you have any friends with a young baby?
- How have things changed since you've had the baby – do you see less of some people? Is there anyone you see more of?
- Has this changed at all since you started You First?

Did any of you know each other before?

When you were at the group, did it feel like other situations you have been in?

- Did it feel like school?
- Did it feel like you were out with a group of friends?

Would you have preferred it if it was a smaller group? or a bigger group?

Was it better or worse on days when there weren't so many parents there?

Would it be better if all of your babies were the same age when you started or was it good that there's a spread of ages?

- Would you have rather gone when your baby was younger or older?

Financial incentive/budgeting

I understand that you got £20 for each session of You First that you went to. Did you choose to defer the money till the end or did you get it after each session?

- How important was the money in your decision as to whether to go to You First at the beginning?
- How important was the money in your decision to keep going to You First and complete the programme?
- What did you do with the money you got?

Did you talk about money more generally at You First?

- What financial advice did you receive?
- Did you make a budget plan?
- Have you tried using it?
- Have you found it easy or difficult to stick to?
- Did you discuss any benefits that you might be entitled to?
- Are there any benefits that you are receiving now that you did not receive before you went to You First?
- Would you like any more advice about money or benefits?
- Do you know who you could speak to if you had any questions about benefits you might be entitled to in the future?

Qualification

Tell me about the qualification that you gained?

- Do you know what level the qualification is?
- Did you enjoy that aspect of You First?
- Was that something that attracted you to going in the first place?
- Do you know what you can do with the qualification? What?
- Do you want to do any more qualifications or courses?
- Do you know how you could find out about other qualifications or courses that are available to you?

- Do you need any more help to find out about courses that are available to you?

Potential benefits

What do you think the benefits of going to You First are for you and your baby?

IF THEY STRUGGLE TO COME UP WITH BENEFITS, USE THE CARD SORTING EXERCISE TO PROMPT

Card sorting exercise

I'm going to give you a pile of cards. On each card is something that You First might – or might not - make a difference to. For each one, please discuss and decide which pile it should go in and put it in the pile for 'agree, 'disagree' or 'neither'.

Cards will be randomly sorted but have:

My baby feeds better

My baby sleeps better

My baby cries less

My baby is happier

My baby is better behaved

I have more fun playing with my baby

I am more confident about doing things to help my baby learn things

I know more about where I can go for advice and support with my baby

I feel a more confident mother

I have a healthier lifestyle now

I have made good friends

I feel more confident

I feel happier

I feel less stressed

I have a clearer idea about what I want to do in the future

I feel more in control of my money

I didn't learn very much

I wish I had never gone to you First

I would go to something like You First again

The money was one of the best things

I didn't like leaving my baby in the crèche

POTENTIAL PROBES:

Tell me more about that
Why do you say that?
Why do you think that is?
Is that because of You First or something else?
What's different? What's changed?
What used to happen? What happens now?

Has anything else changed?
Have there been any other benefits?
Were there any other things you didn't like?

Looking to the future

Did you discuss what you wanted to do in the future when you were at You First?

- What kind of things did you talk about?

Did the facilitators come to visit you after the programme had finished?

- What kind of things did you discuss?
- Was it helpful?

Did you complete the Self Assessment form (show copy) again at this point?

- Did you think you'd made progress from the first two times you'd completed it?
- Did you discuss your progress with the facilitators?

Did you come up with an action plan?

- What was in it?
- Are you happy with it?
- Do you think you'll be able to follow it?
- Does it include going to any other programmes, groups or services?
- Does it include any doing any further qualifications?
- Does it include anything about getting a job or getting a new job?

What do you think should happen when people finish the You First programme?

Do you know if you will be getting any help or support with looking after your baby now that You First has finished?

Is there anything else that wasn't covered in your action plan that you'd like to happen now that you've finished You First?

Did you make any plans to see the facilitators again?

Summing up

How do you feel about having taken part in You First?

What was the main thing, if anything, that you gained from it?

Would you go to something like You First again?

If a friend said they were thinking of going to You First, what would you say to them?

What would you change about it to make it better?

Is there anything else you want to say about it that we haven't covered?

- Good things?
- Bad things?

Thank and close.

Discussion Guide 7 (c)

Follow up interviews with parents

Introduction

Introduce self and Ipsos MORI.

Thank participant(s) for taking part in the evaluation again, should take about an hour.

Remind them that we've been asked to see what is good about You First and what might be improved about it to make it better for people who go to it in the future. Explain that we are catching up with a few parents who went to You First to see how they have been getting on since it finished.

As with any research we do, everything you say will be completely confidential. We'll write a report for the Scottish Government but we won't use your name or write anything that could identify you. And we won't tell anyone from You First, or your Health Visitor, or social work, or anyone else what you, as an individual, said.

Obtain permission to record discussion.

NOTE: where parents have been interviewed before, we will review previous interview and add specific things to follow up on (e.g. if said they were thinking of going to Rhyme Time, we'll ask if they did).

Background

How have things been going since I last saw you?

How old is [name of baby] now?

Are you working or studying at all just now?

- Was this a job/course you were doing before having your baby or is it a new job/course?
- IF NEW: How did you find the job/course?

It's been a few months now since you finished You First. Looking back now, what was the main thing, if anything, that you gained from going to it?

IF SAY MEETING OTHER MUMS, AND BABIES MEETING OTHER BABIES PROBE ON *WHY* THEY THINK IT IS GOOD FOR THEIR BABIES TO MEET OTHER BABIES e.g. WHAT DO BABIES GAIN FROM THAT?

Do you miss it?

The reunion

Did you attend the You First reunion a few weeks ago?

IF NO: Did you not really fancy it?

Would you go if there was another one in a few months?

IF YES: How was it?

Can you tell me what happened at it?

- Where did you meet?
- How many people were there?
- What did you talk about?
- Did you enjoy it?
- Did you do the self assessment again?
 - Did you think you'd made progress from the first three times you'd completed it?
 - Did you discuss your progress with the facilitators?
 - Do you think it was useful to do that?

Before you went to the reunion, had you been in touch with other people from the You First group since it finished?

- Had you seen them or had you kept in contact in other ways e.g. texting or Facebook?
- How many of them?
- How often?

- Did the whole group ever meet up?

And since the reunion have you been in touch with anyone that you hadn't seen since the group finished?

- Have you seen them or have you kept in contact in other ways e.g. texting or Facebook?
- How many of them?
- How often?
- IF NO: do you think you will be in touch with them at all in the future?

Before the reunion, had you been in touch with the facilitators at all?

At the reunion, did you make any plans to see the facilitators again?

Do you think it was the right time to have the reunion or would you have it if it was a bit sooner? Or a bit longer after the group?

Using what they learnt at You First

Were there things that you learned about at You First that you have been doing at home?

- What kind of things?
- How has that been going?

What sort of things have you been doing with your baby recently?

- Have the things that you are able to do with your baby changed as s/he has got older?
- How confident are you at knowing what you can do with him/her as s/he gets older?
- Can you remember the kind of things you learnt at You First about how your baby's brain develops as he/she gets older?
 - Is there anything that particularly sticks in your mind or that you thought was particularly interesting?
 - Is there anything that surprised you?
- I know that you went to the park a few times at You First. Have you been to the park at all since you finished You First?

I know you talked a lot about budgeting at You First. How have you been getting on with that?

- Do you think you are doing better with your money than you were before you went to You First?

Is there anything that you've been finding difficult that you now wish you'd spent more time on at You First?

Accessing services

Have you been to any other groups since you finished You First?

- IFSO: how did you find out about these other groups?

IF NO: Would you like to go to other groups of mums and babies? do you know if there are other groups you could go to? What are the reasons why you have chosen not to go to them? Why did you go to You First? What was different about You First? What made it easier to go to You First?

How confident do you feel now about going to another group of mums and babies/toddlers?

- What would make you more confident about going?
- What if someone who had already been to the other group came to You First to tell you about it and then went with you the first time?
- What if you were put in touch with someone else who was around your age and had also been wanting to go to the group for a while and you were able to meet up beforehand?

How did you feel the first time you went to You First?

- would either of the things we just discussed have made it easier for you to go?

What kind of group would you like to go to?

- Something where you do things like playing, singing, painting with your baby?
- Something where go somewhere, for example, the zoo with your baby and other mums and babies?
- Something that has a crèche for your baby and allows you to spend time with other mums, for example, going shopping, bowling or to the cinema together?

Have you used a crèche at all since You First?

- Have you seen crèches anywhere else?
- Where do you think would be a good place to have a crèche?

Have you used any of the services that you found out about at You First?

Have you gone to any other services?

- how did you find out about that?

Have you looked for any other services?

Have you had any help or support with looking after your baby now that You First has finished?

Have you felt that you have needed any support?

What have you done when you needed advice about something to do with your child?

- What was the last thing that you weren't sure about or [name of baby] was having a problem with or being difficult about?
- What happened?
- What did you do?
- And can you think of anything else you've had problems with?

What do you think should happen when people finish the You First programme?

Qualification

Did you complete the qualification you did at You First?

- IF NOT: why not?

How do you feel about having done that?

- Was it worthwhile?
- Are you pleased you got it?

Have you given any more thought to doing some other qualifications in the future?

Looking to the future

Have you been thinking much about what you would like to do in the future?

- Have you been to any careers services or other services to talk to someone about what you might do?

Have you been looking at the action plan that you made at the end of You First?

- What was in it?
- Have you been following it?
- Do you think you will try to follow it in the future?

IF NO/NOT MUCH: Do you think it's a useful thing to do at the end of You First?

- Can you think of any way of making it more useful?

What have been the main reasons that you haven't really followed it?

Is there anything that would have helped you follow it more?

Summing up

How do you feel about having taken part in You First?

- What difference has it made to you and your baby?

Would you go to something like You First again?

If a friend said they were thinking of going to You First, what would you say to them?

Imagine that you hadn't been to You First. Would [name of baby] be any different? Would you be any different?

What would you change about it to make it better?

- Some people have suggested that it might have been better to have it twice a week for 8 weeks instead of once a week for 16 weeks. What do you think about that idea?
- Some people have suggested that you could have had more text reminders from the facilitators when you were at You First. So, as well as getting a reminder that You First was on tomorrow, you could have reminders that Rhymetime is on tomorrow or reminders to read a story at bedtime. How would you feel about that? Would it be useful or would you feel like you were being hassled?
- What about Facebook? How was that used? Would it have been good if that had been used for reminders or to give you details of other groups that were on?

Looking back, are there any topics you would add to it or spend more time on?

Is there anything else you want to say?

Thank and close.

