



## Feedback from PRISM communities

July 2000

## Questionnaire

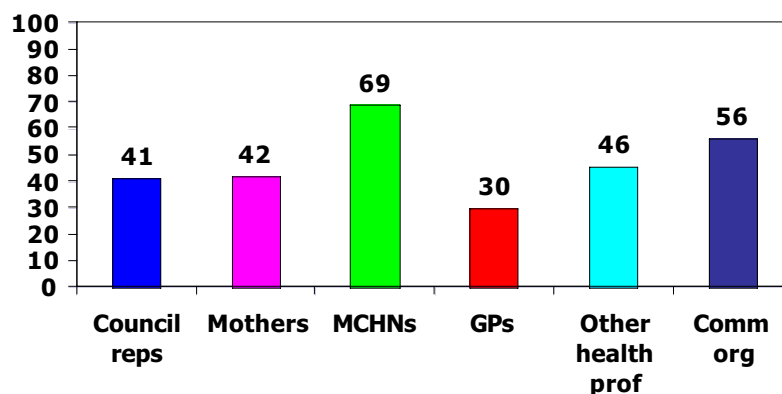
- postal survey sent to:
  - Councillors/Council staff
  - Steering Committee members
  - MCHNs/GPs and GP Divisions
  
- response rate = 58% (128/219)

## Who returned questionnaires?

- 17 Councillors/Council staff
- 28 local mothers
- 49 MCHNs
- 10 GPs/GP Division reps
- 11 other health professionals
- 9 community organisation reps
- 4 not identified

## How mother and baby friendly is your local community?

% saying very or fairly friendly





## Mother-friendly changes in PRISM communities over past 18 months (1)

- 90% Increased opportunities for mothers to meet and do things they enjoy with other mothers
- 76% Increased opportunities for mothers to have 'time out'
- 76% Better local media coverage of issues/events relevant to mothers
- 73% Increased opportunities for mothers' voices to be heard by Council
- 68% Local cafes support and welcome mothers feeding babies



## Mother-friendly changes in PRISM communities over past 18 months (2)

- 63% Local shops more friendly to mothers
- 53% Improved access to shopping centres, eg. pram parking spaces, self-opening doors
- 50% Increased opportunities for mothers' voices to be heard by local shops and businesses
- 48% Improved baby change facilities in shops/shopping centres
- 37% Improvements to local playgrounds eg. baby change facilities, fenced areas for toddlers
- 36% Improved baby change facilities in Council buildings



## Future high priorities (1)

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- 83% Improvements to local playgrounds eg. baby change facilities, fenced areas for toddlers
- 82% Improved access to shopping centres, eg. pram parking spaces, self-opening doors
- 78% Increased opportunities for mothers' voices to be heard by Council
- 78% Increased opportunities for 'time out'
- 75% Increased opportunities for mothers' voices to be heard by local shops and businesses



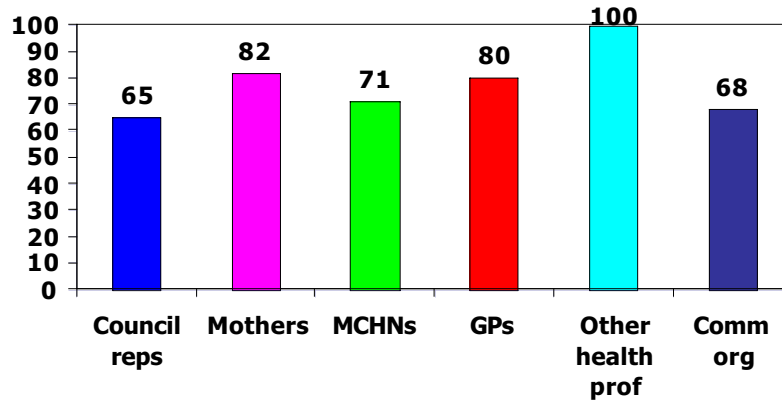
## Future high priorities (2)

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- 73% Improved baby change facilities in shops/shopping centres
- 72% Increased opportunities for mothers to meet and do things together
- 71% Better local media coverage of issues/events relevant to mothers
- 68% Local shops more friendly to mothers
- 60% Local cafes support and welcome mothers feeding babies
- 44% Improved baby change facilities in Council buildings

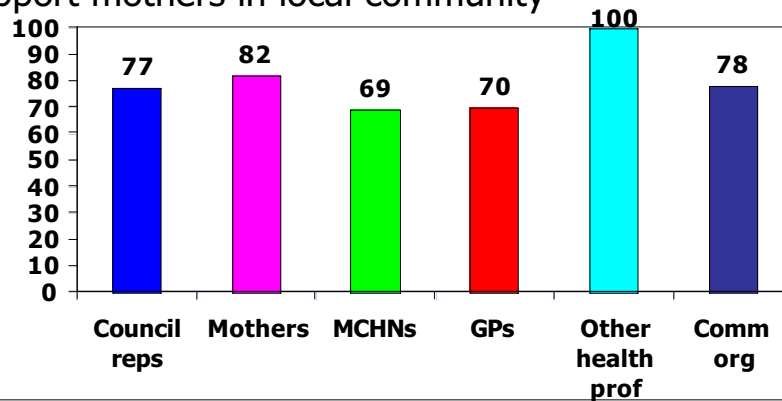
## Continuing and extending gains for mothers

