

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

Health & wellbeing at follow-up:



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



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



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



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

Promotion



18,908 **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:

97% were female

96% were white

most were between **25 & 39** years old

93% were not limited by a disability



48% were on maternity/paternity leave

44% were in paid employment or self-employment

Were from a range of Welsh Index of Multiple Deprivation deciles and a range of urban rural classifications.

Health & Wellbeing at Baseline:



11% did not achieve the UK **recommended physical activity** guidelines



17% reported **low mental wellbeing** scores

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

