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Version: Supplemental Material

Article:

Long, JA orcid.org/0000-0002-6889-6195, Powell, C, Bamber, D et al. (1 more author) (2018) Development of materials to support parents whose babies cry excessively: findings and health service implications. *Primary Health Care Research and Development*, 19 (4). pp. 320-332. ISSN 1463-4236

<https://doi.org/10.1017/S1463423617000779>

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Table 1: Demographic Characteristics of Focus Group Parents and their Babies

Parental Gender (n = 20)	n	%
Female	18	89.5
Male*	2	10.5
Maternal Ethnicity (n = 18)		
English/Welsh/Scottish/Northern Irish/British	13	72.2
White/Black Caribbean mixed	1	5.6
Indian	1	5.6
Bangladeshi	1	5.6
Pakistani	1	5.6
Any other mixed ethnic background	1	5.6
Mothers' highest educational level (n=18)		
Postgraduate degree/qualification	5	27.8
Undergraduate degree	6	33.3
Higher post-A level vocational qualification	1	5.6
A level/NVQ level 3	3	16.7
GCSE/O level/NVQ level 2/BTEC diploma	2	11.2
Completed secondary school education	1	5.6
Mothers' employment status in the period when baby cried excessively (n=18)		
Maternity leave from full-time employment	6	33.3
Maternity leave from part-time employment	1	5.6
Self employed	1	5.6
Employed part-time	5	27.8
Unemployed looking for work	2	11.1
Not in paid employment	3	16.7
Mothers' marital & living arrangements in the period when baby cried excessively (n = 18)		
Married or living with partner	15	83.3
Living alone supported by partner	1	5.6
Single parent living alone	1	5.6
Unknown	1	5.6
Baby's gender (n = 19)		
Male	9	47.4
Female	10	52.6
Baby's birth order (n = 19)		
First-born	10	53
Second-born	8	42
Third-born	1	5
Baby's feeding method when started crying excessively (n = 19)		
Breast milk only	7	36.8
Breast plus formula milk	6	32.6
Formula only	6	32.6
Baby's health in the period when he/she cried excessively (n = 19)		
Baby had a fever	0	0
Baby seemed unwell	2	10.5
Concerns about baby's weight gain	1	5.3
Baby had problems feeding	11	57.9
Baby's feeding checked by a health professional	17	89.5
Baby's weight checked by a health professional	19	100
Baby's age when the excessive crying started and stopped (n = 19)		
Started (median/range in weeks)	1/ 0-9	
Stopped (median/range in weeks)	19/ 8.5-104	
Length of excessive crying (median/range in weeks)	18/ 4-100	

* Both dads provided data, but only 1 provided demographic information. He was white British, 42 years old with a post graduate degree qualification.

Table 2: Sources of information and support

Sources used by the parents when their baby cried excessively (n = 20)	No. (%) parents used this source
Leaflets	9 (45)
Magazines	4 (20)
Books	7 (35)
Websites	16 (80)
Phone Apps	5 (25)
Phone conversations with HV*, doctor or other health service professional	10 (50)
Visits to speak with HV, doctor or other health professional (n = 19)	17 (89)
Online discussion board	10 (50)
Other sources of information or support	4 (20)
Sources parents would have found most helpful when their baby cried excessively (n = 20)	No. (%) parents would have liked this a lot
Extra visits from HV*	14 (78)
Extra phone calls from HV*	11 (61)
Leaflets	13 (72)
Websites	18 (100)
Online activities to complete	4 (25)
Online discussion boards	13 (72)
Facebook	11 (65)
Group to meet other parents	18 (100)
Devices parents currently use to access the internet (n = 18)**	No. (%) parents used this device
Desktop computer	2 (11)
Laptop or workbook	12 (67)
Tablet	13 (72)
Phone	17 (94)
Preferred device for accessing the internet (n = 18)**	No. (%) parents preferred this device
Desktop computer	2 (11)
Laptop or workbook	1 (9)
Tablet	8 (44)
Phone	14 (78)
Best format for presenting information to parents (n = 20)	No. (%) parents rated this effective or highly effective
Leaflets from HV*, doctor or hospital	13 (76)
Websites	16 (89)
Phone Apps	14 (82)
Phone conversation with HV*, doctor or other health professional	13 (76)
Visit to speak with HV*, doctor or other health professional	16 (89)

* HV: Health Visitor. ** two parents did not provide this information. Parents could use or prefer more than one device.

Table 3: Parents' ratings of researcher-nominated features of the four sample websites (n=20)

	Liked or really liked	Thought was OK	Neither liked or disliked	Missing
Practical suggestions	20			
Reassurance that I wasn't doing anything wrong/ it wasn't my fault	20			
That I could trust what they said	20			
Other parents' experiences and ideas	20			
Expert opinion and advice	19	1		
That the information is aimed at both parents	20			
Videos	18	1	1	
Workbooks	18	2		
Interactive materials – responsive to your interests & concerns	17	1		2
That the materials were easy to access when you need them	20			

Table 4: Features parents added in their written comments (n=20)

	Number of parents
Information Relevant, easily accessible not too in- depth	11
Clear and easy format Clear, simple and easy to use format, able to find and understand information when needed	10
Practical Practical tips, advice and suggestions of strategies both for soothing the baby and coping tips for parents	9
Gave reassurance Materials that took the crying seriously and acknowledged that sometimes babies do just cry	7
Includes other parents experiences Other parents' experiences as they could identify with them e.g. case studies	4
Dads and Mums Information that was relevant to Dads as well as Mums	3
Couples Parents liked the fact that the materials gave information for couples, ways for parents to support each other and work together	2
Items specific to certain packages Specific items in the materials that parents liked included coping skills, videos and audio files and websites that were interactive	8
Focused Focused specifically on uncontrollable, unsoothable crying	1