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Scotland's Baby Box - parents' views on contents



CHILDREN, EDUCATION AND SKILLS



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Executive Summary

Background

Scotland's Baby Box scheme, where parents receive a box containing various clothing and equipment items for their new baby, was rolled out to include all babies due in Scotland from 15 August 2017 onwards. The Scottish Government required research to inform re-procurement of the Baby Box contents for the period from November 2017, and commissioned Progressive Partnership to undertake this research.

Aims and objectives

The aim of the research was to inform decisions about which items to include in the box for the re-procurement by gathering parents' views on the items and how they have used/will use them. Specific research questions focused on: use of the items in the box; the quality and presentation of items in the box; alternative items to be included; the information included on safe sleeping and breastfeeding; communications about the scheme and use of the Parent Club website.

Key findings

This survey provided data about parents' views of the Baby Box and its contents.

Overall, feedback was extremely positive, with high levels of use of all items included in the box and positive ratings in relation to their usefulness. Satisfaction levels were extremely high in relation to the quality, presentation and range of contents.

Most respondents could not think of any items that were missing from the box, but among those who did, the most common suggestion was newborn nappies. When prompted, the most popular suggested additions were a second sheet for the mattress and vouchers for reusable nappies.

Findings were generally consistent across the sample, with very few differences observed in relation to SIMD, first time vs experienced parents, age of parents, or socio-economic groups.

Detailed research findings

Respondents were asked which of the items in the Baby Box they had used for their new baby, and interviewers recorded which items had been used, which were going to be used in the future, and which items respondents did not intend to use¹.

¹ Response options were also available for items missing from the box, being faulty, and a 'don't know' response, although these were rarely selected.

Use of items in the Baby Box

Just over six in ten respondents said they had used (35%), or planned to use (27%), the box as a sleeping space; four in ten (37%) said they did not intend to use the box as a bed. The most used bedding item was the cellular blanket: 97% had either used it or planned to use it. Use of the fitted sheet (85% used or planned to) and mattress protector (74%) was also relatively high.

The main reason for **not** using the box as a sleeping space was that respondents had already bought something similar (74%), or received it already as a gift (12%). Eight per cent of those who did not intend to use it as a bed said they did not want their baby to sleep in a box.

All clothing items were very popular. Actual use so far depended on the age range the clothes were designed for, but the proportions using/planning to use each item were very high, ranging from 90% to 98%. The clothing items with the highest proportion saying they did **not** intend to use them were: scratch mittens for newborns (10% did not intend to use); long-sleeved side buttoning vest for newborns (8%); and the cotton hat for 0-3 months (8%).

All of the equipment included in the box was also very well used. The items with the highest proportions reporting they had used/planned to use them were the muslin cloth squares and baby books (both 100%), the hooded bath towel, bath sponge and bib (all 99%).

The items with the highest proportion saying they did **not** intend to use them were: the box of 3 condoms (19% did not intend to use); baby wrap/sling (15%); pack of 12 maternity towels (13%) and pack of disposable nursing pads (11%). The main reason for not using equipment was that people had already bought these items (30%). Respondents who did not intend to use the baby wrap/sling were asked if another type of carrier would be useful, but very few could think of alternatives that they would have found more useful.

Ratings of items used

Ratings of all the contents used were very high – the percentage of people (among those who had used them) who said they had found items either ‘very’ or ‘quite’ useful were:

- Equipment: 99% (83% said **very** useful)
- Clothing: 98% (76% said **very** useful)
- Bedding: 92% (65% said **very** useful)
- Baby wrap/sling: 89% (74% said **very** useful)
- The box as a sleeping space: 88% (64% said **very** useful).

The most popular items in the Baby Box overall were the bath/room thermometer (32% said this was the most useful item), the ear thermometer (22%) and the baby wrap/sling (15%). The main reasons for selecting items as being useful were the fact they were easy to use/helpful to parents, they use them regularly, and/or that they didn’t have or wouldn’t have thought to get the item themselves.

Use and ratings of information provided

Proportions of respondents who reported that they had read/planned to read each type of information provided in the Baby Box were:

- A poem for your wee one (97%)
- Information on safe sleeping (93%)
- Information on postnatal depression (88%)
- Information on breastfeeding (84%).

Among those who had read the information, 83% said the safe sleeping information was very or quite useful and 76% said the breastfeeding information was very or quite useful. Where ratings were less positive, this tended to be because people had already received the information from elsewhere, for example from their midwife.

Overall satisfaction

Reflecting the high levels of use and ratings of contents, overall satisfaction levels were extremely high. The proportions saying they were either very or quite satisfied were:

- Overall quality of box and contents: 100% (95% were **very** satisfied)
- Range of items included: 99% (97% were **very** satisfied)
- Presentation and design of Box: 99% (95% were **very** satisfied)
- Delivery arrangements: 99% (92% were **very** satisfied).

Very few respondents identified any issues with quality. The most common problems identified related to the quality of the maternity pads (mentioned by 5%) and problems with the thermometers: two people had faulty bath/room thermometers and one had a faulty digital ear thermometer.

Proposed additions to the Baby Box

When asked spontaneously what, if anything, was missing from the Baby Box, most respondents (69%) could not think of any suggestions. The most common request, made by 10%, was for newborn nappies to be included. When prompted, the most popular ideas were a second sheet for the mattress (67% said this would be very or quite useful), or vouchers for reusable nappies (62%). There was less support for additional information to help support breastfeeding (respondents tended to say 'neither/nor' for this suggestion), although a substantial minority (44%) would find additional equipment to help with breastfeeding very or quite useful – examples included nipple cream and breast pumps.

Communications about the Baby Box²

Respondents were asked how they had first heard about the Baby Box scheme: initial awareness was most likely to have been a result of hearing about the scheme on the news (41%) or from a midwife (30%). A further fifth mentioned online sources (21%). Recall of the specific communications received was not particularly high: nine in ten remembered receiving a leaflet at their first midwife appointment, but fewer mentioned the Baby Box leaflet despite it being in the box (61%) and just over half mentioned the registration card (53%). However, among those who did recall communications, ratings were high. The information leaflet from the midwife was rated as being most useful.

Very few respondents suggested improvements to communications about the Baby Box scheme. The most common request was to receive information about the Baby Box contents earlier in the pregnancy, to avoid purchasing items that were going to be provided (although only 4% suggested this).

The Parent Club website

A fifth of the sample (20%) had visited the Parent Club website, 25% were aware of it but hadn't used it, while 54% had not used it and were not aware of it. This level of use is in line with what was expected. Very few of those who had visited the website could identify information that was missing or suggested additional content for the site.

Recommendations

Recipients of the Baby Box are extremely pleased with the current contents and there are no obvious areas that need to be addressed or improved. Consideration could be given to:

- The quality of maternity pads included in the Baby Box (this was the most frequently identified issue with quality, although it was mentioned by only a small proportion of respondents).
- Ensuring the quality of all thermometers, and/or making it clear who to contact for a replacement if there is any faulty equipment in the box.
- The inclusion of newborn nappies, and equipment for breastfeeding such as breast pumps and nipple cream.
- Although the baby wrap/sling was not among the most used items, it was judged to be among the most useful by those who had used it, suggesting that an item of a similar specification would be valued by parents. Those who did not intend to use it also found it difficult to suggest alternatives that they would have found more useful.

² Please note that the timing of the national roll-out may have affected these findings and now the scheme is up and running the timing of communications is likely to be different compared to the experience of the survey sample.

- Use of the Parent Club website was as expected at 20%, but if this site is being used as a primary mechanism for communication about the Baby Box scheme then additional promotion may be required to reach a greater proportion of parents.

Research method and sample

The research was conducted using a semi-structured Computer Aided Telephone Interviewing (CATI) survey. The questionnaire consisted mainly of closed questions, with some follow-up questions to collect more detailed qualitative feedback where relevant. The sample was drawn from a database of parents who registered for a box provided by the Scottish Government.

The survey achieved a good sample size of 204. The sample included a range of NHS Health Boards and SIMD quintiles, reflective of the sample database and the Scottish population. Respondents were mainly female, and tended to be aged 25-29 or 30-34. Half the sample were first time parents; half had other children.

1 Background and Objectives

1.1 Background

The Scottish Government piloted Scotland's Baby Box scheme in Clackmannanshire and Orkney between January and March 2017. Qualitative research undertaken before³ and after⁴ the pilot found that parents considered the idea to be a good one and the contents to be of good quality and range. The scheme was rolled out to include all babies due in Scotland from 15 August 2017 onwards.

The Scottish Government required research to inform re-procurement of the Baby Box contents for the period from November 2017 and commissioned Progressive Partnership to undertake this research. A wider evaluation will also be conducted to assess the longer term impacts of the scheme.

1.2 Research aims and objectives

The aim of the research was to inform decisions about which items to include in the box for the re-procurement by gathering parents' views on the items and how they have used/will use them. Specific research questions required feedback in relation to:

- Each item currently included in the box and whether parents have used/will use them
- Quality and presentation of items, and of the box itself
- Alternative items to be included
- Views on the nature and level of information included (e.g. on safe sleeping and breastfeeding)
- Communications about the scheme
- Use of the Parent Club website.

³ <http://www.gov.scot/Publications/2017/06/1484>

⁴ <http://www.gov.scot/Publications/2017/06/8891/0>

2 Method and Sample

2.1 Research method

The research was conducted using a semi-structured Computer Aided Telephone Interviewing (CATI) survey. The questionnaire consisted mainly of closed questions, with some follow-up questions to collect more detailed qualitative feedback where relevant.

The sample database of parents who had signed up to receive a Baby Box and had consented to re-contact for research purposes was provided by the Scottish Government. No quotas were set due to the limited sample available (873 records).

In total, 204 interviews were achieved. This sample provides a dataset with a margin of error of between $\pm 1.35\%$ and $\pm 6.80\%$, calculated at the 95% confidence level (market research industry standard).

Fieldwork was conducted between 6 and 18 October 2017. All fieldwork was undertaken in accordance with the requirements of ISO 20252 and the Market Research Society Code of Conduct.

2.2 Sample profile

Date of birth of baby and receipt of the Baby Box

Babies receiving the Baby Box were most likely to have been born in August (42%) or September (36%). A smaller proportion were born in October (15%) or July (<1%), and 6% had not been born yet at the time of interview. Most respondents (80%) had received their Baby Box in August; 20% had received it in September.

Demographic profile

The sample profile is outlined in Table 1. Almost all parents interviewed were female (97%). Respondents tended to be in the 30-34 (34%) or 25-29 age groups (32%); there were smaller proportions of younger mums (11% under 25) and older mums (22% aged 35+).

Most respondents were either in full-time (52%) or part-time (25%) paid work (including on maternity leave). Respondents tended to be in higher socio-economic groups compared to the Scottish average: 64% of the sample fell into the higher ABC1 groups (compared to a Scottish average of 45%). The majority were married or cohabiting (82%).

Table 1: Sample profile – Gender, age, socio-economic group, working status and marital status

	%		%
Gender		Socio-economic group⁵	
Female	97%	AB	23%
Male	3%	C1	42%
		C2	15%
		DE	18%
Age			
Under 19	1%		
19-21	2%	Working status	
22-24	7%	Full-time paid work (including self-employed)	52%
25-29	32%	Part-time paid work (including self-employed)	25%
30-34	34%	Unemployed	15%
35-39	18%	Long-term sick/disabled without a job	1%
40-44	3%	Looking after the home/family	4%
45-49	1%	Full time education	1%
50+	-	Prefer not to say	*
Prefer not to say	*		
		Marital status	
		Single	16%
		Married / cohabiting	82%
		Other	1%
		Prefer not to say	*

Base (all): 204

The achieved sample covered all NHS Health Boards apart from the Western Isles, where no sample was available. The sample closely reflects the profile of the sample database (see Table 2). There was also a good spread in terms of Scottish Indices of Multiple Deprivation (SIMD): roughly 20% fell into each quintile.