Discussion Guide 7 (d)

Interviews with Parents who discontinued

Introduction

Introduce self and Ipsos MORI.

Thank participant for taking part, should take about an hour.

Explain that Ipsos MORI is a research company. Because You First is a new type of programme, we've been asked to look at it and see whether it's something that should be set up in other parts of Scotland, and if so, things that are good about it and things that could be improved.

We're talking to lots of different people who have been involved with You First, and we're talking to other parents like yourself who have had a bit of involvement with the programme at the start but not gone on to the end of it.

As with any research we do, everything you say will be completely confidential. We'll write a report for the Scottish Government but we won't use your name or write anything that could identify you. And we won't tell anyone from You First, or your Health Visitor, or social work, or anyone else what you, as an individual, said.

Obtain permission to record discussion.

Just to stress, I've not had anything to do with the design of You First or the running of it, so if there were things about it that you didn't like, please tell me about them. Because if there was something you didn't like about it, it's very probable that some other parents wouldn't like it either, so it's really useful for us to know the bad things as well as the good things.

Background

(Brief chat if this hasn't already happened:

Tell me about your baby – what's his/her name? how old is he/she now?

How long have you lived in this area?

And how long have you been in this house/flat?

And who do you live with?)

Apart from your baby, who do you spend time with these days?

- Do you have family nearby that you see?
- Do you have any friends with a young baby?

How have things changed since you've had the baby – do you see less of some people? Is there anyone you see more of?

Can you just tell me a bit about You First? What did it involve?

- Which bits did you like best?
- Which bits did you like least?

Initial reactions and aims

How did you first hear about You First?

- Who told you about it?
- Do you remember what they said about it?
- Did someone from You First come and talk to you about it?

Can you remember what you thought about it at that point?

- Did you like the sound of it or did you think it wouldn't be very good?

Why did you think you were being invited to it?

What did you think it would be like?

- What did you hope it would be like?
- What was different to what you expected?
- Was anything better than you expected?
- Was anything worse than you expected?

Which sessions did you go to?

What did you hope to get out of it?

- And did you?

At the beginning, did you get to choose what things you wanted to do?

- How did that work?
- Did you find it easy to choose?
- Were there many things you wanted to do?
- Was there anything that wasn't on the list that you thought might be good?

Practical aspects

Tell me about the place where the group met.

What was it like?

- Was it a nice place to be?
- Was it a good place to hold the group?
- Was it comfortable?
- Did it have the right facilities and equipment?

How easy was it to get to?

What was the lunch like?

What about the start and finish time?

- Was the day too short or too long?
- What time would you have preferred it to start? and finish?

What day of the week was it?

- Was that ok for you or would another day have been easier?

What about the fact that it was one day a week for 16 weeks?

- Is that too often or not often enough?
- If you'd carried on going, do you think 16 weeks would have been too long or not long enough?

Content of the sessions (will adapt depending on how many sessions they went to)

Tell me more about the different days that you went to, what did you learn about each day? (Will try to get list of their group did each session and will use that as a prompt if necessary)

What were the main things you remember about that day?

Was there anything you found useful or interesting that day?

Were there any bad bits that day?

Who decided what you did each day?

Did you feel you got to cover the things that you wanted to cover?

Which was the best day?

Which was the worst day?

Which bit of the day did you like best?

- Morning/lunch/afternoon?

Was there anything you were expected to do that you didn't like? Or didn't agree with?

How did you feel during the sessions?

What was it like when people from different outside agencies came to talk to you?

- How did they make you feel?

These days, some mothers say they feel they are constantly being criticised and people are always telling them what they should be doing. Did you ever feel like that?

- Was there any time in particular?

Trying things at home

Were there things that you learned about at You First that you tried at home?

- How did that go?

Was it harder to do some things at home than others?

Were there things that you didn't try?

Did you talk to anyone else about things that you found out about at You First?

- family/partner/friends?
- How did they react?
- Did you give anyone else tips and advice that you had picked up?

Is there anything that would make it easier to try things at home?

Group dynamics

Tell me about the other people in the group?

- Who were they?/What sort of people went?
- What were they like?
- Were they older or younger than you?
- Did you feel you had much in common with them?
- How did they make you feel?

Did you know any of them before?

Did some of them already know each other?

Were they friendly?

Was there anyone you particularly liked? What was it about her that made you like her?

And was there anyone that you didn't particularly like or get on with ? Why do you think that was?

When you were at the group, did it feel like other situations you have been in?

- Did it feel like school?
- Did it feel like you were out with a group of friends?

Would you have preferred it if it was a smaller group? or a bigger group?

Did you feel comfortable asking questions in front of them?

Did you feel comfortable talking about any problems you were having?

What were the other babies like?

- Were they older or younger than your baby?
- Does it matter that there's a spread of ages?
- Would you have rather gone when your baby was younger or older?

Facilitators

Check – was it xxx and xxx who were the facilitators?

What were they like?

- How would you describe them to someone who hadn't met them?
- How did they make you feel?

What were the good things that they did?

What were the things they did that you didn't like/found annoying?

Did you feel like you got on ok with them?

Did you ever talk to them privately about anything?

- Did you feel you could have if you'd needed to?

Discontinuation

Tell me about the last session that you went to?

What happened after that?

How did you feel about going back?

What stopped you going back?

Did anyone try and get you to go back?

- Do you think they wanted you to go back?
- Did you feel you were being nagged at to go back?

What might have helped you to go back?

After you'd missed a few sessions, did you feel you could go back if you had wanted to?

Had you missed any sessions before that?

- What happened when you missed a session?
- How did you feel about going to the next session, after you'd missed one?

The sessions that you did go to, why did you go to those?

How did you feel about the text reminders that you got before each session?

- Were they useful or annoying?

Financial incentive

Did you think about the money you would lose if you didn't go?

- Had you chosen to defer the money till the end or did you get it after each session?
- Did the money encourage you to go to the sessions you did go to?
- What did you do with the money you got?

Qualification

Tell me about the qualification that you were working towards?

- Did you enjoy that aspect of You First?
- Was that something that attracted you to going in the first place?
- How did you feel about not getting it when you stopped going?

Potential benefits

Card sorting exercise

I'm going to give you a pile of cards. On each card is something that You First might – or might not - make a difference to. For each one, put it in the pile for 'agree, 'disagree' or 'neither'. Just to stress – there are no right or wrong answers – we want you to tell it how it is!

Cards will be randomly sorted but have:

My baby feeds better
My baby sleeps better
My baby cries less
My baby is better behaved
I have more fun playing with my baby
I am more confident about doing things to help my baby learn things
I know more about where I can go for advice and support with my baby
I feel a more confident mother
I have made good friends
I feel more confident
I feel happier
I feel less stressed
I have a clearer idea about what I want to do in the future
I feel more in control of my money
I didn't learn very much

I wish I had never gone to you First
I wish I had kept going to You First

I would go to something like You First again

The money was one of the best things
I didn't like leaving my baby in the crèche

POTENTIAL PROBES:

Tell me more about that
Why do you say that?
Why do you think that is?
Is that because of You First or something else?
What's different? What's changed?
What used to happen? What happens now?

Has anything else changed?
Have there been any other benefits?
Were there any other things you didn't like?

Looking back

Looking back, do you wish you had gone back?

Do you wish you'd never gone in the first place?

Do you remember doing the Self Assessment form (show copy)?

- How often did you do it?
- Did you think you'd made progress?

Sometimes, when people start on something new, they learn a bit about something and then almost feel like they are going backwards, because they realise there is so much to learn. Did you feel like that at all?

Is there anything that you miss about it?

Are you still in touch with anyone from the group?

Would you go to something like You First again?

If a friend said they were thinking of going to You First, what would you say to them?

What sort of person do you think would get most out of it?

What do was the main thing, if anything, that you gained from it?

What would you change about it to make it better?

Is there anything else you want to say about it that we haven't covered?

- Good things?
- Bad things?

Thank and close.

APPENDIX 8: PARENT SELF ASSESSMENT QUESTIONNAIRE

You First

Self Assessment

Name: _____

Date: _____

This is a set of questions asking you to think about how you feel and what it is like looking after your baby.

It is an individual exercise and the more honest you are, the better you will be able to chart your progress as you take part in the You First Programme over the next few months.

Barnardo's uses a system (called Outcomes) that measures whether or not You First (or any other service) is doing what they are supposed to so we appreciate your feedback.

Local Services

- 1. How much do you know about the local services available to you and your baby?**
 - a) A lot
 - b) Quite a lot
 - c) A bit
 - d) Hardly anything
 - e) Nothing

- 2. Are you using any of the local services available to you and your baby?**
 - a) I go to several things regularly
 - b) I go to one or two things regularly
 - c) I go to something every so often
 - d) I haven't been to anything but I would like to
 - e) I haven't been to anything and I don't really want to

- 3. How confident are you about standing up for yourself when talking to professional people about things that you are entitled to?**
 - a) Really confident
 - b) Quite confident
 - c) Neither confident or unconfident
 - d) Not very confident
 - e) Not at all confident

- 4. How much do you know about the benefits you are entitled to?**
 - a) A lot
 - b) Quite a lot
 - c) A bit
 - d) Hardly anything
 - e) Nothing

Being a Parent

5. Which of these statements best describes you at the moment?

- a) I spend a lot of time doing things like playing, reading and singing with my baby
- b) I spend a bit of time doing things like playing, reading and singing with my baby but I'd like to spend more time doing these things
- c) I try to spend time doing things like playing, reading and singing with my baby but I find it quite difficult to think of things to do
- d) I don't spend much time doing things like playing, reading and singing with my baby but I would like to know more about what we could do
- e) I don't spend much time doing things like playing, reading and singing with my baby and I'm not sure if I can

6. Overall, how confident are you about doing the practical things with your baby? E.g. knowing what to feed your baby and how to bath your baby.

