



# For Healthcare Professionals

**Family Integrated Care (FICare) is a model of care for babies born premature or sick which promotes a culture of partnership between parents and carers and healthcare professionals working to care for babies on the neonatal unit.**

**Babies experience less pain and have better short and long-term health outcomes when their parents are partners in their care. This is why Bliss works with healthcare professionals to provide tools and resources to support them to deliver Family Integrated Care in practice.**

This includes the Bliss Baby Charter, which defines and helps units establish the foundations of FICare. Bliss also provides training which brings together healthcare professionals and parents/carers to learn about key topics related to FICare, such as the role of Allied Health Professionals (AHPs) in enabling partnership in care.



**1,523 HCPs viewed** our AHPPP webinar series in 2024-25

**45%** of the UK's neonatal units working with the Bliss Baby Charter

**20,368 babies** cared for in accredited units during the year

**33 clinicians** co-designed new parent-facing resources including our *About Neonatal Care* booklet.

### **Bliss' Webinars for Healthcare Professionals**

In 2025 we produced a report highlighting the importance of Allied Health Professionals, Psychologists and Pharmacists (AHPPPs) in facilitating FICare and providing developmentally appropriate care. To see the report [click here](#).

We identified that there is a lack of understanding about AHPPP roles on neonatal units. We sought to address this by creating a series of webinars featuring each specialism – Psychology, Physiotherapy, Dietetics, Speech and Language Therapy, Occupational Therapy and Pharmacy.

Each webinar featured parents discussing their own experiences with particular emphasis on the impact a relationships with AHPPPs had on supporting them to be partners in their baby's care.

**"Hearing from a parent is always enlightening as you get the real impact from their perspective of the support that they have received." – Webinar attendee**

**"Hearing the positive impact of the occupational therapist's role on the parent ignites the passion even more." – Webinar attendee**

## **Bliss' Baby Charter**

Bliss' Baby Charter is a nationally-recognised quality improvement programme which supports neonatal healthcare teams to review and improve the procedures, practices and environment of a neonatal unit. The Baby Charter improves FICare on neonatal units by supporting healthcare professionals to empower parents to be primary caregivers through joint decision-making and hands-on care, as well as understanding families' needs and availability in order to provide individualised care.

There are four levels to Baby Charter accreditation: bronze, silver, gold (accreditation) and platinum (re-accreditation). Four units have achieved gold and platinum this year.

**"In the East of England, we have seen an improvement in access for families and their wider support network, helping to nurture healthy family bonds. Barriers to achieve this access have been removed with the use of the Bliss Baby Charter, for example: free parking for all families and access to facilities through benchmarking units within the East. Bliss have been instrumental in supporting units to achieve and celebrate the excellent work each unit does. The Bliss Baby Charter is a structural model to help teams understand the philosophy of family centred care and the concept of family integrated care." – East of England Care Coordinator**