⁵ Standard classifications used: AB (Higher & intermediate managerial, administrative, professional occupations); C1 (Supervisory, clerical & junior managerial, administrative, professional occupations); C2 (Skilled manual occupations); DE (Semi-skilled & unskilled manual occupations, unemployed and lowest grade occupations).

Table 2: Sample profile – NHS Health Board and SIMD

	% achieved interviews	% sample database	SIMD quintile	% achieved interviews
NHS Health Board				
Ayrshire & Arran	8%	6%	1 – most deprived	20%
Borders	2%	2%	2	17%
Dumfries & Galloway	2%	1%	3	22%
Fife	4%	7%	4	22%
Forth Valley	5%	6%	5 – least deprived	20%
Grampian	12%	9%		
Greater Glasgow & Clyde	25%	27%		
Highland	8%	5%		
Lanarkshire	5%	5%		
Lothian	21%	23%		
Orkney	*	1%		
Shetland	-	*		
Tayside	7%	8%		
Western Isles	-	-		

Base (all): 204

The sample was evenly split into first time parents (50%) and those with other children (50%) (see Table 3).

Table 3: Sample profile – Other children

	%		%
Number of other children		First time / Experienced parents	
First child – no others	50%	First time parents	50%
1	36%	Experienced parents	50%
2	8%		
3	4%	Age of other children (multi-coded)	
4	-	Up to 2 years	38%
5	*	3~5 years	46%
6	*	6~11 years	33%
		12 years+	9%

Base (all): 204; Base (all with other children): 101

2.3 Notes on analysis and reporting

Sub-group analysis

Sub-group analysis was conducted to examine differences in relation to:

- Age group (<25, 25-29, 30-34, 35+; and under/over 30 due to some small base sizes)
- SIMD quintile (20% most deprived (n=40) vs 80% others)
- Socio-economic group (ABC1 vs C2DE)
- First time vs experienced parents.

Reporting conventions

Throughout this report, significant differences in the data are noted where they occur, to the 95% confidence level ($p < 0.05$), the market research industry standard. Only significant differences are reported, and the word 'significant' refers to statistical significance.

Standard notification is used in tables with '*' used to indicate results of less than 1% and '-' used to indicate no respondents gave a particular answer. For ease of reading the results, '1%' and '2%' notations have been left off some of the charts. In instances where percentages quoted in the text do not match the sum of two figures in the charts, this is due to rounding.

Patterns within/between sub-groups

It is worth noting some patterns between sample sub-groups which should be borne in mind when interpreting the results – there were interlinking patterns in relation to socio-economic group, SIMD data zones, age group and first time/experienced parenting. For example:

Lower socio-economic groups (C2DE) were more likely to be:

- Living in the most deprived areas (27% were living in the most deprived quintile, compared to 15% of ABC1s)
- Younger parents (18% of C2DEs were under 25 and 56% were under 30, compared to 7%/36% of ABC1s)
- Experienced parents (68% had other children, compared to 39% of ABC1s)

Higher socio-economic groups (ABC1) were more likely to be:

- Living in the least deprived areas (26% were in the least deprived quintile compared to 11% of C2DEs, and 85% were in the least deprived 80% of data zones compared to 73% of C2DEs)
- Older parents (29% of ABC1s were over 35 and 64% were over 30, compared to 9%/42% of C2DEs)
- First time parents (61% were first time parents, compared to 32% of C2DEs).

Those in the least deprived areas (quintiles 2 to 5) were also more likely to be first time parents (55%, vs 30% in the most deprived quintile), while those in the most deprived areas were most likely to have other children (70% had other children, compared to 45% in the least deprived areas).

However, there were no significant differences by age group in the proportion who were first time parents.

3 Research Findings

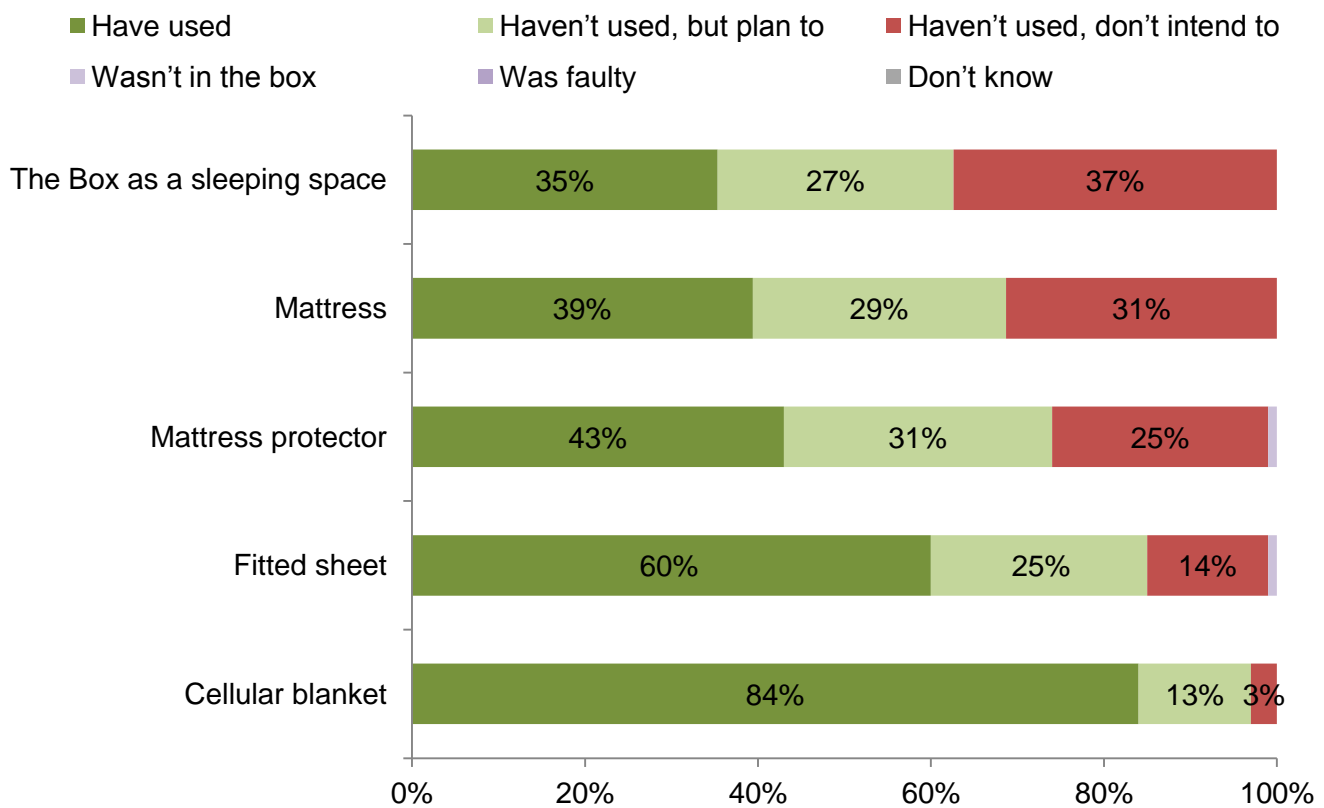
3.1 Use of items in the Baby Box

Respondents were asked which of the items in the Baby Box they had used for their new baby, and interviewers recorded which items had been used, which were going to be used in the future, and which items respondents did not intend to use. Response options were also available for items missing from the box, being faulty, and a 'don't know' response, although these were rarely selected.

The box as a sleeping space, and bedding items

Just over six in ten respondents said they had used (35%), or planned to use (27%), the box as a sleeping space (see Figure 1). Just under four in ten (37%) said they did not intend to use the box as a bed. The most used bedding item was the cellular blanket: 97% had either used it or planned to use it (84% had used it, a further 13% planned to), and only 3% said they didn't intend to use it. Use of the fitted sheet (85% used or planned to) and mattress protector (74%) was also relatively high.

Figure 1: Use of the box as a sleeping space



Base (All): 204

Experienced parents were more likely than first time parents to have used the box for their baby to sleep in (45% vs 26%), while first time parents were more likely to say they did not intend to use it as a bed (45% vs 30%). A similar pattern was seen for the mattress and mattress protector.

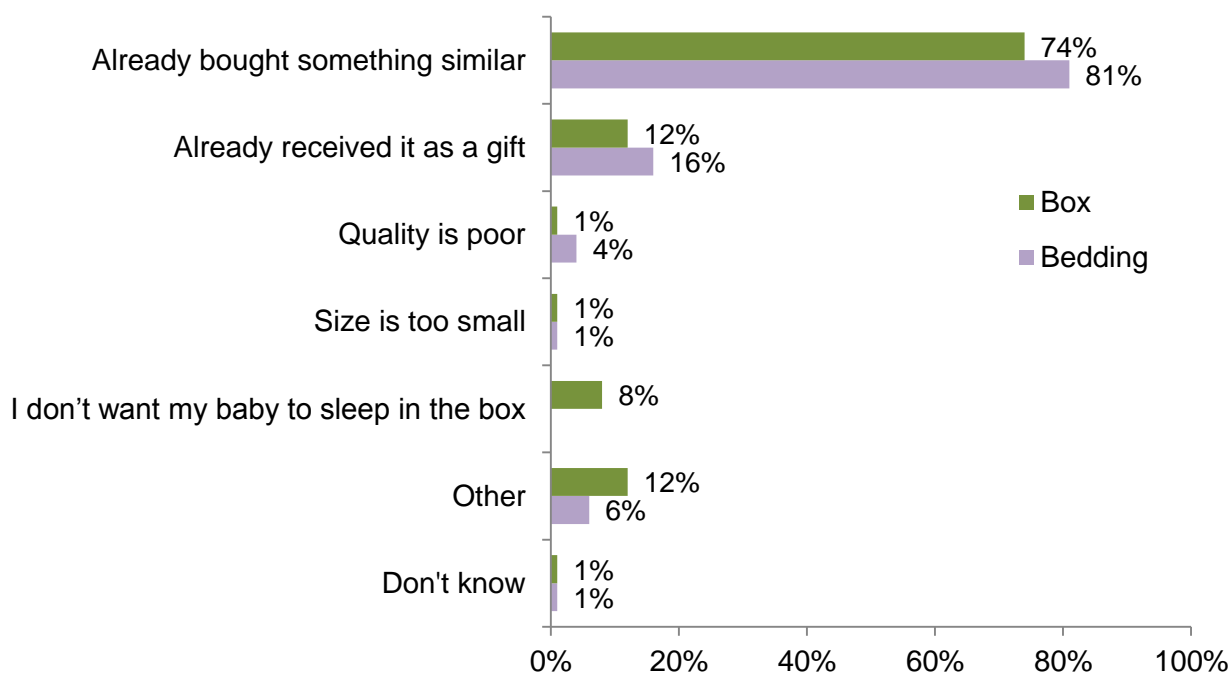
Those in the higher socio-economic groups were more likely to say they did not intend to use the box as a bed (43% of ABC1s, vs 26% of C2DEs).

Reasons for not using the box as a sleeping space

Any respondents who said they did not intend to use the box as a sleeping space or the bedding items were asked the reasons for this. The most common reason for **not** using these items was that respondents had already bought something similar (74% for bed; 81% for bedding), or that they had received something similar already as a gift (12% bed, 16% bedding). Just under one in ten (8%) said they did not want their baby to sleep in a box (see Figure 2).

Please note that the proportion reporting that they had already bought something similar could be related to the phased delivery time of the roll-out of the Baby Box scheme nationally. Now the programme is beyond the first cohort, recipients are more likely to be aware of what they will receive at an earlier time.

Figure 2: Reasons for not using the box as a sleeping space



Base (All who do not intend to use): Bed: 76, Bedding 69

While numbers are very small, higher socio-economic groups were most likely to say they had already bought similar bedding items (88% of ABC1s vs 61% of C2DEs).

Nine people mentioned an 'other' reason for not using the box as a bed – 3 of these mentioned concerns about safety and 3 said they had pets which made them wary of using the box. For example:

"I have pets so don't want to put the box on the floor".

"I don't know if it is safe".

“It’s a bit deep, we have a crib that’s a bit shallower”.

“We have a dog and don’t want him getting in there with the baby”.