- a) Really confident
- b) Quite confident
- c) Neither confident or unconfident
- d) Not very confident
- e) Not at all confident

7. How confident do you feel about managing your baby's behaviour?

- a) Really confident
- b) Quite confident
- c) Neither confident or unconfident
- d) Not very confident
- e) Not at all confident

How much do you agree/disagree with the following statements:

8. "I spend a lot of time in the house alone with my baby"

- a) Strongly agree
- b) Agree
- c) Neither agree or disagree
- d) Disagree
- e) Strongly disagree

9. "My baby and I go out together a lot to see other people"

- a) Strongly agree
- b) Agree
- c) Neither agree or disagree
- d) Disagree
- e) Strongly disagree

10. "I have good relationships with most of my family"

- a) Strongly agree
- b) Agree
- c) Neither agree or disagree
- d) Disagree
- e) Strongly disagree

Doing things with your baby and other people

- 11. How confident do you feel about trying new things?**
- a) Really confident
 - b) Quite confident
 - c) Neither confident or unconfident
 - d) Not very confident
 - e) Not at all confident
- 12. How much do you know about your baby's development? E.g. the kind of things he/she can do at different ages**
- a) A lot
 - b) Quite a lot
 - c) A bit
 - d) Hardly anything
 - e) Nothing
- 13. How much do you know about why it is important to play with your baby regularly?**
- a) A lot
 - b) Quite a lot
 - c) A bit
 - d) Hardly anything
 - e) Nothing

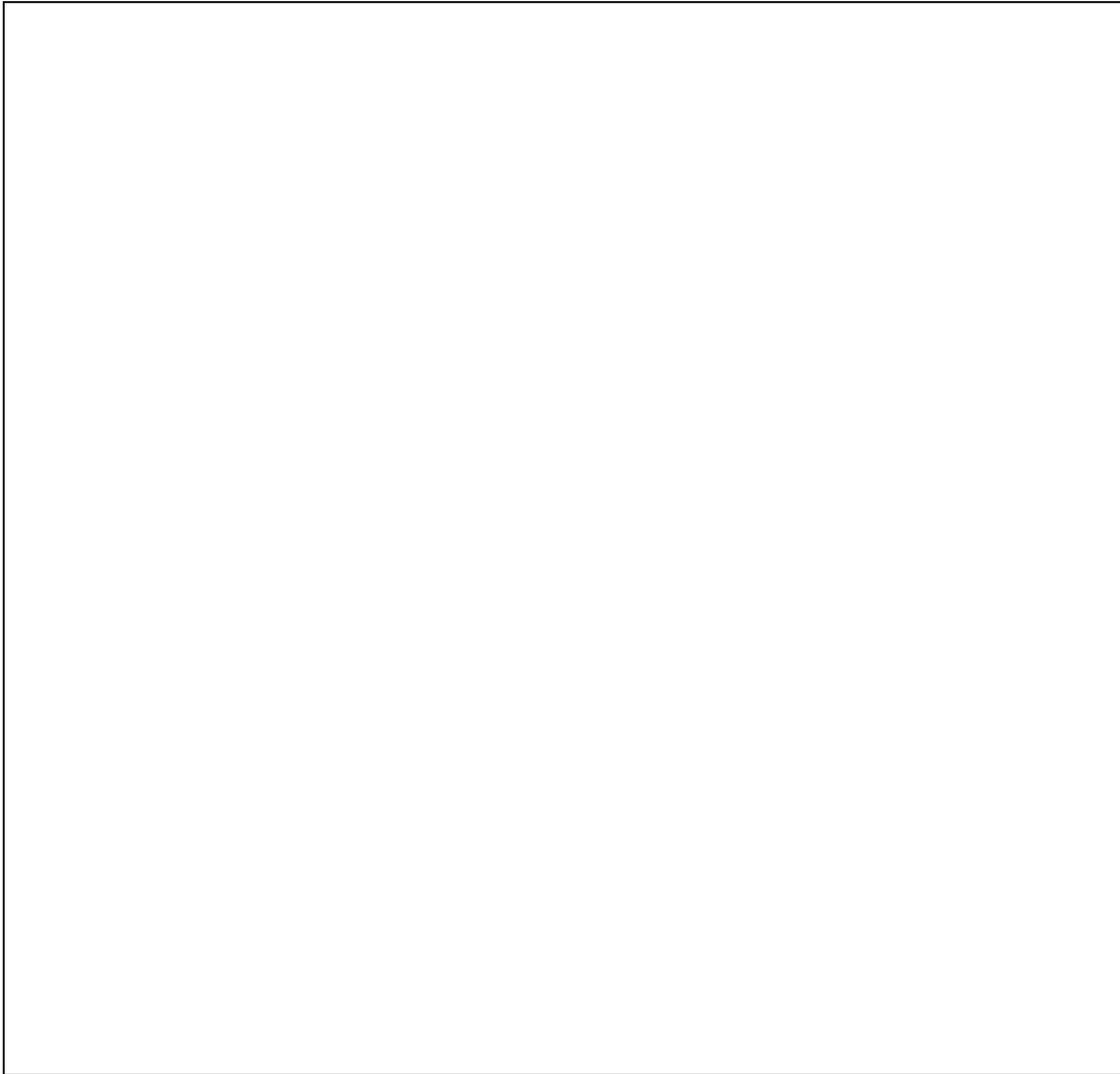
How much do you agree or disagree with the following statements:

- 14. "I have good friends"**
- a) Strongly agree
 - b) Agree
 - c) Neither agree or disagree
 - d) Disagree
 - e) Strongly disagree
- 15. "I have good friends who are parents"**
- a) Strongly agree
 - b) Agree
 - c) Neither agree or disagree
 - d) Disagree
 - e) Strongly disagree
- 16. "My baby and I regularly spend time with other parents and babies"**
- a) Strongly agree
 - b) Agree
 - c) Neither agree or disagree
 - d) Disagree
 - e) Strongly disagree

Managing Money

- 17. Are you getting all the financial benefits you are entitled to?**
- a) I know I am getting everything
 - b) am getting most things
 - c) I am getting some things but would like to check
 - d) I think there are things I'm not getting and I need help to check
 - e) I don't know what I should be getting or how to find out
- 18. How good would you say you are at budgeting your money?**
- a) I have a budget plan which I stick to most of the time and I save money regularly
 - b) I have a budget plan which I stick to most of the time but I don't save money regularly
 - c) I don't have a budget plan but I don't often run out of money
 - d) I find it difficult to budget and sometimes run out of money
 - e) I'm not good at budgeting and have some debt problems
- 19. Do you have a savings account?**
- a) Yes and I put money into it on a regular basis
 - b) Yes but I don't put money into it very often
 - c) Yes but I don't use it
 - d) No but I would like to have one
 - e) No and I don't see the point of having one

If you have identified any particular activities or thoughts with the group worker while completing this process, please record them here:



Signed: _____ (Parent)

Signed: _____ (Group Worker)

APPENDIX 9: DISCUSSION GUIDES FOR QUALITATIVE RESEARCH WITH PROFESSIONALS

Discussion Guide 9 (a) Interviews with health visitors – Phase 1

Introduction

Introduce self and Ipsos MORI

Thank participant for taking part, should take about an hour and a half.

Explain purpose of this discussion – the purpose of this interview is to get your views on the 'You First' pilot programme. Being so involved in the referral processes, we are particularly interested to hear how it's working from your point of view and any thoughts you have on how it could be improved. We are also talking to parents, the NHS Lothian lead, the programme facilitators and other key stakeholders.

Explain that, as the programme is only running in the Lothians and there are only a small number of health visitors involved, we cannot assure complete anonymity when reporting the findings. However, your name will not be used. Advise that if there are any comments which they would like to withdraw then to say so and we will not include them in the report.

Obtain permission to record discussion.

The role of Health Visitors in You First

Can you just tell me a bit about what your role involves?

And what is your role in relation to You First?

PROBE:

- Ho do you feel about your role in the programme?
- Were you involved in defining what your role should be?
- Would you like to be more or less involved in the programme?
- Are there any issues that impact on your involvement with the programme?

Has your role changed at all since the programme started?

Referral/retention

Can you tell me a bit about how the referral process works?

PROBE:

- What do you think of this process?
- What are the main benefits of this approach?
- Are there limitations to this approach?
- What other methods of referral or recruitment could be used?

Who do you see as being the target group for You First?

PROBE: Is it targeted enough or is the target group too broad?

Is the programme reaching those who would benefit most?

Do you feel that health visitors are the most appropriate professionals to refer people to the You First programme?

Do you feel you have been told enough about what You First involves to be able to discuss it in detail with parents when referring them to the programme?

PROBE: Are there any questions parents have that you can't answer?

Were there any teething problems you first started referring people to the programme?

Are you clear about the referral criteria for the programme?

PROBE: Is there ever any doubt in your mind as to whether or not someone meets the criteria for the programme – particularly whether you would describe them as 'engaged' with local universal and specialist services?

As far as I'm aware, initial contact with parents who have consented to being approached about the programme is sometimes done through a visit

from Barnardo's staff only and is sometimes done through a joint visit from Barnardo's staff and the health visitor. Can you give me a rough indication of what the split is?

Which method do you think works best for engaging with the parent?

Are there any resource issues with you being involved in these visits?

Do you think the flyer is effective in explaining the programme and encouraging parents to take part?

What is it that most attracts parents to the programme?

PROBE IF NOT MENTIONED:

- Does the financial incentive help attract them?
- Does the qualification help attract them?

And what is it that keeps them going once they've started?

PROBE IF NOT MENTIONED:

- What about the financial incentive?
- What about the qualification?

What do you think are the reasons why some parents choose not to attend the programme at all?

PROBE:

- Are they practical barriers (e.g. time doesn't suit, travel arrangements, location etc) or is it more to do with a lack of engagement?
- Can you think of anything else that could be done to encourage them to attend?

And what do you think are the reasons why some parents attend but do not complete the programme?

PROBE:

- Are they practical barriers (e.g. time doesn't suit, travel arrangements, location etc) or is it more to do with a lack of engagement?

What happens if parents miss a session?

Have there been any parents who you did not initially think would engage with the programme but who have gone on to complete the programme?

Aims and objectives

What do you see as being the objectives of You First?

PROBE:

- Do you think success could be measured?

- Do you think that's achievable?

How would you personally define success for the programme?

Benefits to parents

What would you say are the main benefits of the You First programme for parents?

PROBE:

- Can these only be achieved through full participation in all sessions?
- What changes do you think these will have on participants' lives?
- Do you see the benefits being long-term?

Have you noticed any changes in the parents since they started the programme? Prompt if ness:

- Practical childcare skills?
- Knowledge of child development
- Practical life skills (e.g. financial)
- The relationship between the parent and child?
- Wellbeing/confidence/relationship and attachment to baby/other relationships
- Personal health and risk factors – smoking, drinking, drug use, healthy eating, exercise?
- Awareness of services and sources of advice and support – and confidence in using them
- Meeting others and developing own support networks

And have you seen any negative changes?

Have there been any unexpected changes or benefits?

Are there any changes that you hoped/expected to see in the parents that have not yet happened?

Do you think that any parents on the programmes are not benefiting greatly from the programme because they don't actually require this support?

What do you think are the main challenges parents face when trying to apply outside the programme what they have learned?

What else might be done to support them applying what they have learnt outside the programme?

Have you had any feedback from parents who have been on the programme?

