



Dad Matters Developments

Kieran Anders
Dad Matters Project Lead
Home-Start UK



Parent-Infant Foundation
Network Day

Background...

- Home-Start HOST
- Tameside Early Attachment Service
- Anna Freud Centre
- Health Foundation
- Kieran



Key learning from pilot period...

- Go to the dads
- Where they are thinking of themselves as dads
- Tailor language, branding, technique and engagement
- Engage with dads but also mums and perinatal professionals to be successful.
- Keep the baby at the centre, working toward impact on baby and families.



Key focus of Dad Matters...



1,001 Critical Days
Attachment & Bonding
Support with mental health
Access to services

How it works...

- Universal engagement
- Targeted outreach
- 1:1 referrals
- Engaging and Training for professionals
- 'Dadvocacy' – advocating locally, regionally and nationally for the greater inclusion of fathers in the design of perinatal support services





DAD MATTERS

Network Growth...

By March 2024



20 Home-Starts delivering Dad Matters

32 Dad Matters Co-ordinators across the network

19499 dads engaged and supported

1307 dads supported one to one

44 Dad Matters volunteers

7574 professionals engaged and trained



Network Growth...

...and in the last year

30+ Home-Starts

36+ Dad Matters Co-ordinators



Dad Matters 24/25 in numbers

- over 13,000 dads in universal settings,
 - over 1000 in NICU,
 - over 50 in rainbow clinics,
- over 1000 in perinatal MH events or activities
- 800 attendances at walk and talks
- 700 dads in one to one referrals
- over 10,000 individual contacts
- Over 5500 perinatal professionals
 - 57 active volunteers
 - 316.5 volunteer hours



Stockport Evaluation –

dadmatters.org.uk/dmhost/stockport-evaluation

Targets	
Reach 600 to 800 Dads in universal settings - antenatal clinics, targeted outreach (NICU and MBU, post-natal).	✓
Work with 50 to 60 Dads on a one-to-one basis. Referrals via midwives & health visitors.	✓
Deliver multi agency training once a quarter.	✓
Develop bespoke training for specific teams who may need it.	✓
Develop a professionals screening tool.	✓
To support dads borough wide with bespoke ways of working in areas of disadvantage.	✓
To support in the recruitment, training and support of volunteers.	✓
Taking part in joint visits with enhanced team for dads who aren't engaging with services.	✓
Resources printed - pull up banners, flyers and posters etc.	✓
Arrange regular walk and talks/events in Stockport.	✓
Development of peer support pathways.	✓
A good knowledge of Stockport and experience working with agencies within Stockport.	✓
Significant knowledge of best start for life and family hub policy guidance.	✓

Budget

1 year

1 FTE

Under £50k

Including

- Salary
- On costs
- Training
- Resources
- Management
- Expenses



Parent-Infant Teams?

- Project guidance
- Training
- Supervision
- Reflective practice
- Referral pathway – in & out
- Education and information for dads
- Caseload management
- Caseload consultation





QUESTIONS?