Use of clothing

Overall, clothing items provided in the Baby Box were extremely well used (see Figure 3). Unsurprisingly given the sample dates (i.e. only one respondent had a baby born before August), the most used items were those for newborns. Items designed for 3-6 month old babies were less likely to have been used, but most intended to use these in the future. Taken together, the proportions reporting that they had used or planned to use each item were very high⁶:

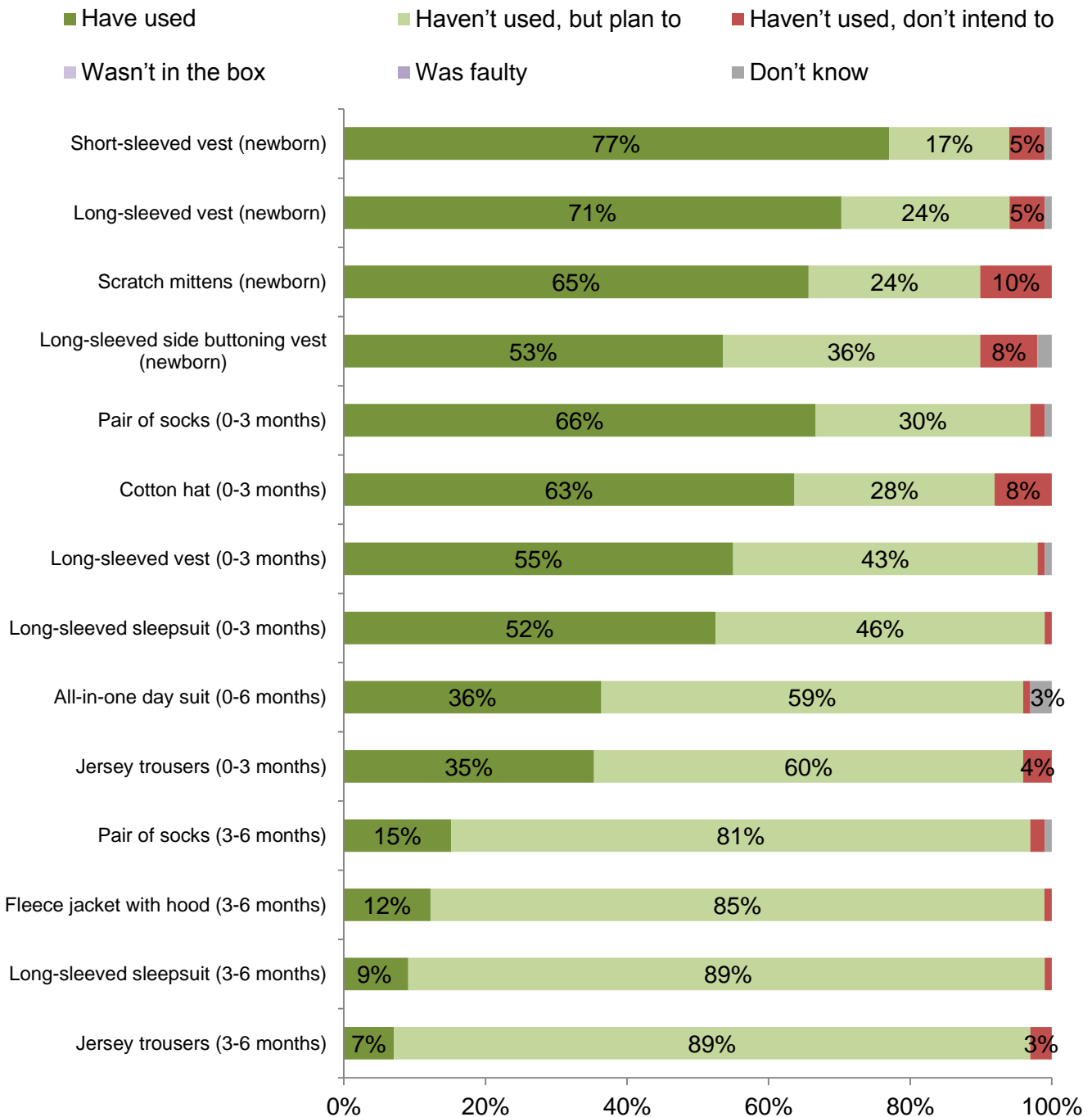
- Long-sleeved vest (0-3 months) (98%)
- Long-sleeved sleep suit (0-3 months) (98%)
- Long-sleeved sleep suit (3-6 months) (98%)
- Fleece jacket with hood (3-6 months) (98%)
- Pair of socks (0-3 months) (97%)
- Pair of socks (3-6 months) (97%)
- Jersey trousers (3-6 months) (96%)
- Jersey trousers (0-3 months) (95%)
- All-in-one day suit (0-6 months) (95%)
- Short-sleeved vest (newborn) (94%)
- Long-sleeved vest (newborn) (94%)
- Cotton hat (0-3 months) (92%)
- Long-sleeved side buttoning vest (newborn) (89%)
- Scratch mittens (newborn) (89%).

The clothing items with the highest proportion saying they did **not** intend to use them were:

- Scratch mittens (newborn) (10% did not intend to use these)
- Long-sleeved side buttoning vest (newborn) (8%)
- Cotton hat (0-3 months) (8%).

⁶ All percentages are rounded to the nearest whole number

Figure 3: Use of clothing



Base (All): 204

Reasons for not using clothing

Only 42 people said they did not intend to use one of the items of clothing. The most commonly mentioned reason for this was that the size was too small, they just didn't like them or that they already had the item (bought themselves or received as a gift) – see Table 4.

Table 4: Reasons for not using clothing

	No.
Size is too small	19
Don't like them/not the way I would dress my baby	7
Already received it as a gift	5
Already bought it	3
Quality is poor	2
Other	11

Base (All who do not intend to use): 42

A range of 'other' reasons were given, although by small numbers of people. Some commented that clothing items were too big (or the baby was too small) and they were not sure whether they intended to use them in future. Two people also commented that they looked like girls clothing or were too feminine, rather than being unisex.

Equipment

The equipment included in the Baby Box was also very well used overall (see Figure 4). The muslin cloth squares and hooded bath towel were most popular, although all items had a high level of reported use/planned use. The proportions who had used/planned to use each item were⁷:

- Muslin cloth squares (100%)
- Baby books (100%)
- Hooded bath towel (99%)
- Bath sponge (99%)
- Bib (99%)
- Digital ear thermometer (98%)
- Teething ring soother (98%)
- Play mat (98%)
- Bath and room thermometer (97%)
- Travel changing mat (97%)
- Comforter toy (96%)
- Emery boards (95%)
- Pack of disposable nursing pads (89%)
- Pack of 12 maternity towels (86%)
- Baby wrap/sling (84%)
- Box of 3 condoms (79%).

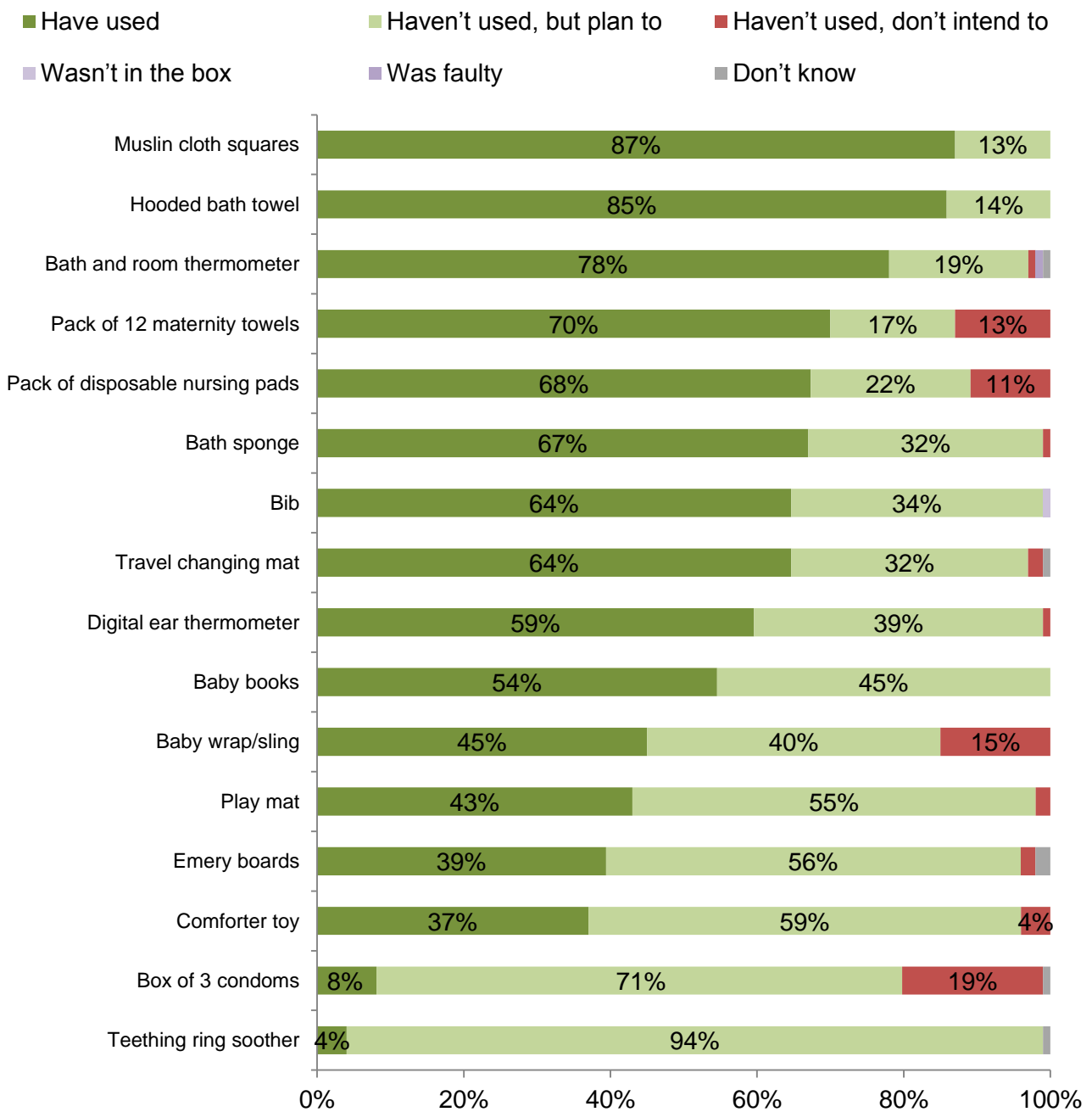
⁷ All percentages are rounded to the nearest whole number

The items with the highest proportion saying they did not intend to use them were:

- Box of 3 condoms (19% did not intend to use these)
- Baby wrap/sling (15%)
- Pack of 12 maternity towels (13%)
- Pack of disposable nursing pads (11%).

The thermometers were the only items to be reported as being faulty by a small number of people (two people had faulty bath/room thermometers, one had a faulty digital ear thermometer). None of these respondents had tried to get a replacement.

Figure 4: Use of equipment



Base (All): 204

First time parents were more likely than others to have used the maternity towels (77% had used them vs 62% of experienced parents; 19% of experienced mums did not intend to use them vs 8% of first timers). Those in the most deprived areas were most likely to say they did not intend to use the condoms (33%, vs 16% of those in the least deprived areas).

Reasons for not using the baby wrap/sling

Thirty-one people said they did not intend to use the baby wrap/sling. Reasons for this were:

- I don't need it (13 of the 31 respondents gave this reason)
- Already received it as a gift (6)
- Find it complicated/hard to use (4)
- Already bought it (3)
- Don't feel comfortable using it (2)
- It was too big (1)
- Have a different type of carrier (1)
- Have twins so can't carry both babies in it (1).

When asked if another type of wrap or carrier would be more useful, people generally found it difficult to come up with suggestions and very few made specific requests. The most common responses were:

- No or don't know (15 of the 31 respondents said this)
- No, I just don't like these/prefer to use pram/buggy (5)
- No, I already have one (2)
- One that's easier to work/put baby in (2)
- Harness type (1)
- Ring sling (1)
- Double wrap sling (1)
- A smaller one (1)
- Different fabric (1)
- Over the shoulder type (1).