What age of baby do you think is the best time for parents to start the programme?

What do you think about the idea of introducing them to the programme at the pregnancy stage?

We understand that all the participants so far have been mothers. What has the role of fathers been?

PROBE:

- Is there a demand/need for something similar for fathers?

Programme delivery

In the report from the test site, contact with health visitors was mentioned as an area that the programme facilitators wished to develop and it was suggested that facilitators and health visitors should have a minimum of two face to face meetings during the course of the programme. Has this happened?

PROBE:

- Do you think this is necessary?
- Were you clear about the purpose of these meetings?
- What has been the effect of doing so?

Is there anything else that you think would help to develop the relationship between You First facilitators and health visitors?

In your opinion, who would be the ideal facilitator for this programme?

PROBE on:

- Background, experience, skills, training necessary

Do you think that health visitors would be suitable facilitators of the You first programme?

PROBE:

- How would you, personally, feel about being a facilitator?
- Would you feel that you have the skills, experience and training to do this?
- Would you require any further training in order to do so?
- Would you have any concerns about doing this?
- What effect do you think it would have on your relationship with the parents you visit?
- Would it be better if parents had their own health visitor or a different one on the programme?

In general, should any other health professionals be involved in the management or delivery of You First?

Programme content

What do you think about the person centred ideals of You First?

Do you think parents should choose the topics they cover?

PROBE:

- Are there problems with this?
- Are important topics not being covered?

Did you get a chance to suggest topics that should be included in the programme?

Have you presented at a You First session?

PROBE:

- how did that come about?
- what was it about?
- how did you find it?
- how did the parents respond to your session?

Have you had any involvement in suggesting other external speakers who might present at a You First session?

PROBE: Do you know anyone who might be good?

Further support to parents

Do you know much about how parents who completed the test phases are getting on since the programme finished?

PROBE:

- Are they still in contact with others from the group?
 - what activities have they engaged in?
- Are they engaging with other local services?

What is your role in providing further support to parents after they have completed the programme?

PROBE: Do health visitors have the time/resources to provide the level and type of support that is required?

What other support do you think parents should be offered after the programme has ended?

Are there any formal links in place for them to go to other services after You First has finished?

PROBE: Are these NHS services?

You First in your area

How did you first hear about You First?

What was your initial reaction when you first heard it was to be piloted in your area?

PROBE: Did you have any concerns?

Do you think You First fits in with and links in with other services provided in your area?

PROBE:

- the Community Health Partnership?
- other similar programmes in the area?
- health services?
- education services?
- social work services?

And how does it fit in with any local targets or outcomes you are working towards?

PROBE:

- HEAT targets?
- Single Outcome Agreement?

What other programmes or services are available for young parents in this area?

What is different about You First compared to other programmes for young parents provided in this area?

PROBE:

- What is good?
- What is not so good?
- Do you think best practice is shared between these programmes?
 - Is this formal or informal?

Have there been any knock on benefits for you as a result of You First?

Have there been any knock on benefits for NHS services in your area as a result of You First?

Has You First created any problems for NHS services in your area?

Management and support structures

Who do you think has ownership of the You First programme?

Do you think all of the stakeholders and agencies worked together as well as they could have?

PROBE:

- have there been any differences in aims?
- have there been any barriers?
- anything that has helped?
- do you know if it's worked differently in other areas?

Can you suggest anything that would improve the way that the You First programme is managed?

Which organisation do you think should deliver You First in the long term?

Are you aware of the funding arrangements in place for You First?

PROBE: Does this have any impact on the way in which the programme is managed?

Roll out

Do you think that You First should be rolled out across Scotland?

What advice would you give to other NHS areas who wished to implement the You First programme?

What advice would you give to health visitors in an area that was implementing the You First programme?

Is there anything else that you'd like to say?

PROBE:

- Anything that you think has worked particularly well that we haven't discussed?
- Anything that you would like to change that we haven't discussed?

Thank and close.

Discussion Guide 9(b)

Interviews with health visitors – Phase 3

Introduction

Introduce self and Ipsos MORI

Thank participant for taking part, should take about an hour and a half.

Explain purpose of this discussion – the purpose of this interview is to get your views on the ‘You First’ pilot programme. Being so involved in the referral processes, we are particularly interested to hear how it’s working from your point of you and any thoughts you have on how it could be improved. During the interview, we’ll talk about the referral process, the benefits to parents, the content and delivery of the programme, the support available to parents after they finish You First and plans for the future of You First. Acknowledge that they may already have completed a questionnaire for us but explain that we would like to discuss the issues in more detail.

We’ve also been talking to parents, the NHS Lothian lead, the programme facilitators and other key stakeholders.

Explain that, as the programme is only running in the Lothians and there are only a small number of health visitors involved, we cannot assure complete anonymity when reporting the findings. However, your name will not be used. Advise that if there are any comments which they would like to withdraw then to say so and we will not include them in the report.

Obtain permission to record discussion.

The role of Health Visitors in You First

The purpose of this section is to get a sense of their views about You First in general and to ascertain to what extent they are involved in it.

How did you first hear about You First?

What was your initial reaction when you first heard it was to be piloted in your area?

- Did you have any concerns?
- Did you feel there was a gap for a service like You First?
- How does it fit in with the other services available in your area?

How much would you say you know about You First?

And what is your role in relation to You First?

PROBE:

- How many You First pilots have you been involved with?
- Has your role been the same in each of the pilots?
- Would you like to be more or less involved in the programme?

Referral/retention

The purpose of this section is to explore how health visitors feel about the programme eligibility criteria, the referral process and the reasons why they think parents choose to attend/not attend the programme.

Can you tell me a bit more about how the referral process works?

- What do you think of this process?
- What are the main benefits of this approach?
- Are there limitations to this approach?

What do you understand to be the eligibility criteria for the programme?

- What do you think about the eligibility criteria?

Is the referral process effective in reaching those that are eligible?

- What other methods of referral or recruitment could be used?

Are there parents who do not meet the eligibility criteria who you think would benefit from attending You First?

PROBE AROUND WHY THEY ARE INELIGIBLE

- Age of parent: What should be the maximum age? Would you see any implications for younger parents of having older parents there?
- Age of child and having more than one child: What makes you say that these parents require this type of support? From a practical point of view,

- do you think the programme could work if parents had older children/more than one child there?
- Deprivation: How do you know whether someone lives in one of the 15% most deprived areas? (If they think it should be extended) what SIMD level should it cover?

Do you mention You First to all parents in your caseload who meet the eligibility criteria?

- How many has this tended to be?
- How long before a group starts do you mention it to parents?
- Have you ever had to make a choice as to which ones to mention it to because there were too many eligible parents?
- Or did you find that you were struggling to find sufficient numbers of parents who lived within a suitable distance of the group and met the eligibility criteria?

How many of those you mentioned You First to chose to have the home visit from You First facilitators?

What is it that most attracts parents to the programme?

PROBE IF NOT MENTIONED:

- Does the financial incentive help attract them?
- Does the qualification help attract them?

And what motivates them to carry on attending?

What do you think are the reasons why some parents choose not to attend the programme at all?

- Are they practical barriers (e.g. time doesn't suit, travel arrangements, location etc) or is it more to do with a lack of engagement/other things happening in their lives?
- Can you think of anything else that could be done to encourage them to attend?

Do you know of any parents who went to You First initially but did not complete it? What reasons did they have?

Do you feel you have been told enough about what You First involves to be able to discuss it in detail with parents when referring them to the programme?

- Are there any questions parents have that you can't answer?

Do you think the flyer is effective in explaining the programme and encouraging parents to take part?

Have you attended any of the initial home visits alongside the You First facilitators?

- Has that/would that encourage parents to have a home visit/encourage them to attend the programme?

What happens if parents miss a session?

- Have you been involved in trying to persuade them to return?

Have there been any parents who you did not initially think would engage with the programme but who have gone on to complete the programme?

What do you think about the idea of introducing the programme to parents at the antenatal stage?

We understand that all the participants so far have been mothers. Have you mentioned it to any fathers?

- Is there a demand/need for something similar for fathers?

Benefits to parents

The purpose of this section is to explore health visitors' views on the benefits of You First and the ways in which they can be sustained.

What would you say are the main benefits of the You First programme for parents?

- Do you see the benefits being long-term?

Have you noticed any changes in the parents since they started the programme? Prompt if necessary:

- Practical childcare skills?
- Knowledge of child development?
- The relationship between the parent and child?
- Other relationships?
- Financial capabilities?
- Wellbeing/confidence?
- Future planning?
- Personal health and risk factors – smoking, drinking, drug use, healthy eating, exercise?
- Awareness of services and sources of advice and support – and confidence in using them?
- Awareness of learning opportunities/careers advice – and confidence in using them?
- Meeting others and developing own support networks?

And have you seen any negative changes?

Have there been any unexpected changes or benefits?

Are there any changes that you hoped/expected to see in the parents that have not yet happened?

Do you think that any parents on the programmes are not benefiting greatly from the programme because they don't actually require this support?

What do you think are the main challenges parents face when trying to apply outside the programme what they have learned?

What else might be done to support them applying what they have learnt outside the programme?

Have you had any feedback from parents who have been on the programme?

Programme delivery/content

The purpose of this section is to explore health visitors' views on programme delivery and content, including: the level of involvement they've had, whether they could facilitate You First in future and the person centred ideals of the programme.

What level of contact have you had with the programme facilitators during the course of the programme?

- Do you think this appropriate?

If You First was to continue or be rolled out in other areas, is it something that health visitors could facilitate?

- How would you, personally, feel about being a facilitator?
- Would you feel that you have the skills, experience and training to do this?
- Would you require any further training in order to do so?
- Would you have any concerns about doing this?
- What effect do you think it would have on your relationship with the parents you visit?
- Would it be better if parents had their own health visitor or a different one on the programme?

What do you think about the person centred ideals of You First?

Do you think parents should choose the topics they cover?

- Are there problems with this?
- Are important topics not being covered?

Have you presented at a You First session?

- how did that come about?
- what was it about?
- how did you find it?
- how did the parents respond to your session?

Have you had any involvement in suggesting other external speakers who might present at a You First session?

- Do you know anyone who might be good?

Further support to parents

The purpose of this section is to explore how health visitors feel parents could/should be supported after they finish You First.

Do you know much about how parents who completed a phase one or two programme are getting on since the programme finished?

- Are they still in contact with others from the group?
- Are they engaging with other local services?
- Are they attending any clinics/groups you run?

What is your role in providing further support to parents after they have completed the programme?

What other supports or groups are available for them?

- Is You First linking in with all relevant services/groups?

