



For Parents

Bliss is here the moment a baby is born premature or sick – and long after a family leaves the neonatal unit. Evidence shows that outcomes for babies are improved when parents are partners in their baby's care. Bliss' work to support parents and carers across the UK helps them to be better informed, more confident and less isolated, helping them to be hands-on carers and partners in decision making.

Our online information is accessed throughout the United Kingdom in variety of ways to suit the needs of the family:



**174 pages** of informative online content on the Bliss website



**128,587 families supported** through the website



**14,845 printed guides** made available to parents at a time and a place when they needed them.



**6,567 families supported** by cot-side champions



**1,837 members** in our private peer-support Facebook group



**557 parents received** one-to-one email support

**"Sharing my story with Bliss has been a vital part of my healing – and helps other parents too." – Aisha**

### Bliss' Printed resources

*About Neonatal Care* is a comprehensive, 80-page booklet provided free of charge to families to support them during their time in neonatal care. It provides information on what neonatal care is, how it works and what they may experience in terms of tests and procedures.

**"The Bliss booklet was the most useful thing we had." – NICU mum**

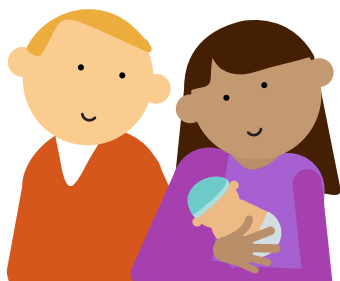
*Going Home* is a 19-page printed booklet which is distributed, at no charge, to families who have spent often a long time on a neonatal unit with their baby and are preparing to leave and start life as a new family. This guide helps prepare and support families leaving the neonatal unit with their premature or sick baby at a time when they may be feeling excitement alongside anxiety.

**"I was given [Bliss'] *Going Home* guide...it was something that was massive for me to have...When they said they were taking all the monitors off, I said "How am I going to know if they are breathing at night?"... you become so reliant on them, every beep. So having that guide was such a reassuring measure, and I took it with me and it gave me literature to look back on and build my own confidence with D at home." – NICU parent**

We regularly ask our service users about the impact of our work. As well as an annual impact survey we ask all parents and carers visiting our website to tell us how much Bliss has helped them to support the needs of their babies.

#### Parents and carers who are on the neonatal unit:

**89%** told us that we helped them to be better informed about neonatal care



**87%** told us that we helped them to feel less isolated

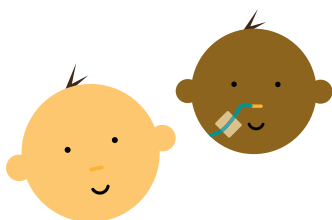
**92%** told us that we helped improve their confidence in caring for their baby

**90%** told us the information or support we provided helped them to be partners with the care team looking after their baby

**81%** told us the information or support we provided helped them to feel prepared to leave the unit

#### Parents and carers who have returned home with their baby from the neonatal unit:

**92%** felt that they knew more about what to look out for when it came to their baby's health



**86%** felt that they knew more about who to contact if they were worried about their baby's health

**92%** felt more confident to support their baby's development

**"Bliss resources explain things in simple language – invaluable when I discharge families." – Senior neonatal nurse reviewer**