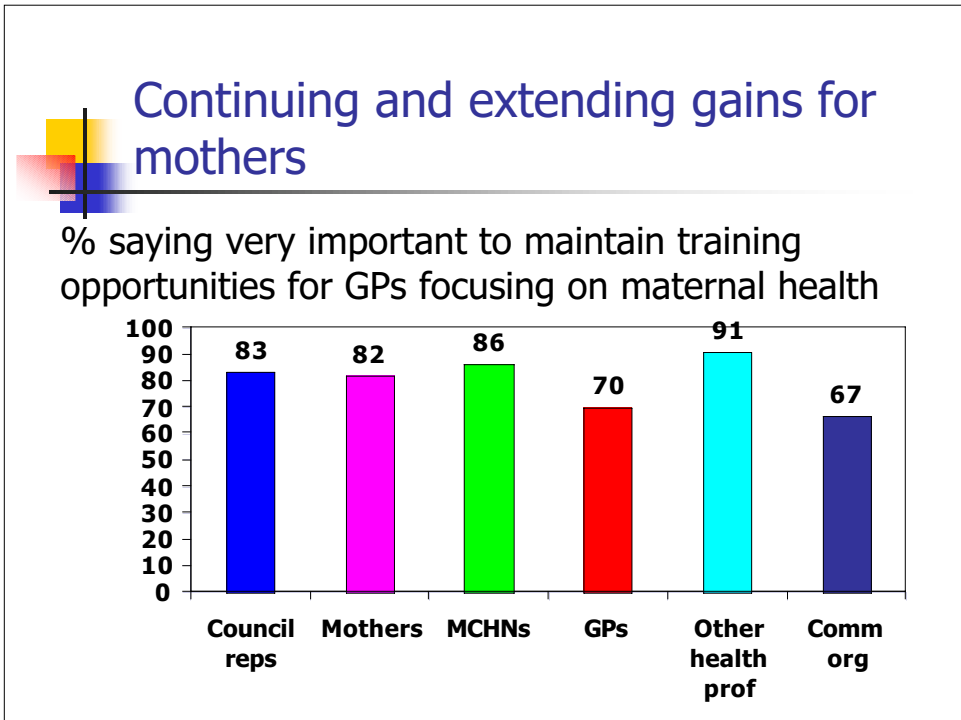
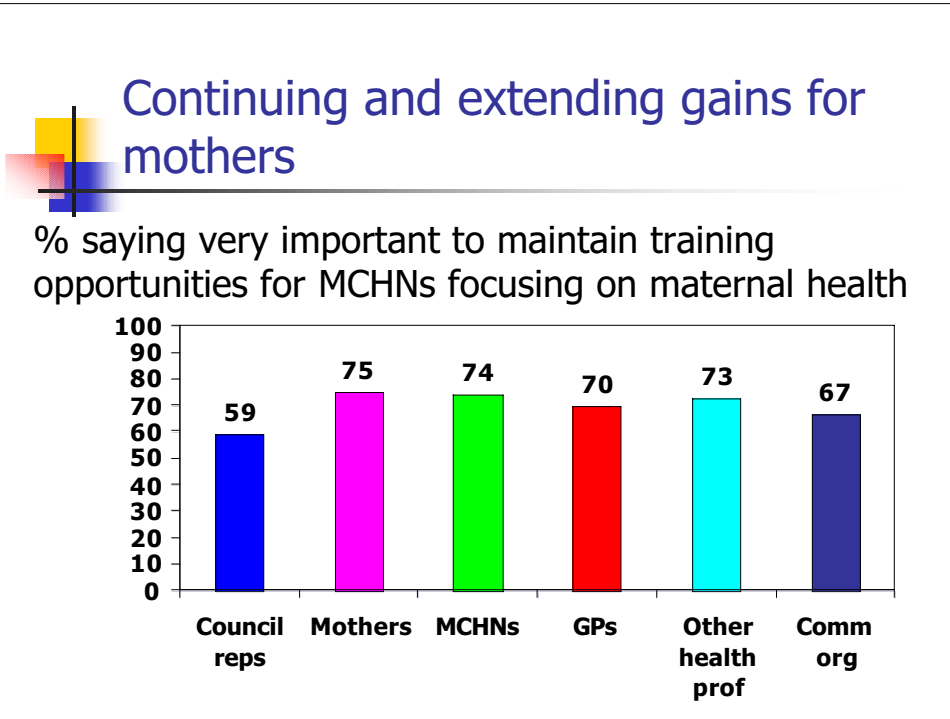
% saying very important for local Steering Committee to continue