We've been finding that You First increases parents' awareness of available services but that many parents don't actually attend anything else. Why do you think that is?

- What is it about You First that makes them happy to attend that but not to attend other things?
- What else could be done to encourage them to engage with other services?

What other support do you think parents should be offered after the programme has ended?

The future of You First

The purpose of this section is to elicit learning that could be applied should you First be expanded across other areas of Scotland.

Do you think that You First should be replicated across Scotland?

What advice would you give to other NHS areas who wished to implement the You First programme?

What advice would you give to health visitors in an area that was implementing the You First programme?

Is there anything else that you'd like to say?

- Anything that you think has worked particularly well that we haven't discussed?
- Anything that you would like to change that we haven't discussed?

Thank and close.

Discussion Guide 9 (c)

Interview with NHS Lothian Lead

Introduction

Introduce self and Ipsos MORI

Thank participant for taking part, should take about an hour and a half.

Explain purpose of this discussion – the purpose of this interview is to get your thoughts on the ‘You First’ pilot programme. We are interviewing you today as the NHS Lothian Lead and we will also be interviewing health visitors to get their view on how it is working ‘on the ground’.

Having an overview of the programme from the NHS side, your views are really important both in evaluating this pilot and in rolling out the programme in the future should other areas implement it. We know you will have your own views on the programme and we also understand that you are likely to have heard things from the health visitors as to how it is going. Both of these are valid so please feel free to give your own opinions as well as discussing what the health visitors have told you.

Explain that, as the programme is only running in the Lothians, we cannot assure anonymity when reporting the findings. However, your name will not be used. Advise that if there are any comments which they would like to withdraw then to say so and we will not include them in the report.

Obtain permission to record discussion.

Background

Can you just tell me a bit about what your role involves?

And what is your role in relation to You First?

Aims and objectives

What do you understand to be the objectives of You First?

PROBE:

- Are these outcomes measurable?
- Are the outcomes achievable?

Do you think that there is a shared understanding of these objectives between all key partners – Barnardo's, NHS Lothian, the Scottish Government and participating local authorities?

How would you define success for the programme?

You First and NHS Lothian

How did you first hear about You First?

What discussions took place about piloting it in the Lothians?

What was your reaction to it being piloted in the Lothians?

PROBE: Did you have any concerns about it at the start?

How was the set-up process?

PROBE:

- Were there any particular problems/barriers?
- Was there anything that particularly helped?

How does You First fit in with and link in with other services provided in the Lothians?

PROBE:

- individual Community Health Partnerships in each of the three local authorities?
- other similar programmes in the areas?
- health services?
- education services?
- social work services?

And how does it fit in with strategic targets and outcomes?

PROBE:

- HEAT targets?

- Single Outcome Agreements?

What other programmes or services are available for young parents in the Lothians?

What is different about You First compared to other programmes for young parents provided in the Lothians?

PROBE:

- What is good?
- What is not so good?
- Is best practice shared between these programmes?
 - Is this formal or informal?

Have there been any knock on benefits for any NHS services in the Lothians as a result of You First?

Has You First created any problems for NHS services in the Lothians?

The role of Health Visitors in You First

What has the role of health visitors been in You First to date?

PROBE:

- Were you involved in defining what their role should be?
- Are you happy with their role in the programme?
- Should they have more or less input?

Has their role changed or developed at all since the programme started?

In the report from the test site, contact with health visitors was mentioned as an area that the programme facilitators wished to develop and it was suggested that facilitators should have a minimum of two face to face meetings with them during the course of the programme. Do you know whether this has happened?

PROBE:

- Were you supportive of this?
- What has been the effect of doing so?

Do you think that health visitors would be suitable facilitators of the You first programme?

PROBE:

- Would you have any concerns about them doing this?
- Would they require any further training in order to do so?

In your opinion, who would be the ideal facilitator for this programme?

PROBE on:

- background, experience, skills, training necessary

In general, should any other health professionals be involved in the management or delivery of You First?

Referral/retention

Who do you see as being the target group for You First?

PROBE:

- Is it targeted enough or is the target group too broad?

Do you think it is reaching those who need it most?

Can you tell me a bit about how the referral process works?

PROBE:

- What do you think of this process?
- What are the main benefits of this approach?
- Are there limitations to this approach?
- What other methods of recruitment could be used?

From what you have heard, what is it that most attracts parents to the programme?

In your view, how important is the financial incentive in terms of getting parents to attend the programme in the first place?

How important is it in getting them to complete the programme?

And how important is the qualification in attracting them to attend in the first place and then completing it?

Do you know what reasons are given by those who choose not to attend the programme at all?

PROBE:

- Are they practical barriers (e.g. time doesn't suit, travel arrangements, location etc) or is it more to do with a lack of engagement?
- How do you find out this information?

Are there any other routes that people should be referred through?

Benefits to parents

What would you say are the main benefits of the You First programme for parents?

What do you think are the main challenges parents face when trying to apply outside the programme what they have learned?

PROBE:

- Being in unsupportive relationships
- Lack of support and encouragement from family/peers
- Financial/health/substance use problems

What else might be done to support them applying what they have learnt outside the programme?

Programme content

What do you think about the person centred ideals of You First?

How does the person-centred approach fit with other targets/outcomes?

What do you see as the strengths and weaknesses of this parent centred approach to deciding on topics to be covered during the programme?

PROBE:

- Does it mean that, in your opinion, important topics are not being covered?

Did you get a chance to suggest topics that should be included in the programme?

Have you had any involvement in suggesting external contributors who might be involved in a You First session?

Further support to parents

Have you heard much about how parents who completed the test phases are getting on since the programme finished?

PROBE:

- Are they still in contact with others from the group?
 - what activities have they engaged in?
- Are they engaging with other local services?

What support do you think parents should be offered after the programme has ended?

Are there any formal links in place for them to go to other services after You First has finished?

What is the role of health visitors in providing further support to parents after they have completed the programme?

PROBE: Do they have the capacity to do provide the level and type of support that is required?

Management and support structures

Who has ownership of the You First programme?

Has there been buy in from all of the relevant agencies/individuals?

How have all of the stakeholders and agencies worked together?

PROBE:

- have there been any barriers?
- anything that has helped?
- have there been any differences between the three local authorities?

How effective is the management structure in place for the You first programme?

Which organisation is best placed to deliver You First in the long term?

Are you aware of the funding arrangements in place for You First?

PROBE: Does this have any impact on the way in which the programme is managed?

Roll out

Do you think that You First should be rolled out across Scotland?

What advice would you give to other NHS areas who wished to implement the You First programme?

Is there anything else that you'd like to say?

PROBE:

- Anything that you think has worked particularly well that we haven't discussed?
- Anything that you would like to change that we haven't discussed?

Thank and close.

Discussion Guide 9(d)

Interviews with other professionals

Introduction

Introduce self and Ipsos MORI

Thank participant for taking part, should take about an hour.

Explain purpose of this discussion – the purpose of this interview is to get your thoughts on the ‘You First’ pilot programme.

We are interviewing a range of professionals who have been involved in the ‘You First’ programme and we’d like to hear your views on the programme and how it fits in with other services in your local area. This will help us both to evaluate the programme and to provide recommendations for successful rollout of the programme should other areas implement it

Explain that, as the programme is only running in the Lothians, we cannot assure anonymity when reporting the findings. However, your name will not be used. Advise that if there are any comments which they would like to withdraw then to say so and we will not include them in the report.

Obtain permission to record discussion.

Background

Can you just tell me a bit about what your organisation does/what your role involves?

And how have you been involved with You First?

You First in Mid/East/West Lothian

How did you first hear about You First?

What do you understand to be the objectives of You First?

Do you feel you need any further information about any aspects of You First?

Were you involved in any discussions about piloting it in Mid/East/West Lothian?

What was your reaction to it being piloted in the Mid/East/West Lothian?

PROBE: Did you have any concerns about it at the start?

What did you think about the set-up process in Mid/East/West Lothian?

PROBE:

- Were there any particular problems/barriers?
- Was there anything that particularly helped?

What other programmes or services are available for young parents in the Mid/East/West Lothian?

How does You First fit in with and link in with these other services?

PROBE:

- Was there a gap for a service such as You First?
- Does it duplicate other services provided in the area?

Does You First also link in with other more universal services in the area that are not specifically aimed at young parents?

What is different about You First compared to other programmes for young parents provided in the Mid/East/West Lothian?

Is best practice shared between You First and other programmes?

PROBE:

- Is this formal or informal?
- Would it be useful for this to be done (more)?

Have there been any knock on benefits for your service, or any others services you know of, as a result of You First?

Has You First got the support of other organisations in your area?

Has You First created any problems for any other services in Mid/East/West Lothian?

Referral/retention

Who do you see as being the target group for You First?

PROBE:

- Is it targeted enough or is the target group too broad?

Do you think it is reaching those who need it most?

What do you think of the referral process?

- What other methods of recruitment could be used?

From what you have heard, what is it that most attracts parents to the programme?

What do you think about the financial incentive?

PROBE:

- How important is the financial incentive in terms of getting parents to attend the programme in the first place?

How important is it in getting them to complete the programme?

What do you think about the qualification aspect of the programme?

PROBE – Is it:

- Useful?
- Important?
- Attractive?

Do you think parents finish the course with an understanding of how they could build on their qualification?

Do you know why some parents choose not to attend the programme at all?

PROBE:

- Are there practical barriers (e.g. time doesn't suit, travel arrangements, location etc) or is it more to do with a lack of engagement?

Content and delivery

Do you think the programme delivery format is suitable for this group?

What are the most important skills required to be a facilitator for this programme?

PROBE on:

- background, experience, skills, training necessary

Have you presented a session at You First?

PROBE :

- How did that go?
- Is there any information that the facilitators could have given you that would have helped you prepare better?
- Is there anything that you would do differently if you did it again in the future?

What do you see as the strengths and weaknesses of this parent centred approach to deciding on topics to be covered during the programme?

PROBE:

- Does it mean that, in your opinion, important topics are not being covered?

Did you get a chance to suggest topics that should be included in the programme?

Have you had any involvement in suggesting external contributors who might be involved in a You First session?

Do you know of any other services in the area that could be involved in You First?

Supporting parents

How would you define success for the programme?

What would you say are the main benefits of the You First programme for parents?

What do you think are the main challenges parents face when they try to apply what they have learned from the programme?

PROBE:

- Being in unsupportive relationships
- Lack of support and encouragement from family/peers
- Financial/health/substance use problems

What else might be done to support them applying what they have learnt outside the programme?

What involvement have you had with You First parents during or after the programme?

PROBE:

- In your opinion, have the people who have used your service needed it?