For example, comments included:

"I don't like them personally, if you fall and your baby's on your front, [it] seems dangerous".

"No, the one included is fine, I just have others from previous child".

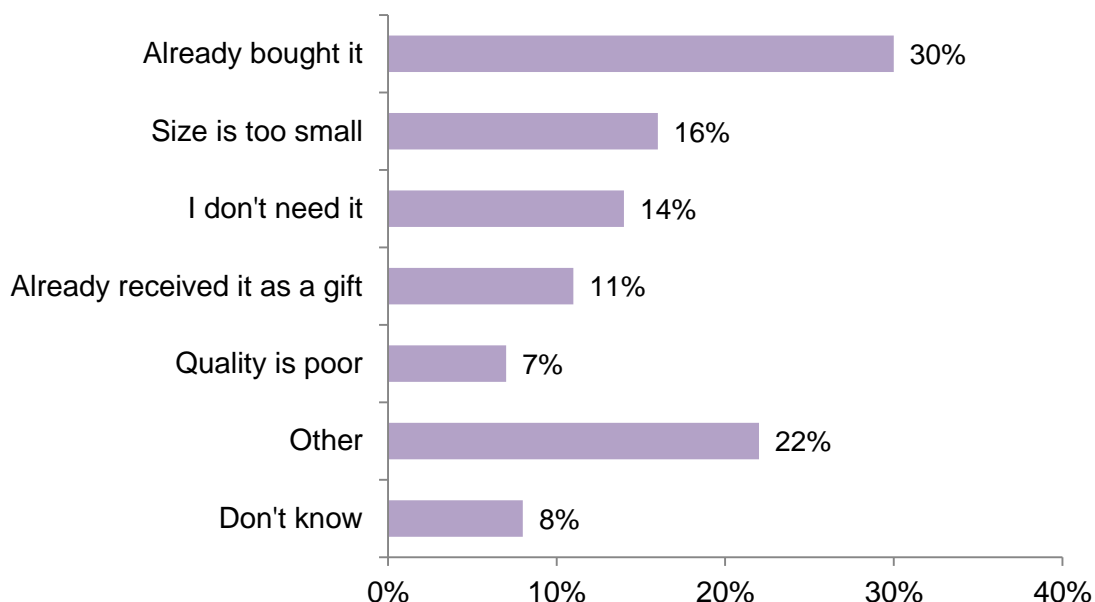
"One that is easier to work, maybe a different style".

"I prefer to walk the baby in a pram".

Reasons for not using other equipment

Those who did not intend to use at least one item of equipment were mostly likely to say that this was because they had already bought it (30%) – see Figure 5. Some mentioned items being too small (16%) and 14% just said they didn't need it, while one in ten (11%) had received the item as a gift. Very few mentioned poor quality as being the reason (7%).

Figure 5: Reasons for not using other equipment



Base (All who do not intend to use): 76

Those giving an 'other' reason were most likely to mention:

- The baby being too small (11 of the 17 respondents said this – again these respondents were not sure if they would use the item in future so were not coded as 'plan to use')
- They do not use condoms in general (2)
- The room and bath thermometer was faulty (1)
- The pads are a bit too big (1)
- Issues with quality (1 respondent said that the cellular blanket is made from synthetic fibres and they would prefer cotton).

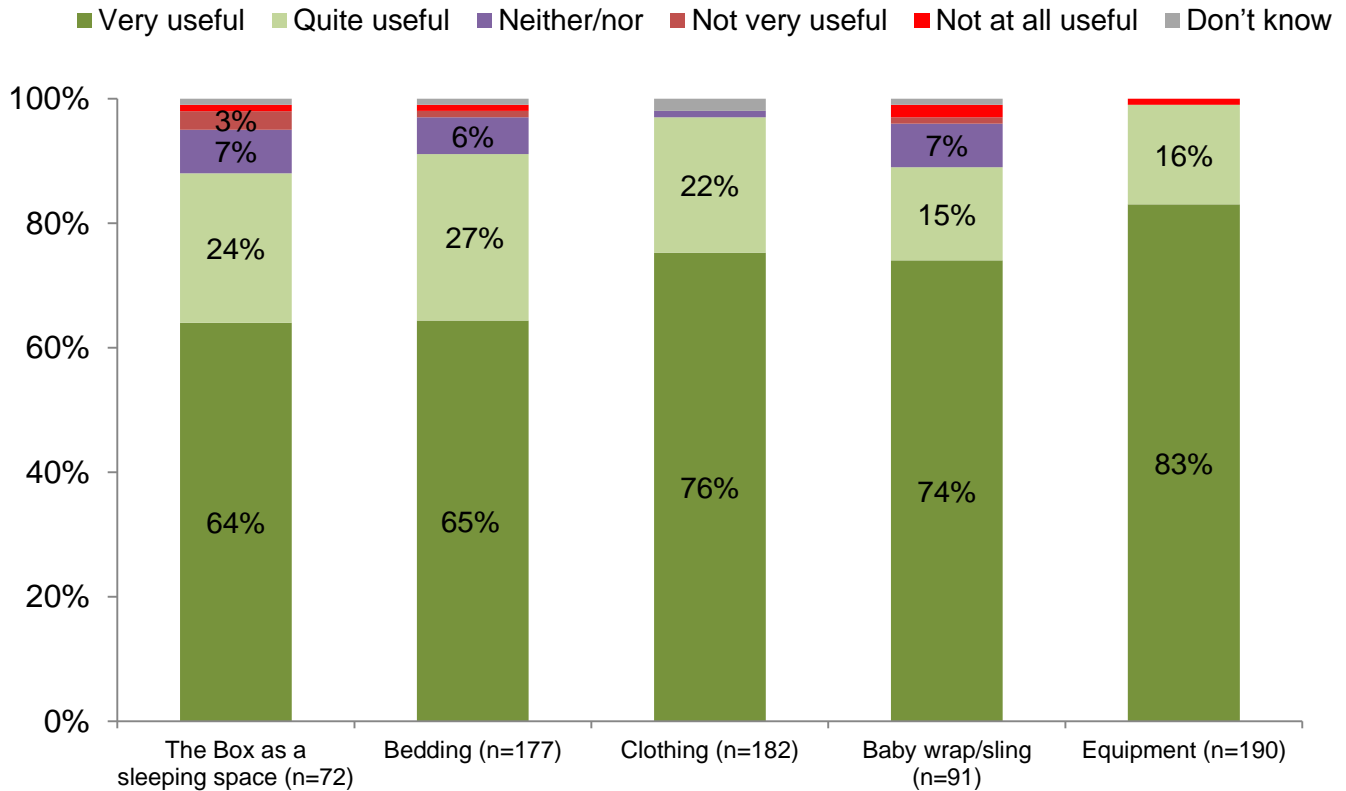
3.2 Ratings of items used

Respondents were asked, for each category of item they had used, how useful they found each type of product. Ratings of usefulness were very good (see Figure 6). Among those who had used each category of item, proportions saying they found items very or quite useful were:

- Equipment: 99% (83% said **very** useful)
- Clothing: 98% (76% said **very** useful)
- Bedding: 92% (65% said **very** useful)

- Baby wrap/sling: 89% (74% said **very** useful)
- The box as a sleeping space: 88% (64% said **very** useful).

Figure 6: Ratings of items used



Base (All who had used items in each category): noted in chart

Most useful items

After rating each category of item, respondents were asked an open ended question as follows: *“Overall, which item that you have used did you find most useful and why?”* Verbatim responses to this question were coded and the main categories of response are outlined in the following tables. As shown in Table 5, the most popular items were the bath/room thermometer and the digital ear thermometer, followed by the wrap/sling.

Table 5: Most useful items

	%
Bath/room thermometer	32%
Ear thermometer	22%
Sling/wrap/baby carrier	15%
Clothes	8%
Muslin cloths	8%
Changing mat	6%
Blanket	5%
Box – for sleeping	5%
Everything/all useful	4%
Towel/hooded towel	3%
Mattress/bedding	3%
Box – no specific reason given	2%
Box – as a handy space/extra space	1%
Maternity pads	1%
Fleecy jacket/hoodie	1%
Bath sponge	1%
Play mat	1%
Comforter toy	1%
Not sure/don't know/too early to say	2%

Base (All who had used any item): 190

The main reasons for selecting items as being useful were the fact they were easy to use/helpful to parents, they use them regularly, and/or that they didn't have or wouldn't have thought to get the item themselves (see Table 6).

Table 6: Reasons for this being the most useful

	%
Ease of use/helpful/convenient for parent	32%
Frequency/regularity of use/use daily/all the time	32%
Didn't have/didn't think of getting	20%
Quality/warmth etc	8%
Baby likes/helps sleep/settle	6%
Cost/saving money/wouldn't have bought	5%
Need lots	3%
Can use for other kids	2%
Clever/useful idea	1%

Base (All who identified an item and gave a reason): 153

Feedback in relation to this question included comments such as:

"The room and bath thermometer as I wouldn't have thought about buying one and it is used daily".

"Baby sling – I have been able to try the technique without having to spend a lot of money on a branded item".

"The wrap is the best thing in the box especially as to buy is around £50, so it's great to be included".

"Maternity pads as I did not realise I would need so many".

"The baby carrier/sling, it frees my hands because the baby always wants to be held".

"Bath thermometer, so simple and easy to use and I wouldn't have thought to buy one".

"The box itself with the mattress, the mattress is better than the one with the Moses basket".

"Blanket as I use it all the time and it is a good size".

"The hooded towel – really soft, warm and easy".

"Fleecy jacket, will use the most often and is expensive to buy".

"Box itself – it's a great space to sleep, [the baby] settled well".

"The baby box as a sleeping place is very useful, and the changing mat and equipment were very helpful".

"The sling, it's all been brilliant but that was very handy".

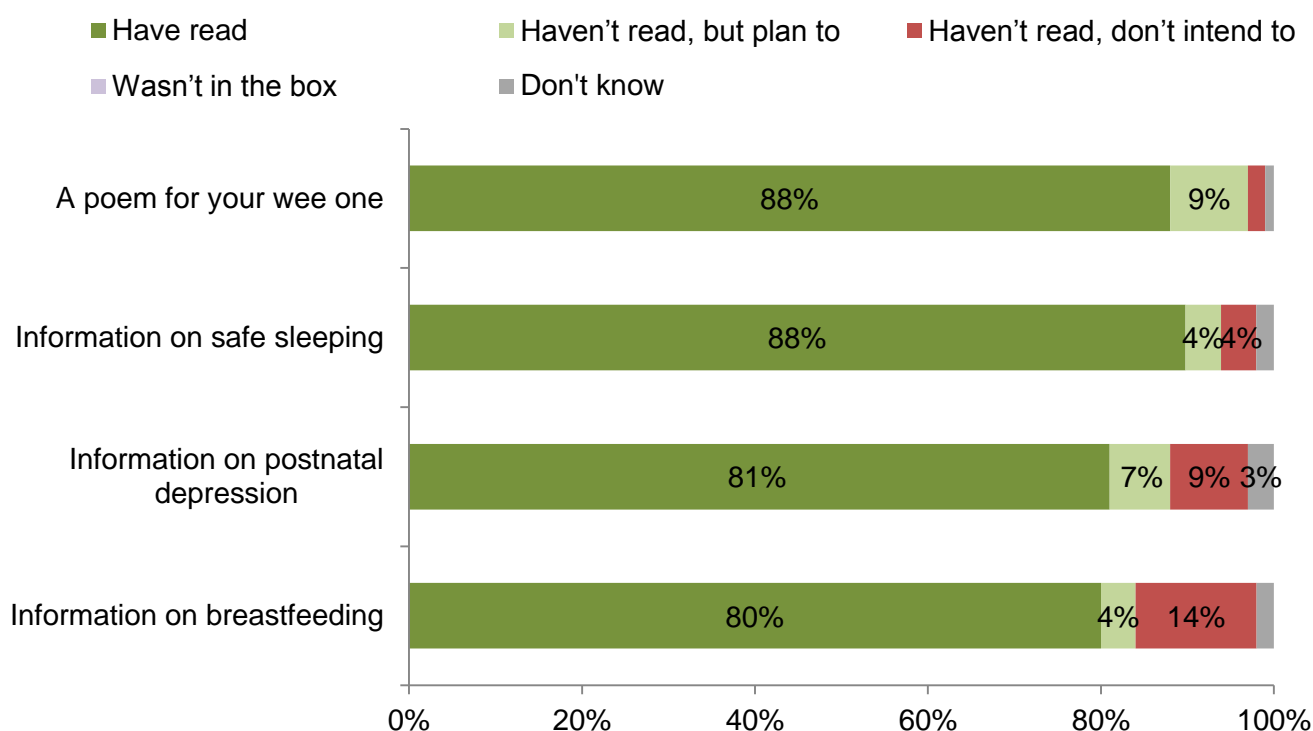
3.3 Use and ratings of information provided

Information provided in the Baby Box was read by most respondents: at least eight in ten respondents had already read each of the listed reading materials (see Figure 7) and the proportions saying they had read or planned to read each item were as follows:

- A poem for your wee one (97%)
- Information on safe sleeping (93%)
- Information on postnatal depression (88%)
- Information on breastfeeding (84%).

