

Supporting families to get active outdoors during a baby's first 1000 days (conception to age 2)



Findings from project delivery: Jan 2020 - Feb 2023

www.babiactif.co.uk

Session Delivery

1844 parents **ENGAGED** with the **Babi Actif project** and on average **COMPLETED 4 sessions each**

There were 9 different session types offered, which included:



Buggy Active 48%



Forest Play 30%



Little Explorers 10%



Average 8 parents in each session



Sessions were mostly delivered in blocks of six to eight weeks



726 sessions were delivered



48 summer taster sessions

Promotion



unique visitors to Babi Actif website



3,300 followers



79 posts on **INSTAGRAM**

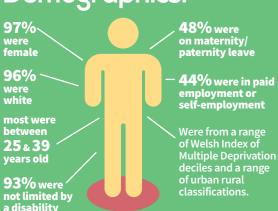


600 Babi Actif leaflets & posters were printed and distributed



714 'Things to do before you're 2' activity packs were distributed

Participant Demographics:



Health & Wellbeing at Baseline:



11% did not achieve the UK recommended physical activity guidelines



17% reported low mental wellbeing scores

Health & wellbeing at follow-up:



88% agreed that their own health and/or wellbeing improved



83% agreed that their baby's health and/or wellbeing improved



46% stated that they liked Babi Actif sessions because they liked the opportunity to exercise



63% stated that they liked Babi Actif sessions because they improved their mood

Organisation of Babi Actif sessions:



96% were satisfied with the quality of the Babi Actif sessions



97% respondents stated that they would recommend Babi Actif sessions to a friend or family member

Qualitative Findings:

Transcriptions of interviews with parents and staff were analysed to identify key themes



Benefits to participants

Mother

Physical activity
Psychological wellbeing
Social support
Practical parenting skills
Sustained healthy
behaviour change

Baby

Sensory experience Improved sleep Sustained healthy behaviour change

Why sessions were effective

Staff expertise & experience | Unique offer

A key finding, illustrated with the Mother and Baby Benefits Model, was that all of the mothers' benefits were inter-linked and that these benefits ultimately also benefitted the baby