What more could be done to get others to engage with your service?

Do you know how they have been getting on since they finished the programme?

PROBE:

- Are they still in contact with others from the group?
- What activities have they engaged in?
- Are they engaging with other local services?

What support do you think parents should be offered after the programme has ended?

Can you think of anything else that could be done to maximise the potential benefits of You First for young people in your area?

Are there any formal links in place for them to go to other services after You First has finished?

Roll out

Do you think that You First should be rolled out across Scotland?

IF SO: How do you think this should be done?

What advice would you give to other local authorities who wished to implement the You First programme?

Is there anything else that you'd like to say?

PROBE:

- Anything that you think has worked particularly well that we haven't discussed?
- Anything that you would like to change that we haven't discussed?

Thank and close.

Discussion Guide 9 (e)
Evaluation of You First
Interview with Barnardo's Project Manager

Introduction

Thank participant for taking part, should take about an hour and a half.

Explain purpose of this discussion – the purpose of this interview is to get your thoughts on the 'You First' pilot programme from a strategic perspective. We are interviewing you today as the project manager rather than a facilitator.

As you have had an overview of the development of the programme, your views are really important in evaluating this pilot and in rolling out You First in the future should other areas implement it.

Explain that, as we are interviewing only a small number of senior stakeholders, we cannot assure anonymity when reporting the findings. However, your name will not be used. Advise that if there are any comments which they would like to withdraw then to say so and we will not include them in the report.

Obtain permission to record discussion

Background

We know a lot about what you do as a facilitator but what do you do that comes under the project manager umbrella?

At what stage in the programme development did you become involved?

Development of the programme

How did the idea for You First initially come about?

Can you describe how the programme was developed?

Another of Barnardo's projects, Paisley Threads, has similarities to You First. Why was it decided that a new programme would be developed rather than rolling out Paisley Threads in new areas?

Why were the Lothians selected for the test and pilot?

PROBE:

- Who was involved in that decision?
- What are the advantages and disadvantages of piloting in the Lothians?

Would you have done anything differently if another area had been selected?

Aims and objectives

I know we have talked about the aims of the programme before, but if you had to summarise, what would you say is the overall aim of the programme?

How would you define success for the programme?

And how do you think that should or could be measured?

You First and local provision

What makes You First different from the other programmes available to young parents in the Lothians?

Do you have buy-in and support locally?

What have been the challenges of working with other local service providers?

Who would you like to see have more involvement in the programme?

Management and support structures

Can you describe the management structure in place for the programme?

Is there anything you would change about it, if you could?

How supported do you feel in performing your role by senior staff at Barnardo's?

Although You First is delivered by Barnardo's, there are several other partners involved in the programme, the Scottish Government, the three local authorities and NHS Lothian. Does working with these groups have an effect on the design of You First?

PROBE:

- What about the delivery?
- What about the aims?

And how do you think the partnership is working?

PROBE:

- What has helped?
- What has hindered it?

How does the fact you are programme manager and programme facilitator affect things?

PROBE:

- What are the advantages?
- Are there any disadvantages?
- If the programme was rolled out, what would you advise on this front?

How is your time split between project management and planning for sessions?

How many sessions are manageable in a week?

How much office time does each session require?

How is You First funded?

PROBE: What effect does this have?

What do you think the funding options are in the longer term if the programme is rolled out?

Facilitators

How easy do you think it would be to replicate You First elsewhere?

Do you think the programme would be successful without someone like you who is very enthusiastic about it and has been involved from the start to drive it?

How do you feel about professionals who are not from Barnardo's facilitating the programme?

I know we talked about training in the previous interview but if the programme was rolled out, would you like to see specific You First training for those new to the role of facilitator?

Roll out

Earlier you spoke about [Go back to her measure of success], how far along are you in achieving this?

Thinking as the project manager, rather than a facilitator, what changes, if any, would you like to see to the programme if it were to be rolled out?

What are your views on rolling out the programme across Scotland?

Do you have any thoughts on how should it be rolled out?

PROBE:

- Who should roll it out?
- Who should manage it?
- Who should deliver it?
- Which areas?

Which aspects do you think are core to the programme and have to be rolled out?

And are there any aspects that could be more flexible?

What are the main barriers/challenges of a national roll out of the programme?

PROBE:

- Staffing?
- Funding?

Is there anything else that you'd like to say?

PROBE:

- Anything that you think has worked particularly well that we haven't discussed?
- Anything that you would like to change that we haven't discussed?

Thank and close.

Discussion Guide 9 (f)
Evaluation of You First
Paired depth with programme facilitators

Introduction

Introduce self and Ipsos MORI

Thank participants for taking part, should take about two hours.

Explain purpose of this discussion – the purpose of this interview is to get your initial thoughts on what is working well and what could be improved in relation to the You First programme. We are interviewing you today as programme facilitators. Explain that we will interview xxx separately in the role of programme manager.

Explain that, as they are the only facilitators involved in the programme, we cannot assure offer anonymity when reporting the findings. However, your names will not be used. Advise them that if there are any comments which they would like to withdraw then to say so and we will not include them in the report.

Being the two facilitators of the programme, we know you will have a great deal of knowledge about all aspects of the programme. Your views are really important both in evaluating this pilot and about rolling out the programme in the future when other people will be facilitating it. The answers to some questions may be based on your perceptions/impressions of what the parents think of the programme and some may be based on what they have actually told you or have recorded in their evaluations forms. Both of these are valid so please feel free to give your own opinions.

Finally, I think it would be useful if we could alternate which of you answers the questions first. The other will, of course, be free to add any further comments or to disagree.

Obtain permission to record discussion

Benefits to parents

What would you say are the main benefits of the You First programme for parents?

PROBE:

- can these only be achieved through full participation in all sessions?
- what changes do you think these will have on participants' lives?
- do you see the benefits being long-term?

Have you noticed any changes in the parents since they started the programme? PROBE:

- changes in how they are in the sessions
- with each other
- with their children

Are there any changes that you hoped/expected to see in the parents that have not yet happened?

Have there been any unexpected changes or benefits?

Prompt if ness:

- Practical skills with baby
- Practical life skills (e.g. financial)
- Awareness of services and sources of advice and support – and confidence in using them
- Knowledge of child development
- Wellbeing/confidence/relationship and attachment to baby/other relationships
- Meeting others and developing own support networks

And have you seen any negative changes?

At what point in the child's development is it best for parents to attend the programme in order that the benefits are maximised?

What do you think are the main challenges parents face when trying to apply outside the programme what they have learned?

PROBE:

- Being in unsupportive relationships
- Lack of support and encouragement from family/peers
- Financial/health/substance use problems

What else might be done to support them applying what they have learnt outside the programme?

Is the programme reaching those who would benefit most?

Do you think that any parents on the programmes are not benefiting greatly from the programme because they don't actually require this support?

We understand that all the participants so far have been mothers. What has the role of fathers been?

PROBE:

- Is there a demand/need for something similar for fathers?

Referral/retention

Is the referral process still the same as that described in the Operating Specification?

PROBE:

- What do you think of this process?
- What are the main benefits of this approach?
- Are there limitations to this approach?
- What other methods of recruitment could be used?

From what you can tell, what is it that most attracts parents to the programme?

In your view, how important is the financial incentive in terms of getting parents to attend the programme in the first place?

PROBE:

- How important is it in getting them to complete the programme?

Do you know what reasons are given by those who choose not to attend the programme at all?

PROBE:

- Are they practical barriers (e.g. time doesn't suit, travel arrangements, location etc) or is it more to do with a lack of engagement?
- How do you find out this information?

And what are the reasons why some parents have attended some sessions but have not completed the programme?

PROBE:

- Practical, personal reasons or not liking the programme?
- How do you find out this information?
- What is done to support them?
- Is there any way in which the programme could be changed to try and minimise discontinuation?

The test site report mentioned that attendance by some parents was sporadic and that for the pilot it would be made clear to them that the health visitor would be informed if they missed two consecutive sessions. Has this happened?

PROBE:

- What effect has this had?

Do you know whether any parents from the test sites have recommended other parents to the programme?

Have any parents asked whether they can bring friends along?

PROBE:

- Is there capacity for the programmes to take on any new participants?

Have any parents said that they would recommend the programme to someone in a similar position?

Content and delivery

How did you decide what topics to include in the subject choices offered to parents?

PROBE:

- Was there any pressure from stakeholders to include particular topics?
- To what extent did you consider existing provision in the local area?
 - to avoid duplication?
 - to create content that links in with other available provision so that parents can continue their learning?
 - to fit in with the local authority's plans/strategy?
- Were they adapted and/or expanded at the start of the pilot to reflect participant choices in the test sites?

What are the main topics that parents have chosen to cover?

Can you describe the process that you go through with parents in order to decide which topics will be covered?

PROBE:

- How likely is it that parents would feel confident enough to suggest something not on the menu?
- How able are they to identify and articulate other needs that are not on the menu?
- Do you think that parents might have issues that they would like to cover but are afraid to mention as they are ashamed or feel inadequate? For example, abuse, negative feelings towards child, smacking.
- What tips can you give for encouraging personal choice and openness?
- If parents don't agree on the topics they'd like, how do you decide which ones to cover? And how is this communicated to parents?
- Can parents ask for other topics to be covered once the programme has started if they change their mind/want more information on a topic?

What do you see as the strengths and weaknesses of this parent centred approach to deciding on topics?

PROBE:

- Does it mean that, in your opinion, important topics are not being covered?
- How does the choice of topics compare with what topics you would have chosen?

Which sessions have gone particularly well?

PROBE:

- Was it the topic area, the learning/delivery method of the session that parents liked?
- Would you consider giving more time to this session in future?

And which have gone not so well?

PROBE:

- Was it the topic area, the format of the session?
- Have you any thoughts on how this session could be improved in future?
- Has the programme been changed over time in response to what has worked and not worked?

How do you decide on the different formats in which to present different topics?

PROBE:

- Which formats seem to work best?

The test site report mentioned that it was difficult to retain a focus in the parent and child sessions. Can you tell me why that was?

PROBE:

- Has anything helped address this?

Do you think it is important to provide opportunities for parents to speak to a facilitator in private?

PROBE IF YES:

- How often would you say this has happened?
- For what sort of issues?
- How is this managed?

You mentioned that you offer parents the chance to contact you between sessions if they need to but that few have done so. Why do you think this is?

Do you document the calls texts that you do receive?

Facilitation

I now want to ask you about the facilitation of the sessions in a bit more detail. Can I just ask what your professional backgrounds are?

Did you receive any training specifically for delivering You First?