Around one in ten (9%) said they did not intend to read the information on postnatal depression, and 14% said they did not intend to read the information on breastfeeding.

Figure 7: Use of information



Base (All): 204

Experienced parents were more likely than first time parents to say they had not read the breastfeeding information and did not intend to (21% vs 8%). They were also more likely to say they did not intend to read the safe sleeping information (8% vs 1%).

Reasons for not reading information

Reasons given for not reading the information on breastfeeding centred on not wanting to breastfeed, or having received the information from elsewhere. Respondents who did not read the safe sleeping information said this was because they knew about it already or had received information from other sources.

However, it should be noted that this is based on very small numbers, since most had read the information provided (see Table 7).

Table 7: Reasons for not reading information on breastfeeding or safe sleeping

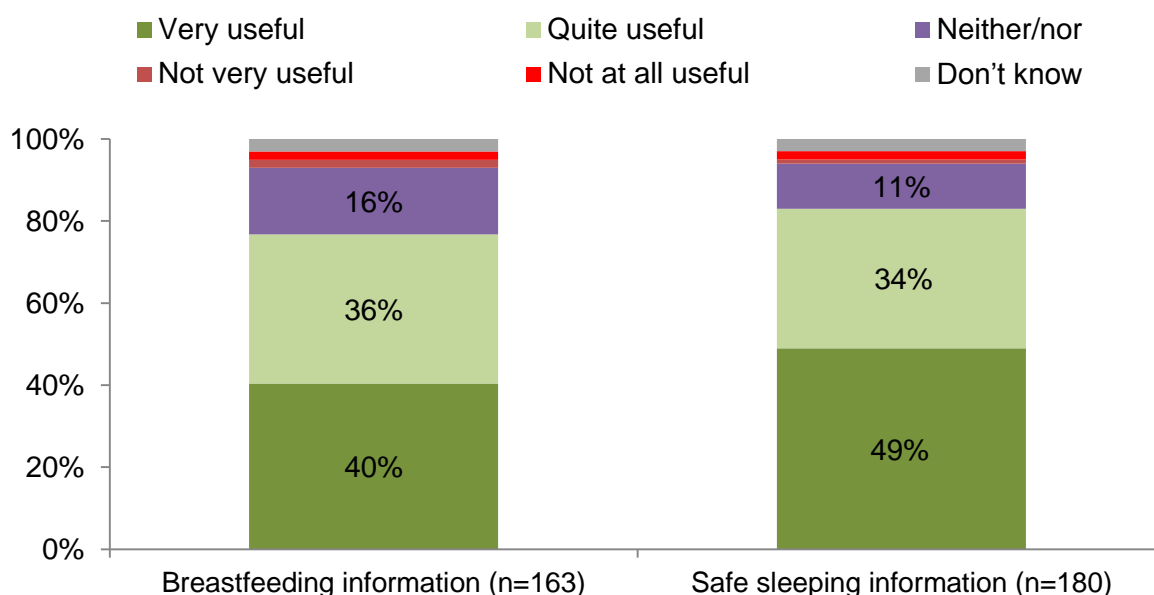
	No.
Breastfeeding information	
I do not want to breastfeed	11
Have been given advice by healthcare professionals	9
Have seen information elsewhere	8
Already know about it from having other children	7
Have been given advice by friends/family	2
Don't know	1
Safe sleeping information	
Already know about it from having other children	5
Have seen information elsewhere	3
Have been given advice by healthcare professionals	2

Base (All who did not intend to read): Breastfeeding: 29, Safe sleeping: 9

Ratings of information

Ratings of the information provided were generally high, particularly for the safe sleeping information: 83% of those who had read it said it was very (49%) or quite (34%) useful (see Figure 8). Ratings were very slightly lower for breastfeeding information, although three quarters (76%) still judged it to be very or quite useful. Very few rated either of these types of information as being not very or not at all useful.

Figure 8: Ratings of information on breastfeeding and safe sleeping



Base (All who had used information): noted in chart

Most comments about the information provided were positive, highlighting that it was useful/informative and easy to understand. The only slightly negative feedback received about the information was that respondents had already received it from other sources (e.g. midwives or antenatal classes). A small proportion (6%) said they were not breastfeeding/were not planning to breastfeed, so this information was not useful to them. See Table 8.

Table 8: Reasons for ratings of breastfeeding or safe sleeping information

		%
Breastfeeding information		
Positive	Useful/informative info in general	28%
	Good refresher/reminder	16%
	Handy to have/refer to	15%
	Provided new information	11%
	Easy to read/understand/clarity of info	4%
Negative	Already know/got info from elsewhere	23%
	Not planning to/not breastfeeding	6%
Safe sleeping information		
Positive	Well-presented/easy to understand/clear	21%
	Good refresher/reminder	16%
	Handy to have/refer to	16%
	Provided new information	14%
	Good for first time parents	4%
	Useful to know about sleeping positions	4%
Negative	Already know/got info from elsewhere	18%

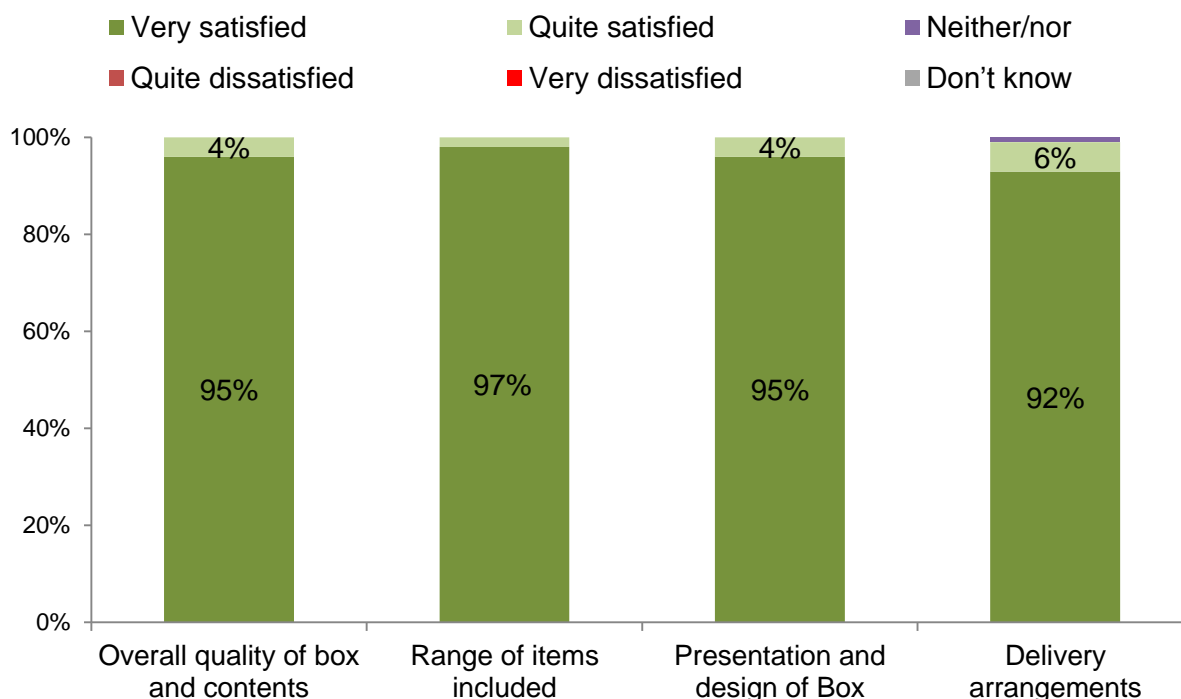
Base (All who had read info: Breastfeeding: 163, Safe sleeping: 180)

3.4 Overall satisfaction

Reflecting the high levels of use and ratings of the items and information provided in the Baby Box, satisfaction levels were extremely high (see Figure 9). The overwhelming majority said they were very satisfied with all aspects of the Baby Box. Percentages saying they were very or quite satisfied were as follows:

- Overall quality of box and contents: 100% (95% were **very** satisfied)
- Range of items included: 99% (97% were **very** satisfied)
- Presentation and design of box: 99% (95% were **very** satisfied)
- Delivery arrangements: 99% (92% were **very** satisfied).

Figure 9: Satisfaction with the Baby Box



Base (All): 204

The lower socio-economic groups were more likely to say they were very satisfied with the delivery arrangements for the Baby Box (98% of C2DEs were very satisfied, vs 89% of ABC1s), although there was no difference in the proportion who were satisfied overall (very/quite satisfied).

Issues with quality

Very few respondents had any issues with the quality of any items in the box or the box itself⁸. The most common criticisms related to the quality of the maternity pads, which were judged to compare unfavourably to other products available, and issues with the bath/room thermometer. All other issues were raised by 2% of respondents or fewer (see Table 9).

⁸ Please note this question was changed during fieldwork to pick up any issues with quality, not just among those who were dissatisfied overall – the total base is therefore slightly smaller than the overall sample of 204 respondents.

Table 9: Issues with quality of any items in the Baby Box

	%
No issues/problems	82%
Quality of maternity pads	5%
Quality of/broken bath and room thermometer	3%
Other item damaged/poor quality	3%
Fabric composition of blanket	2%
Clothing design	2%
Issues with box or lid	1%
Nursing pads not necessary	1%
Other comment	1%

Base (All asked the amended question): 153

Feedback about quality included comments such as:

“The cellular blanket should be a more natural fabric”.

“Bath thermometer wont turn on”.

“Found the maternity pads to be a bit low on quality and they rustled when walking”.

“Maternity pads a bit inferior to branded makes”.

“The bath/room thermometer was broken and failed to work”.

“Cotton blanket as opposed to polyester”.

“The baby sling, the seam was torn when it arrived”.

“Bath towel is already a bit threadbare”.

“The changing mat – could not be washed could only be sponge cleaned”.

“Bath thermometer was the most useful item, but let down by poor quality battery cover”.

3.5 Proposed additions to the Baby Box

When asked spontaneously what, if anything, was missing from the Baby Box, the majority (69%) could not think of any suggestions. The most common request, made by 10%, was for newborn nappies to be included, and 4% mentioned reusable nappies specifically. All other suggestions were made by relatively small numbers (see Table 10).

Table 10: Suggested items that would have been useful

	%
No suggestions	69%
Newborn nappies	10%
Breastfeeding equipment (e.g. pump, nipple cream, nursing top)	6%
Reusable nappies	4%
Different clothes items (including different sizes/styles)	3%
Information/resources/equipment for bottle feeding	2%
Information and/or instructions for contents	2%
Ability to donate	1%
Dummies	1%
Other misc. suggestions	6%

Base (All): 204

Suggested additions to the Baby Box included:

“Links to videos of how to use the sling, and newborn nappies”.

“Babies grow out of clothes really quickly, was expecting info for a bank/recycle platform”.