PROBE:

- How effective was it?
- Do you think there are any areas you need further training on?
- IF NOT HAD TRAINING: would training have been useful?

If you were to replace yourself, who would you recruit as a facilitator?

PROBE on:

- background, experience, skills, training necessary

Can you explain why it is necessary to have two facilitators at each session?

IF THEY DO SAY TWO IS NECESSARY - Given that two facilitators cover each programme, would you want them to have different backgrounds/skill sets?

PROBE:

- What would be the ideal combination?

How do you decide on which one of you facilitates each session?

How does the process of getting an external person/organisation to present work?

PROBE:

- How do you decide when it is appropriate to have an external person/organisation to present?
- How have you gone about identifying them?
- How do you encourage them to come along?
- How do you get the ethos of the programme across effectively so that their presentations fit in with the rest of the programme in terms of tone etc?

Which sessions involving external speakers have been most successful? And which have not worked so well?

Do the external speakers talk to the parents about where they can go for more advice/support on the topic?

Does the flexibility of the person centred approach have any implications for the practicalities of finding suitable presenters?

Does the dynamic change when there are external speakers/facilitators?

How comfortable/confident are parents about asking questions/challenging things/sharing their experiences?

PROBE:

- Can you give me an idea of the number of questions asked per session, for example?
- Can you see a difference over the course of the programme?
- Is there anything you've found that helps/hinders this?

How do the groups differ in terms of their dynamics?

PROBE:

- Are there particular individuals who have caused problems/been challenging for the group dynamic?
- Are there particular types of situations/topics when individuals have caused problems?
 - how have you addressed this?

Can you tell me a bit more about the session recordings you make after each session? PROBE:

- What do these entail?
- Is this a formal procedure put in place by Barnardo's or is this your own best practice?
- Once the programme was fully established would you still do these or is it just done as part of the pilot?

Thinking about the current structure of the programme – 1 day a week for 16 weeks with crèche in the morning and parent and child sessions in the afternoon – would you make any changes to this structure to improve the programme?

IF YES, PROBE:

- What would the ideal be?
- If resource was the same, would once a fortnight for 32 weeks be better?
- Or more intensive?

What is the ideal number of participants?

If there were resource issues, what would be the minimum amount of time that would be useful?

The qualification

Can you tell me a bit more about what the qualification involves?

PROBE:

- Does it incorporate any ICT?

Why was this particular qualification chosen?

- Were there alternatives that you considered?

- How does the qualification fit into the wider Scottish Credit Qualifications Framework (SCQF)?
- How do the topics covered in the qualification link into the wider learning context?
- Are there clear progression paths for participants to follow to continue their learning after completing the qualification?
 - how is this communicated to parents?

What is the relationship between the programme and the qualification?

PROBE:

- Is it necessary or could the programme function without it?

How does the qualification fit with the person centre ideals?

What proportion of time is spent doing work for the qualification?

PROBE:

- Is all of this work that would be useful for parents anyway or is time 'wasted' with administrative elements of the qualification?

How confident do you feel delivering it?

IF NOT MENTIONED ABOVE:

- have you had any training specifically on delivering the qualification?

In the test site report, the qualification was mentioned as an area for development - it seems that there was too much choice offered in terms of what they could do the project on. What sort of things did they choose?

What choices are they offered now?

PROBE:

- Has this made it easier for them to complete it during the programme?
- Does this compromise the person centred ideals?

In your view, how important is it to parents that they get a qualification from the programme?

PROBE:

- Does it act as an incentive or a barrier to their participation in the programme?
- How committed are participants to the qualification?
- How do you think participants will use the qualification?
 - What difference will it make to them?

In your view, has it changed their attitudes towards learning?

PROBE:

- Do they ask for information about what their qualification enables them to do?

- Do they ask for information on where they could go to complete further qualifications?
 - Are you able to advise them on how they can do this?
 - where to go, who to speak to, costs, support?

Facilities/practical issues

Can you tell me a bit about the venues you have used for hosting the programme? PROBE:

- Which is best?
- Where would be ideal?

If someone else was rolling out the programme, what advice would you give to them in relation to choosing a venue?

PROBE:

- What are the key features needed?

Do you need any further equipment in order to enhance the programmes, e.g. to enable you to give practical demonstrations?

The test site report mentioned that you had an issue with people turning up at 11 instead of the 10.30 check in. Why was this?

PROBE:

- is 10.30 too early to get up and organised or is it just because in their mind the check in wasn't important and the real start time was 11?

The test site report also mentioned that it had been more difficult to manage the issue of smoking breaks when you were conducting activities outwith the main venue. Is this still the case or have you done anything which has addressed this issue?

Action planning session

How important are the individual action planning sessions at the end of the programme?

PROBE: What are the main benefits?

The test site report picked up on a couple of areas for development in relation to the action planning sessions – incorporating some of the work from the qualifications into the group sessions to cut down on the length of the action planning sessions and difficulties engaging with participants. Can you tell me what you have done to try and improve on the success of this part of the programme?

Further support to parents

At what point do you see your involvement with the parents ending?

Have you heard much about how parents who completed the test phases are getting on since the programme finished?

PROBE:

- Are they still in contact with others from the group?
 - what activities have they engaged in?
- Are they engaging with other local services?

What support do parents want after the programme has ended?

PROBE:

- Are you able to offer this?
- What else do you offer?

Are there any formal links in place for them to go to other services after You First has finished?

PROBE: Anywhere for them to continue their learning/take further qualifications?

The test report stated that some organisations and services who had offered ongoing support to parents did not follow through with what they had offered. Can you give me some examples?

PROBE:

- Did you find out the reasons for this?
- Can anything be done to try to ensure this does not happen in the pilot phase?

Links with other services

Your contact with health visitors was mentioned as an area to develop from the test sites and it was suggested that you have a minimum of two face to face meetings with them during the course of the programme. Have you been able to do this?

PROBE:

- What has been the effect of doing so?

Can you tell me a bit about the other services in the areas that you work with?

PROBE:

- How did you go about making these links?
- How does this joint working help maximise the benefits of You First?
- Does it hinder the programme in any way?
- To what extent do you share best practice or share resources with other organisations?

Do you have the support from local stakeholders that you need to run the programme effectively?

PROBE:

- Who are the key local stakeholders?
- Are there any aspects in which you would like more support?

What would happen if you had any child protection concerns about any of the participants?

PROBE:

- Is this communicated to parent?
- As far as you can tell, have parents' concerns about what might happen if they admit to particular problems/issues, affected their honesty or openness?

Summing up

If the programme was to be rolled out and you were to give three tips to future facilitators what would they be?

Is there anything else that you'd like to say?

PROBE:

- Anything that you think has worked particularly well that we haven't discussed?
- Anything that you would like to change that we haven't discussed?

Thank and close.

Discussion Guide 9 (g)

Interview with Barnardo's Senior Manager – Phase 1

Introduction

Introduce self and Ipsos MORI

Thank participant for taking part, should take about an hour and a half.

Explain purpose of this discussion – the purpose of this interview is to get your initial thoughts on the 'You First' pilot programme. We are interviewing you today as the Senior Barnardo's Manager involved in the development of the programme.

As you have had a strategic overview of the development of the programme, your views are really important in evaluating this pilot and in rolling out You First in the future should other areas implement it.

Explain that, as we are interviewing only a small number of senior stakeholders, we cannot assure anonymity when reporting the findings. However, your name will not be used. Advise that if there are any comments which they would like to withdraw then to say so and we will not include them in the report.

Obtain permission to record discussion

Background

Can you just tell me a bit about what your role at Barnardo's involves?

And what is your role in the You First programme?

What was your involvement in the development of You First?

Development of the programme

How did the idea for You First initially come about?

Can you describe how the programme was developed?

Another of Barnardo's projects, Paisley Threads, has similarities to You First. Why was it decided that a new programme would be developed rather than rolling out Paisley Threads in new areas?

Why were the Lothians selected for the test and pilot?

PROBE:

- Who was involved in that decision?
- Do you think the Lothians are a good area to pilot You First?

Would you have done anything differently if another area had been selected?

Aims and objectives

I know there is a list of project objectives but, if you had to summarise, what would you say is the overall aim of the programme?

How would you define success for the programme?

And how do you think that should/could be measured?

You First, Barnardo's and their partners

Could you tell me a bit about the scoping exercise that was carried out before the test?

To what extent do you think the programme fits in with strategic outcomes and local planning in the three local authorities involved in the pilot?

How does the programme link into other initiatives/services in the area?

PROBE:

- How formal are the links in place?
- Is there scope to share best practice?

What makes You First different from the other programmes available to young parents in the Lothians?

Are there any potential challenges with the person-centred approach?

PROBE:

- Stakeholders thinking particular things should be covered?
- Do you think there's a risk of missing out aspects that parents would benefit from?

Have you got buy-in and support locally?

PROBE:

- What has helped?
- What barriers have there been?

Who would you like to see have more involvement in the programme?

Management and support structures

Can you describe the management structure in place for the programme?

Is there anything you would change about it, if you could?

Although You First is delivered by Barnardo's, there are several other partners involved in the programme, the Scottish Government, the three local authorities and NHS Lothian. Does working with these groups have an effect on the design of You First?

PROBE:

- What about the delivery?
- What about the aims?

And how do you think the partnership is working?

PROBE:

- What has helped?
- What has hindered this?

What impact does xxx's dual role as programme manager and programme facilitator have on You First?

PROBE:

- What are the advantages?
- What are the disadvantages?

How is You First funded?

PROBE: What effect does this have?

What do you think the funding options are in the longer term if the programme is rolled out?

Facilitators

How easy do you think it would be to replicate You First elsewhere?

Do you think the programme would be successful without an "[name of programme manager]" to drive it?

In your opinion, who would be the ideal facilitator for this programme?

PROBE on:

- background, experience, skills

How do you feel about professionals who are not from Barnardo's facilitating the programme?

What training do you think facilitators would need?

Roll out

What have been the main benefits of You First?

What have been the main challenges?

Earlier you spoke about [Go back to his measure of success], how far along are you in achieving this?

What changes, if any, would you like to see to the programme?

What are your views on rolling out the programme across Scotland?

Do you have any thoughts on how should it be rolled out?

PROBE:

- Who should roll it out?
- Who should manage it?
- Who should deliver it?

Which aspects do you think are core to the programme and have to be rolled out?

And are there any aspects that could be more flexible?

What are the main barriers/challenges of a national roll out of the programme?

PROBE:

- Staffing?
- Funding?

Is there anything else that you'd like to say?

PROBE:

- Anything that you think has worked particularly well that we haven't discussed?
- Anything that you would like to change that we haven't discussed?