“Voucher for feeding support such as nursing bra”.

“Info on bottle feeding, some people are unable to breastfeed so are at a loss”.

“Birth sized nappies and sudocrem, breast pump and bottle”.

“Bigger range of sizes, boy/girl clothes”.

“Information on bathing your baby”.

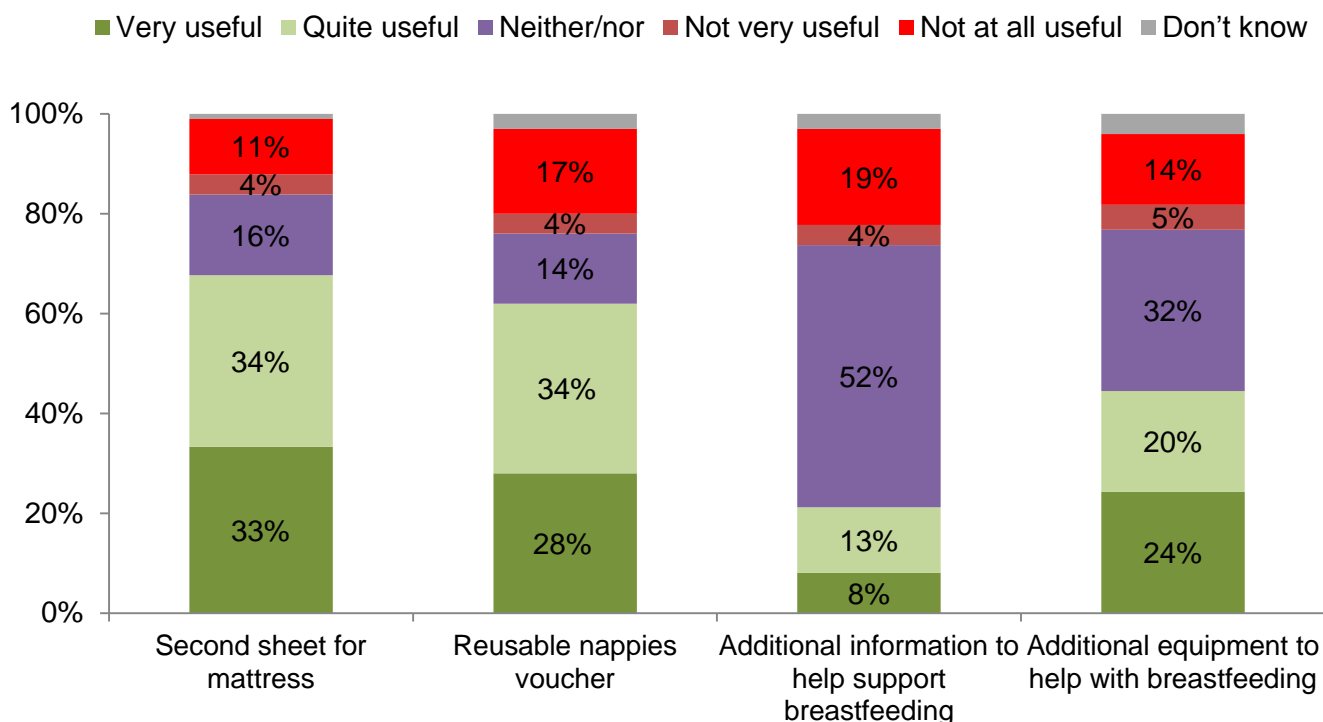
“All in one newborn jacket”.

“A pack of newborn nappies”.

“Sling instructions as we had none”.

When prompted with potential additions to the Baby Box and asked how useful they would be, the most popular ideas were a second sheet for the mattress (67% said this would be very or quite useful), or vouchers for reusable nappies (62%) – see Figure 10. There was less support for additional information to help support breastfeeding (respondents tended to say ‘neither/nor’ for this suggestion), although a substantial minority (44%) would find additional equipment to help with breastfeeding very or quite useful.

Figure 10: Views of proposed additions to the Baby Box



Base (All): 204

Additional equipment to help with breastfeeding was more likely to be mentioned as being very useful by ABC1s (29%) than C2DEs (15%), although there was no difference in the proportion saying it would be useful overall (very/quite useful).

Additional information or equipment to help with breastfeeding

Respondents who said that information or equipment to help with breastfeeding would be very or quite useful were asked to specify what sort of information or equipment would be helpful.

Few people could identify specific information to help with breastfeeding. The most common suggestions were:

- Where to get support, or contacts for support groups (suggested by 8 people)
- More information about latching on (3)
- Hints and tips (3)
- Information about expressing/pumping/storage (2)
- Vouchers/breastfeeding equipment (2)
- Images (1).

The most frequently suggested additional equipment to help with breastfeeding were:

- Breast pump or voucher for pump (suggested by 49 people)
- Other equipment such as scarf, nipple shields, bottles, sterilizer bags (26)

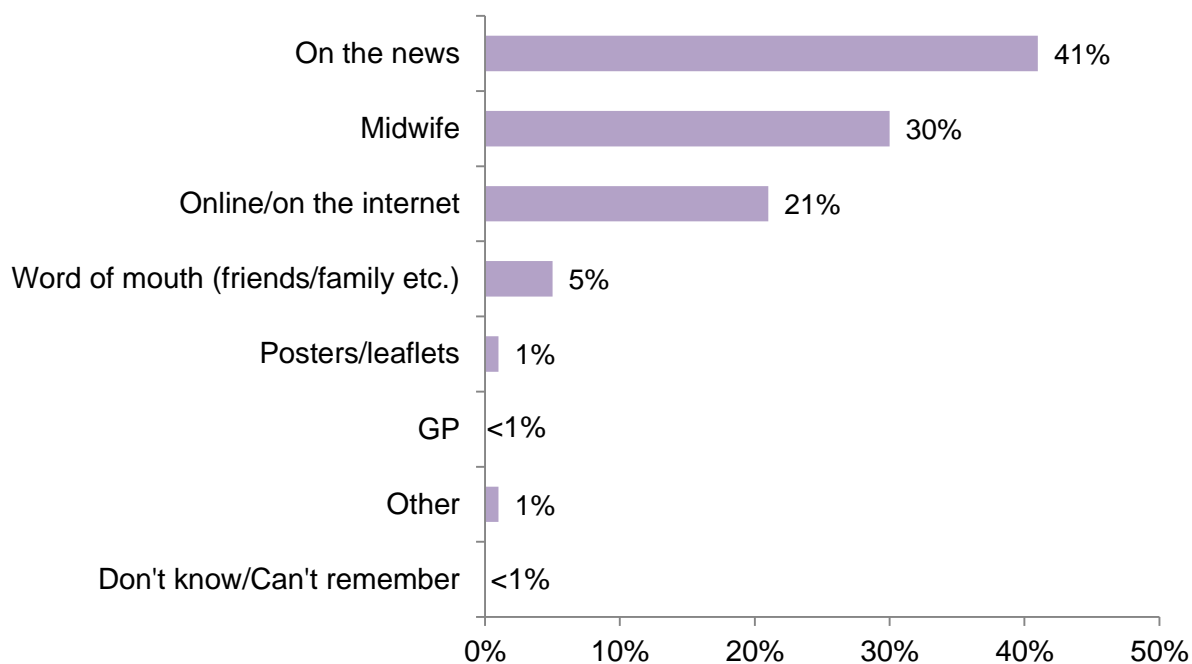
- Nipple cream (22)
- Information/resources e.g. web links explaining types of pump etc. (3)
- Information about/voucher for hiring a pump (2).

3.6 Communications about the Baby Box

Findings about the Baby Box communications should be read in the context of the roll-out of the scheme across Scotland. It is important to bear in mind that survey respondents may not have received all of the communications – the survey sample was drawn from the first cohort to receive the box nationally and some communications were sent out later than would be normal now that the programme is fully rolled out.

Respondents were asked how they had first heard about the Baby Box scheme: the most common responses were on the news (41%) or from a midwife (30%). A further fifth mentioned online sources (21%) – see Figure 11.

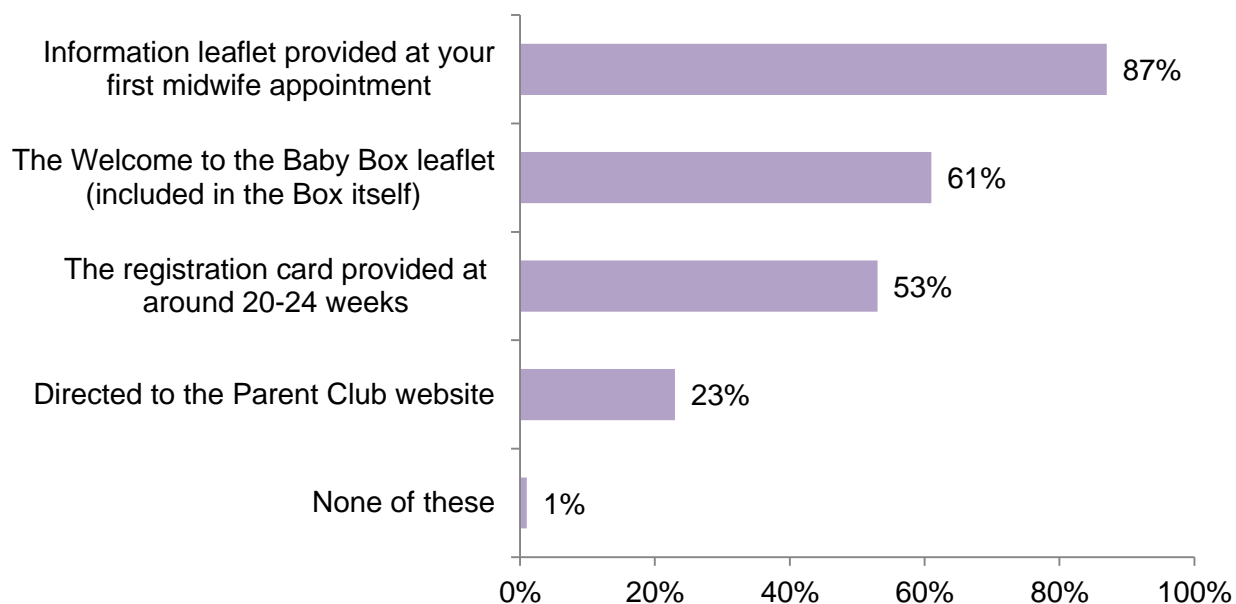
Figure 11: Where respondents first heard about the Baby Box scheme



Base (All): 204

Recall of communications about the Baby Box was varied (see Figure 12). When asked which communications they had received, most respondents (87%) remembered getting a leaflet at their first midwife appointment but fewer mentioned the Baby Box leaflet despite it being in the box (61%) and just over half mentioned the registration card (53%). A fifth said they had been directed to the Parent Club website (23%).

Figure 12: Communications received about the Baby Box scheme



Base (All): 204

Experienced parents were more likely than first time parents to have heard about the scheme from a midwife (39% vs 22%), while first time parents were more likely to have heard about it on the news (49% vs 34%).