Thank and close.

Discussion Guide 9 (h)

Interview with Barnardo's Senior Manager – Phase 3

Introduction

Introduce self and Ipsos MORI

Thanks participant for taking part, should take about an hour

Explain purpose of this discussion – the purpose is to get your views on the 'You First' programme and how the pilot has worked. As you have a strategic overview of the programme your views are really important.

Explain that as we are interviewing only a small number of senior stakeholders we cannot assure anonymity when reporting the findings. However, your name will not be used. Advise that if there are any comments which they would like to withdraw then to say so and we will not include them in the report.

Obtain permission to record.

Overall impressions

The purpose of this section is to get an overall picture of how the respondent feels the You First pilot has gone.

Could you just tell me in your own words how you think the 'You First' pilot has gone?

- Has it been a success?
- What makes the programme successful/unsuccessful?
- How do you measure the success of the programme?
- Has this changed throughout the duration of the pilot?

What impact, if any, has the person-centred approach had on the success of the programme?

What have been the main achievements of the programme?

- What aspects of the programme have made this possible?
- Is this unique to You First?
- Could it be applied to other services/groups?

What have been the main challenges?

- How, if at all, were they overcome?
- Are there any lessons that could be shared to help avoid these in the future?

Have you been able to do everything you wanted to do with the programme?

- IF NO - What would you do differently?
- What were the barriers that prevented you?
- Would anything have been different about the group programme if you had managed to implement these things?

Have some of the pilot groups worked better than others?

- Why do you think this is?

How has the day to day management of the programme worked?

- How much involvement do you have?
- How important is it to have senior Barnardo's support?

Referral and attendance

The purpose of this section is to explore respondent views on how the You First referral processes are working and what changes, if any, could be made to improve attendance rates.

How do you feel the referral processes are working?

- What has worked well?
- What have the problems been?

Is it reaching those who need it most?

What could be done to further improve referral?

Are there parents who do not meet the eligibility criteria who you think would benefit from attending You First?

- Could the criteria be more flexible?
- Would the programme still work?
- Which of the criteria would you be most willing to relax?
- And least?
- Have there been enough parents within the criteria to make up the programmes?

What is the ideal number of parents to have at a programme?

- How does this compare to the actual numbers who have attended each of the pilot programmes?

Are you pleased with the programme attendance rates?

- How do they compare with those of other programmes you've been involved in?
- What could be done to improve attendance?

What impact, if any, does the person-centred approach have on the referral process and attendance at You First?

Benefits to parents

The purpose of this section is to explore views on how the programme has benefited parents and how these benefits can be sustained.

What has been the main benefit to parents?

- Was this what you expected?
- What was it about the programme that made an impact on this?
- Is it unique to You First?
- Could it be applied to other service/groups?

What other benefits have there been?

Do you think some parents have benefited more than others?

- Why do you think this is?
- How could this be improved?

Do you see the benefits of the programme being long-term?

- How can they be sustained?

Are there any changes that you hoped/expected to see in the parents that have not happened?

- Why was this?
- Do you think there is potential for You First to have an impact on this?
- Have you any thoughts on how to improve on this?

Have there been any unexpected changes or benefits?

Programme content

The purpose of this section is to explore views on specific aspects of the content of the You First sessions.

As you know, we've found that parents tend to enjoy the budgeting element of the programme but that this has not always translated in to them making changes to the way they manage their money. In your view, how important, if at all, is the budgeting part of the You First programme?

- What would you like parents to take from the budgeting sessions?
- Do you think this is happening?
- Would you change anything about the way in which it is delivered?

How important, if at all, is the qualification part of You First?

- What would you like parents to take from completing the qualification?

- Do you think this is happening?
- Would you change anything about the way in which it is delivered?

What do you see as the strengths and weaknesses of this parent centred approach to deciding on topics?

PROBE:

- Does it mean that, in your opinion, important topics are not being covered?
- How does the choice of topics compare with what topics you would have chosen?

Engagement with local services

The purpose of this section is to explore the parents' future paths and how successful You First has been in linking them to other local services.

Do you know much about how parents who completed the pilot phases are getting on since the programme finished?

- Are they still in contact with others from the group?
- Are they engaging with other local services?
- Have you seen signs of them gaining (mention whatever discussed in benefits section)?

How important is it that parents leave You First with a clear future path/action plan/goals?

Do you think this is happening?

What do you see as Barnardo's role in providing further support to parents after they have completed the programme?

How important is it that they continue to engage with other services?

As you know, we've been finding that You First increases parents' awareness of available services but that many parents don't actually attend anything else. Why do you think that is?

- What is it about You First that makes them happy to attend that but not to attend other things?
- Are there suitable things for them to attend?
- What else could be done to encourage them to engage with other services?
- Is You First linking in with all relevant services/groups?

Joint working

The purpose of this section is to explore how the You First Programme interacts with other groups/organisation in the area and what impact this has had on early years provision in the three pilot areas.

To what extent do you think the programme fits in with strategic outcomes and local planning in the three local authorities involved in the pilot?

- How important is that?

How does the programme link into other initiatives/services in the area?

PROBE:

- How formal are the links in place?
- Is there scope to share best practice?

Have you had buy-in and support locally?

PROBE:

- What has helped?
- What barriers have there been?
- Are there other local stakeholders you'd like to see involved in You First?

What impact has 'You First' had on the provision/uptake of early years services in the pilot areas?

To what extent do you share best practice or share resources with other organisations?

Future development of You First

The purpose of this section is to look at the respondent's view of the future development of You First

What would be your ideal picture for the future of You First?

What do you see as Barnardo's role in the future of You First?

Is Barnardo's still fully supportive of the programme?

What are your views on replicating You First in other areas of Scotland?

How easy do you think it would be to replicate You First elsewhere?

Do you have any thoughts on how You First could be expanded?

- Who should manage it?
- Who should deliver it?

In any local area, which organisations/professionals would need to be involved for it to work?

Which aspects do you think are core to the programme and have to be replicated?

And are there any aspects that could be more flexible?

In your opinion, who would be the ideal facilitator for this programme?

- background, experience, skills

How do you feel about professionals who are not from Barnardo's facilitating the programme?

What training do you think facilitators would need?

What mechanisms are in place for self-evaluation of the programme in the future?

- How effective do you think they are?
- Would it be easy to replicate these mechanisms?

Is there anything else you like to add that we have not discussed already?

Thank and close

APPENDIX 10: CONTRIBUTOR QUESTIONNAIRE

Thank you for coming along to talk to the You First group about your service – it was much appreciated. Please could you help us in our evaluation by filling in the questionnaire below and returning to xxx

Name: *(to be filled in by facilitator before giving it to contributor)*

Organisation/agency: *(to be filled in by facilitator)*

Session: *(to be filled in by facilitator)*

1) Had your service engaged with any of the group participants previously?

Yes

No

Don't know

Not applicable

If yes, roughly how many of them?

2) Before your visit, were you given enough information on.....

	Yes, I was given enough information	I wasn't given much/any information, but I don't think that mattered	No – more information on this would have been useful
The aims and ethos of the You First programme			
Who the participants were			
What to cover			
The level to pitch it at			
The style/methods to use			
The amount of time available			
What to bring (e.g. leaflets)			
The facilities available			
Practical arrangements			

(timing, directions etc.)			
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3) Is there anything else that would have helped you prepare better for the session?

- Yes
- No/not really
- Don't know

If yes – please say what

4) As far as you could tell, were most participants engaged in the session?

- Yes
- No
- Don't know

If no – why do you say that?

5) As far as you could tell, did participants find the session useful?

- Yes, definitely
- Yes, probably
- No, probably not
- No, definitely not
- Don't know/hard to tell

If no – why do you say that?

6) Was the length of time available for your input...

Too much

About right

Not enough

7) If a similar session was run in the future, is there anything that could be done to help participants get more out of it?

Yes

No/not really

Don't know

If yes – please say what

8) As a result of your visit, have any of the group engaged with your service?

Yes

No/not really

Don't know

Not applicable

If yes – roughly how many of them?

9) In principle (and assuming the timing etc. suited you), how keen would you be to deliver a similar session to another You First group?

- Very keen
- Quite keen
- Not very keen
- Not at all keen
- Don't know

10) Are there any other topics that you (or a colleague) could cover that you think might be useful for You First participants?

- Yes
- No/not really
- Don't know

If yes – please say what

11) If you have you any other comments or suggestions – including ways in which the You First programme could be improved - please write them in below.

Thank you very much indeed for your help

APPENDIX 11: HEALTH VISITOR QUESTIONNAIRE

You First referral questionnaire

1) With which You First programme were you involved?

- Newbattle
- Musselburgh
- Knightsridge
- Whitburn

2) How many parents in your caseload for this area met the eligibility criteria for the programme? i.e. they:

- were first time parents;
- were aged 21 or under;
- had a child of less than one year of age; and
- lived in the 15% most deprived areas of Scotland.

Please write the number in the box below. If you do not know the exact number, please give your best estimate.

Please tick the appropriate box to indicate whether this was the exact number or an estimate

- The exact number
- An estimate

3) And how many of them did you approach about taking part in You First?

Please write the number in the box below

Please answer Q4 if you did not approach all eligible parents about taking part in You First

4) For each parent that you did not approach about taking part in You First, please write in the reasons why.

5) And how many of the parents you approached about taking part in You First chose to find out more about the programme by having a home visit from the Barnardo's facilitators?

Please write the number in the box below

Please answer Q6 if not all parents you approached about taking part in You First, chose to find out more about it

6) For each parent that chose not to find out more about it, please write in the box below the reasons they gave you for this?

We understand that there are some parents who may benefit from attending You First but are not able to go as they do not meet the eligibility criteria, for example because they are slightly too old or because they already have other children. We are interested in finding out how many parents this applies to and questions 7 and 8 cover this. We appreciate that you may not be able to fully remember the details of specific cases so please give your best estimates. Q9 gives you the opportunity to make more general comments about the referral process and eligibility criteria.

7) How many parents, if any, were there in your caseload for this area who did not meet the eligibility criteria for You First but who you feel would have benefitted from attending the programme?

Please write the number in the box below

Please answer Q8 if you answered 1 or more at Q7.

8) For each parent who did not meet the eligibility criteria, please tick the appropriate box(es) to show why they were ineligible. Tick as many boxes as apply for each parent.

Parent	Already had one or more children	Aged over 21	Child is over one year of age	Do not live in 15% most deprived areas
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9) Do you have any other comments about the referral process or the eligibility criteria for You First?

Please return your completed questionnaire in the envelope provided.
Thank you very much indeed for your help

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