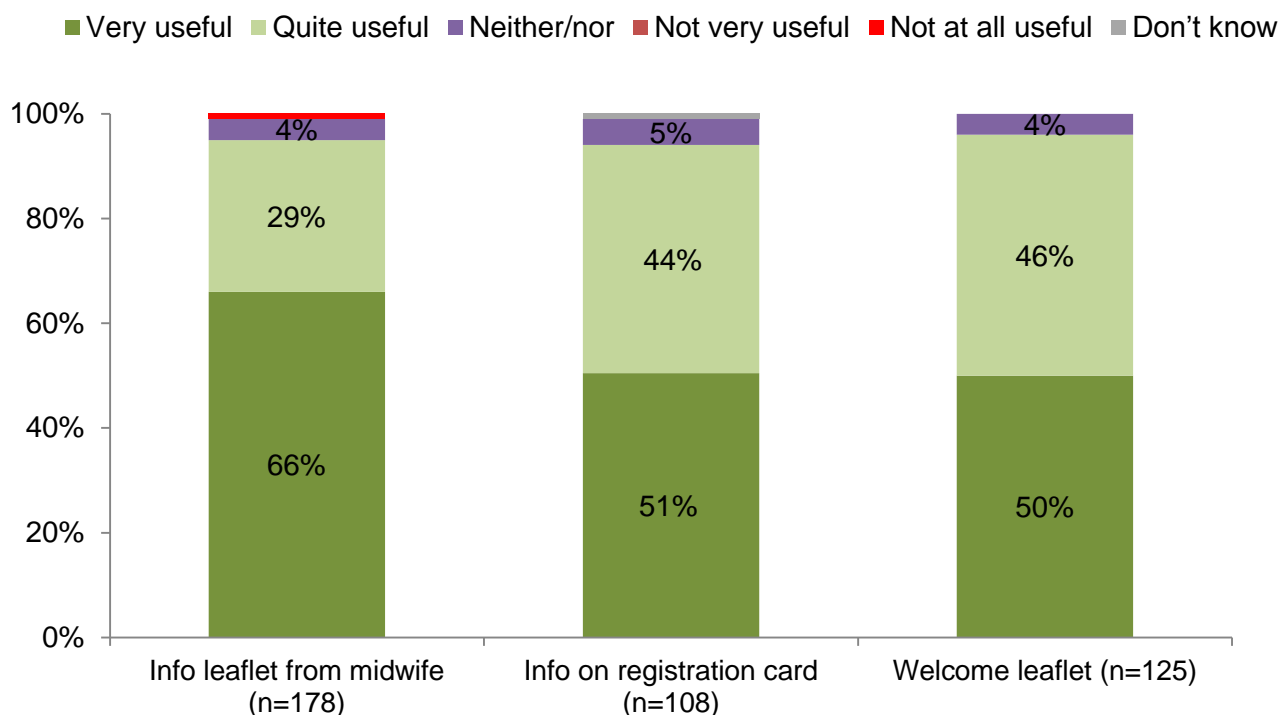
Respondents in socio-economic groups C2DE were more likely to have heard about the scheme on the internet (32% vs 16% of ABC1s), while ABC1s were more likely to have been made aware by the news (50% vs 24% of C2DEs).

Those living in the least deprived areas were more likely to mention the news (46%) than those in the most deprived areas (20%), while those in the most deprived areas were more likely to mention hearing about the Baby Box from a midwife (45% vs 27%).

Ratings of communications

Among those who remembered receiving communications, ratings of the information provided were very high (see Figure 13). The information leaflet from the midwife was rated as being most useful (66% said it was very useful, 29% said it was quite useful). Similar ratings were given to the registration card information and welcome leaflet, with around half saying these were very useful. Very few respondents gave negative ratings of any of the information provided.

Figure 13: Ratings of communications received



Base (All who had received communications): noted in chart

Improvements to communications

Reflecting the high levels of satisfaction with communications received, very few respondents suggested improvements: eight in ten (82%) did not make any suggestions (see Table 11). The most common request was to receive information about the Baby Box contents earlier on in the pregnancy, so that people could avoid purchasing items that were going to be in the box – 4% suggested this. All other suggestions were made by only a small number of people.

As noted earlier, issues being raised about the timing of information provision may have been affected by the fact that the sample was drawn from the first cohort of recipients; following the national roll-out recipients are more likely to be aware of what they will receive earlier in their pregnancy.

Table 11: Improvements to communication about the scheme

	%
No suggestions	82%
Provide welcome leaflet/info on contents earlier	4%
More info/promotion in general (making sure people are aware)	3%
More info/communication from midwives	2%
More info/clarity on delivery timing/date	1%
Improve products	1%
Info on donating items	1%
Info in more languages	1%
Info on external resources/help	1%
Have a website/direct people to website	1%
Option to choose which items you need	*
Other misc. comments	2%

Base (All): 204

Suggestions included:

“Provide information as to the contents of the box perhaps at time of registration (including photo)”.

“Directions towards additional support, e.g. local groups”.

“Give the welcome leaflet as early in pregnancy as possible to prevent buying included items”.

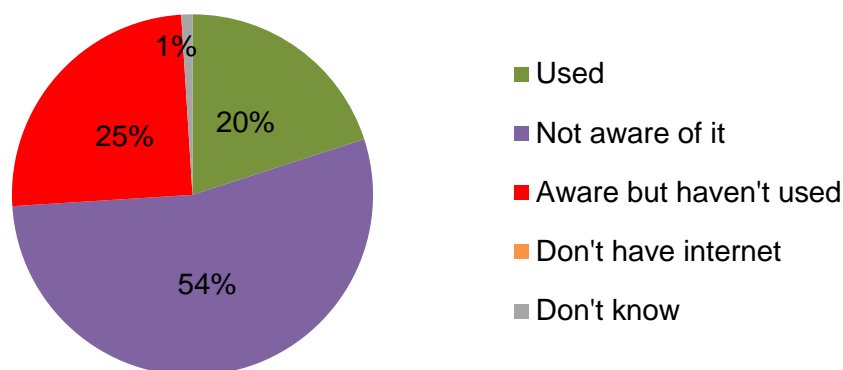
“As long as the midwife tells you then it should be fine”.

“A sheet with info links for breastfeeding and instructions on how to use the sling”.

3.7 The Parent Club website

As shown in Figure 14, a fifth of the sample overall (20%) said they had visited the Parent Club website. A quarter (25%) were aware of it but hadn't used it. However, over half (54%) had not used it and were not aware of it. This level of use is in line with what was expected⁹.

Figure 14: Use of the Parent club website



Base (All): 204

Comments on the website

Only 41 people had used the website, and 37 of these could not think of any content missing or information they couldn't find. The only comments made were:

- Would be good to have a video instruction on how to put on the baby wrap
- A request for more local information
- A request for a chat facility
- Not a very user friendly way to find a list of the box contents.

⁹ E.g. a recent evaluation of the Play Talk Read campaign which, unlike Parent Club, was actively promoted through advertising, showed that awareness was 27 per cent.

4 Conclusions and Recommendations

4.1 Conclusions

Sampling

The survey achieved a good sample size of 204, providing robust data about parents' views of the box and its contents. The sample included a range of NHS Health Boards and SIMD quintiles, reflective of the sample database and the Scottish population. Respondents were mainly female, and tended to be aged 25-29 or 30-34. Half the sample were first time parents.

Summary of findings

All of the feedback about the Baby Box and its contents was extremely positive. Very high levels of use/planned use were reported for all of the items included in the box, and positive ratings were given in relation to their usefulness. The items reported to be most useful were the bath/room thermometer and the digital ear thermometer, followed by the wrap/sling.

Satisfaction levels were also extremely high in relation to the quality, presentation and particularly the range of items included in the box. Consequently, most respondents could not think of any items that were missing from the box. Among those who did think of something missing, the most common suggestion was to include newborn nappies. When prompted, the most popular suggested additions were a second sheet for the mattress or vouchers for reusable nappies.

Information provided in the box was well used, with most having read each of the reading materials in the box. Those who had not read the information generally said this was because they had received it from elsewhere. Among those who had read the information, ratings were generally high, particularly for the safe sleeping information (over eight in ten said this was useful).

Findings were generally consistent across the sample, with very few differences observed in relation to SIMD, first time vs experienced parents, age of parents and socio-economic groups.

4.2 Recommendations for re-procurement

Recipients of the Baby Box are extremely pleased with the current contents and there are no obvious areas that need to be addressed or improved. Consideration could be given to:

- The quality of maternity pads included in the Baby Box (this was the most frequently identified issue with quality, although it was mentioned by only a small proportion of respondents).
- Ensuring the quality of all thermometers, and/or making it clear who to contact for a replacement if there is any faulty equipment in the box.

- The inclusion of newborn nappies, and equipment for breastfeeding such as breast pumps and nipple cream.
- Although the baby wrap/sling was not among the most used items, it was judged to be among the most useful by those who had used it, suggesting that an item of a similar specification would be valued by parents. Those who did not intend to use it also found it difficult to suggest alternatives that they would have found more useful.
- Use of the Parent Club website was as expected at 20%, but if this site is being used as a primary mechanism for communication about the Baby Box scheme then additional promotion may be required to reach a greater proportion of parents.

Appendix 1: Survey Questionnaire

Good morning / afternoon / evening. My name is _____ and I am calling from Progressive, an independent research company. We are conducting research with parents of new babies on behalf of the Scottish Government. We want to find out about your views of the Baby Box that you received recently for your baby.

You have been invited to take part in this survey as you consented to be re-contacted when you signed up for the Baby Box. The survey is confidential and anonymous. Would you be able to spare 10-15 minutes to answer some questions? Calls may be recorded for quality control and monitoring purposes.

IF NECESSARY, GIVE REASSURANCE:

This is not a cold call and we will not try to sell you anything. It is completely confidential, in accordance with the Data Protection Act and the Market Research Society code of conduct. You will not be identified in any research findings.

SQ1: Can I just check, did you receive a Baby Box?

Interviewer note: parents will have registered to receive the box with their midwife and had it delivered to them. It can be used for the baby to sleep in and contains clothes, bedding and other items.

	CODE	ROUTE
Yes	1	Q1
No	2	Thank and close

ASK ALL

Q1. When did you receive the box? Interviewer note: probe for estimate if they can't remember exact date

DD	MM
----	----

Q2. When was your baby that you got the Baby Box for born? Interviewer note: enter DOB

	CODE
DOB given	1
Baby has not been born yet	2

ASK IF Q2=1

DD	MM
----	----

ASK ALL

Q3. How many other children do you have? **SINGLE CODE** Interviewer note: If this is a multiple birth, how many **OLDER** children do they have (e.g. if first time parent with twins, code as 1 – no other children). Other children could be any they care for, even if not the biological parent.

	CODE
No other children – this is my first child	1
1	2
2	3
3	4
4	5
5	6
6	7
More than 6	8

ASK UNLESS THIS IS FIRST CHILD(REN)

Q4. How old are your other children? Interviewer note: if more than 6, record youngest first

[Quantity variable for each child mentioned above]

ASK ALL

I'd like to ask some questions about the contents of the Baby Box and what you thought of them.

Q5. Which of the following items from the Baby Box have you used for your new baby? **SINGLE CODE, PROBE TO PRE-CODES** Interviewer note: if baby has not been born yet, ask if plan to use.

Routing info:	Q		Have used	Haven't used, but plan to	Haven't used, don't intend to	Wasn't in the box	Was faulty	Don't know
Box	A	The box (for your baby to sleep in)	1	2	3	4	5	6
	B	Mattress	1	2	3	4	5	6
	C	Mattress protector	1	2	3	4	5	6
	D	Fitted sheet	1	2	3	4	5	6
	E	Cellular blanket	1	2	3	4	5	6
Clothing	F	Scratch mittens (newborn)	1	2	3	4	5	6
	G	Short-sleeved vest (newborn)	1	2	3	4	5	6
	H	Long-sleeved vest (newborn)	1	2	3	4	5	6
	I	Long-sleeved vest (0-3 months)	1	2	3	4	5	6
	J	Long-sleeved side buttoning vest (newborn)	1	2	3	4	5	6
	K	Long-sleeved sleepsuit (0-3 months)	1	2	3	4	5	6
	L	Long-sleeved sleepsuit (3-6 months)	1	2	3	4	5	6
	M	Cotton hat (0-3 months)	1	2	3	4	5	6
	N	Jersey trousers (0-3 months)	1	2	3	4	5	6
	O	Pair of socks (0-3 months)	1	2	3	4	5	6
	P	Pair of socks (3-6 months)	1	2	3	4	5	6

	Q	All-in-one day suit (0-6 months)	1	2	3	4	5	6
	R	Jersey trousers (3-6 months)	1	2	3	4	5	6
	S	Fleece jacket with hood (3-6 months)	1	2	3	4	5	6
Equipment	T	Baby wrap/sling	1	2	3	4	5	6
	U	Hooded bath towel	1	2	3	4	5	6
	V	Digital ear thermometer	1	2	3	4	5	6
	W	Bath sponge	1	2	3	4	5	6
	X	Bath and room thermometer	1	2	3	4	5	6
	Y	Teething ring soother	1	2	3	4	5	6
	Z	Baby books	1	2	3	4	5	6
	Aa	Play mat	1	2	3	4	5	6
	Ab	Emery boards	1	2	3	4	5	6
	Ac	Bib	1	2	3	4	5	6
	Ad	Muslin cloth squares	1	2	3	4	5	6
	Ae	Comforter toy	1	2	3	4	5	6
	Af	Travel changing mat	1	2	3	4	5	6
	Ag	Pack of disposable nursing pads	1	2	3	4	5	6
	Ah	Pack of 12 maternity towels	1	2	3	4	5	6
Ai	Box of 3 condoms	1	2	3	4	5	6	

ASK IF ANY ITEM WAS FAULTY (Q5=5)

Q5.1. Did you get a replacement for the faulty item(s) in the box? Interviewer note: probe fully – did they try to get a replacement, if so what happened?

ASK IF DO NOT INTEND TO USE BOX AS A BED (A=3)

Q6. What are the main reasons you don't intend to use the Box as a sleeping space? MULTICODE

	Code
I don't want my baby to sleep in the box	1
Size is too small	2
Quality is poor	3
Already bought something similar	4
Already received it as a gift	5
Other (specify)	6
Don't know	7

ASK IF DO NOT INTEND TO USE BEDDING ITEMS (ANY B-E=3)

Q7. What are the main reasons you don't intend to use the bedding items you mentioned? MULTICODE

	Code
Size is too small	1
Quality is poor	2
Already bought something similar	3
Already received it as a gift	4
Other (specify)	5
Don't know	6

ASK IF DO NOT INTEND TO USE CLOTHING ITEMS (ANY F~S=3)

Q8. What are the main reasons you don't intend to use the items of clothing you mentioned? MULTICODE

	Code
Size is too small	1
Quality is poor	2
Already bought it	3
Already received it as a gift	4
Don't like them / not the way I would dress my baby	5
Other (specify)	6
Don't know	7

ASK IF DO NOT INTEND TO USE WRAP (T=3)

Q9. What are the main reasons you don't intend to use the baby wrap/sling?

	Code
Size is too small	1
Quality is poor	2
Already bought it	3
Already received it as a gift	4
I don't need it	5
Other (specify)	6
Don't know	7

Q10. Would another type of wrap or carrier be more useful? Interviewer note: probe fully on what they are looking for

ASK IF DO NOT INTEND TO USE OTHER EQUIPMENT (ANY U~Ai=3)

Q11. What are the main reasons you don't intend to use the other equipment you mentioned? MULTICODE

	Code
Size is too small	1
Quality is poor	2
Already bought it	3
Already received it as a gift	4
I don't need it	5
Other (specify)	6
Don't know	7

ROUTE FROM ITEMS USED

Q12. How useful have you found...? SINGLE CODE, PROBE TO PRE-CODES.

		Not at all useful	Not very useful	Neither / nor	Quite useful	Very useful	Don't know
ASK IF A=1	The Box as a sleeping space	1	2	3	4	5	6
ASK IF ANY B~E=1	The bedding items	1	2	3	4	5	6
ASK IF ANY F~S=1	Any clothing items you used	1	2	3	4	5	6
ASK IF T=1	The baby wrap/sling	1	2	3	4	5	6
ASK IF ANY U~Ai=1	Any of the equipment you used	1	2	3	4	5	6

ASK IF USED ANY ITEMS

Q13. Overall, which item that you have used did you find most useful and why?

Interviewer note: probe fully

ASK ALL

Q14. Which of the following reading material/information included in the Baby Box have you read? Interviewer note: Information comes in an envelope – the poem is printed on card and the other information is in leaflet form. SINGLE CODE PER ITEM, PROBE TO PRE-CODES

	Have read	Haven't read, but plan to	Haven't read, don't intend to	Wasn't in the box	Don't know
A poem for your wee one	1	2	3	4	5
Information on breastfeeding	1	2	3	4	5
Information on safe sleeping	1	2	3	4	5
Information on postnatal depression	1	2	3	4	5

ASK IF DO NOT INTEND TO READ BREASTFEEDING INFO (Q14b=3)

Q15. What are the main reasons you don't intend to read the breastfeeding information? MULTICODE

	Code
Already know about it from having other children	1
Have seen information elsewhere	2
Have been given advice by healthcare professionals	3
Have been given advice by friends/family	4
I do not want to breastfeed	5
Other (specify)	6
Don't know	7

ASK IF DO NOT INTEND TO READ SAFE SLEEPING INFO (Q14c=3)

Q16. What are the main reasons you don't intend to read the safe sleeping information? MULTICODE

	Code
Already know about it from having other children	1
Have seen information elsewhere	2
Have been given advice by healthcare professionals	3
Have been given advice by friends/family	4
Other (specify)	5
Don't know	6

ASK IF READ INFORMATION ON BREASTFEEDING (Q14b=1)

Q17. How useful did you find the information on breastfeeding? SINGLE CODE, PROBE TO PRE-CODES

	Code
Very useful	1
Quite useful	2
Neither/nor	3
Not very useful	4
Not at all useful	5
Don't know	6

Q18. Why do you say that? _____

ASK IF READ SAFE SLEEPING INFO (Q14c=1)

Q19. How useful did you find the information on safe sleeping? SINGLE CODE, PROBE TO PRE-CODES

	Code
Very useful	1
Quite useful	2
Neither/nor	3
Not very useful	4
Not at all useful	5
Don't know	6

Q20. Why do you say that? _____

ASK ALL

Q21. How satisfied are you overall with... SINGLE CODE, PROBE TO PRE-CODES

	Very satisfied	Quite satisfied	Neither/nor	Quite dissatisfied	Very dissatisfied	Don't know
The overall quality of the Baby Box and its contents	1	2	3	4	5	6
The range of items included in the Box	1	2	3	4	5	6
The presentation and design of the Box	1	2	3	4	5	6
The delivery arrangements for the Box	1	2	3	4	5	6

Q22. Were there any issues with the quality of any of the items in the box?

Interviewer note: Probe fully for details of how quality could be improved – either of box as a whole or individual items (note which items)

ASK ALL

Q23. What, if anything, was missing from the Box that you would have found useful? Interviewer note: Probe fully

Suggestion given	1	[Open ended question]
No suggestions	2	

Q24. How useful to you, if at all, would it have been to include the following things in the Baby Box? PROBE TO PRE-CODES

	Very useful	Quite useful	Neither / nor	Not very useful	Not at all useful	Don't know
A second sheet for the mattress						
A voucher for reusable nappies						
Additional information to help support breastfeeding (specify what kind of info)						
Additional equipment to help with breastfeeding (specify what kind of equipment)						

The next few questions are about how you found out about the Baby Box and any communications you received.

Q25. How did you first hear about the Baby Box scheme? SINGLE CODE

	Code
Midwife	1
GP	2
Posters/leaflets	3
Online/on the internet	4
Word of mouth (friends/family etc.)	5
On the news	6
Other (specify)	7
Don't know / can't remember	8

Q26. Which of the following communications did you receive about the Baby Box? READ OUT, MULTICODE

	Code
Information leaflet provided at your first midwife appointment	1
The registration card provided at around 20-24 weeks	2
The Welcome to the Baby Box leaflet (included in the Box itself)	3
Directed to the Parent Club website	4
None of these [DO NOT READ OUT]	5

ROUTE FROM COMMUNICATIONS RECEIVED

Q27. How useful did you find... SINGLE CODE, PROBE TO PRE-CODES

	Very useful	Quite useful	Neither / nor	Not very useful	Not at all useful	Don't know
The information leaflet from the midwife	1	2	3	4	5	6
The information included on the registration card	1	2	3	4	5	6
The welcome to the Baby Box leaflet	1	2	3	4	5	6

ASK ALL

Q28. How, if at all, could the information provided about the Baby Box scheme be improved? Interviewer note: Probe fully on what kind of information is needed and how it should be provided

Suggestion given	1	[Open ended question]
No suggestions	2	

Q29. Have you ever visited the Parent Club website?

	Code
Yes	1
No – not aware of it	2
No – aware but haven't used it	3
No – don't have internet access	4
Don't know / can't remember	5

ASK IF VISITED THE WEBSITE (Q29=1)

Q30. Was there anything that was missing from the website, or information you couldn't find? Interviewer note: Probe for full details of what could improve the website content

ASK ALL

The final few questions are about you, just to help with our analysis.

Q31. Interviewer to code gender SINGLE CODE

	Code
Female	1
Male	2

Q32. How old are you? SINGLE CODE, PROBE TO PRE-CODES

	Code
Under 19	1
19-21	2
22-24	3
25-29	4
30-34	5
35-39	6
40-44	7
45-49	8
50+	9
Prefer not to say	10

Q33. What is your marital status? SINGLE CODE

	Code
Single	1
Married / co-habiting	2
Other (specify)	3
Prefer not to say	4

Q34. What is your working status? Interviewer note: if they are on maternity leave, code the job they are on leave from SINGLE CODE

	Code
Full-time paid work (including self-employed)	1
Part-time paid work (including self-employed)	2
Government or other training scheme	3
Unemployed	4
Retired	5
Temporary sick	6
Long-term sick/disabled without a job	7
Looking after the home/family	8
Full-time education	9
Other, specify _____	10
Prefer not to say	11

Q35. What is the occupation of chief wage earner in the household?

Q36. Interviewer to code SEG

	Code
AB	1
C1	2
C2	3
D	4
E	5
Refused	6

Q37. It is possible that the Scottish Government may conduct more research on this topic in the future. Which of the following types of research, if any, would you be willing to take part in? MULTICODE

	Code
A telephone survey	1
An online survey	2
A focus group discussion	3
None of these – do not want to take part in future research	4

Thank you very much for your time; that concludes our survey. Just to remind you, my name is _____ and I've been calling from Progressive. There is a telephone number I can give you if you would like more information about us or the survey – would you like that number?

Thank & Close

Appendix 2: Technical Appendix

Method and sample

- The data was collected by CATI interview (telephone survey).
- The target group for this research study was recipients of Scotland's Baby Box.
- Sample was provided by the Scottish Government.
- The final achieved sample size was 204.
- The overall sample size of 204 from a known population of 11,469 provides a dataset with a margin of error of between $\pm 1.35\%$ and $\pm 6.80\%$, calculated at the 95% confidence level (market research industry standard).
- Fieldwork was undertaken between 6th and 18th October 2017.
- Interviews lasted an average of 16 minutes.
- All telephone interviews were recorded and a minimum of 10% were listened to in full for validation purposes. All interviewers working on the study were subject to validation of their work. In addition, interviewers were constantly monitored by the Telephone Unit Manager to ensure quality was maintained throughout each interview.
- All research projects undertaken by Progressive comply fully with the requirements of ISO 20252.

Data processing and analysis

- Our data processing department undertakes a number of quality checks on the data to ensure its validity and integrity.
- For CATI questionnaires these checks include:
 - All responses logged by the interviewers are checked for completeness and sense. Any errors or omissions detected at this stage are referred back to the field department, who are required to re-contact respondents to check and if necessary, correct the data.
 - Data is entered into our analysis package SNAP and data is stored on CATI booths until imported and stored in our secure workfiles.
- A computer edit of the data is carried out prior to analysis, involving both range and inter-field checks.
- Where 'other' type questions are used, the responses to these are checked against the parent question for possible up-coding.
- Responses to open-ended questions will normally be spell and sense checked. Where required these responses may be grouped using a code-frame which can be used in analysis.
- Our analysis package is used and a programme set up with the aim of providing the client with useable and comprehensive data.
- Cross breaks to be imposed on the data are discussed with the client in order to ensure that all information needs are being met.

How to access background or source data

The data collected for this social research publication:

- are available in more detail through Scottish Neighbourhood Statistics
- are available via an alternative route
- may be made available on request, subject to consideration of legal and ethical factors. Please contact socialresearch@scotland.gsi.gov.uk for further information.
- cannot be made available by Scottish Government for further analysis as Scottish Government is not the data controller.



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