## Continuing and extending gains for mothers

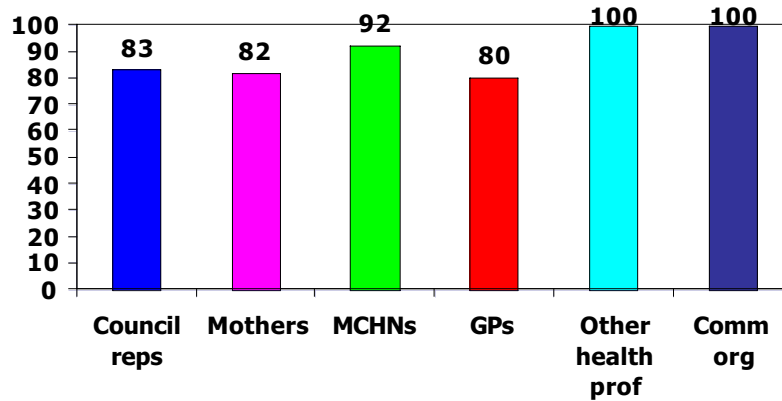
% saying very important to maintain CDO/council position with ongoing role in facilitating initiatives to support mothers in local community





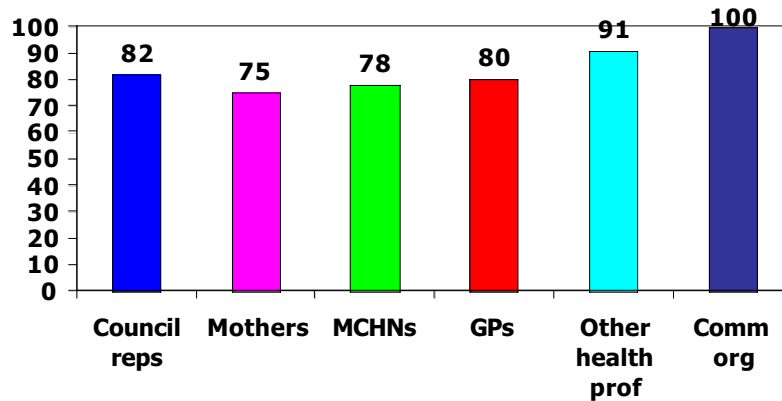
## Continuing and extending gains for mothers

% saying very important to provide information for mothers on maternal health



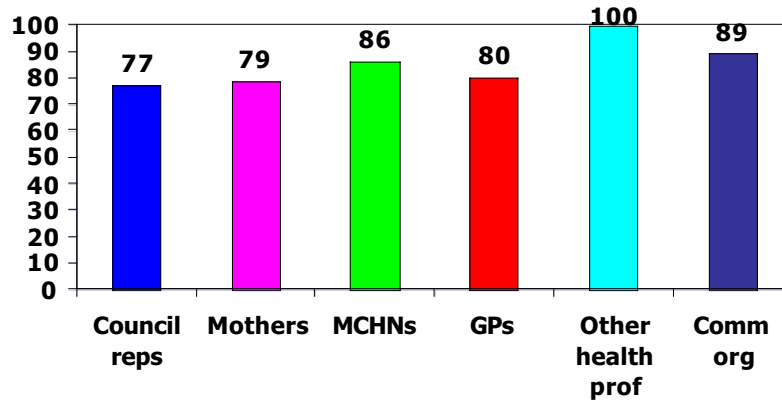
## Continuing and extending gains for mothers

% saying very important to provide information for fathers on ways to support partner & enjoy baby



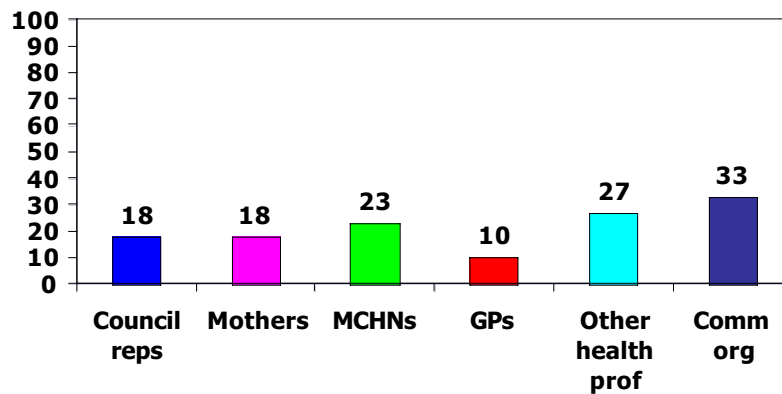
## Continuing and extending gains for mothers

% saying very important to provide information for mothers about local community



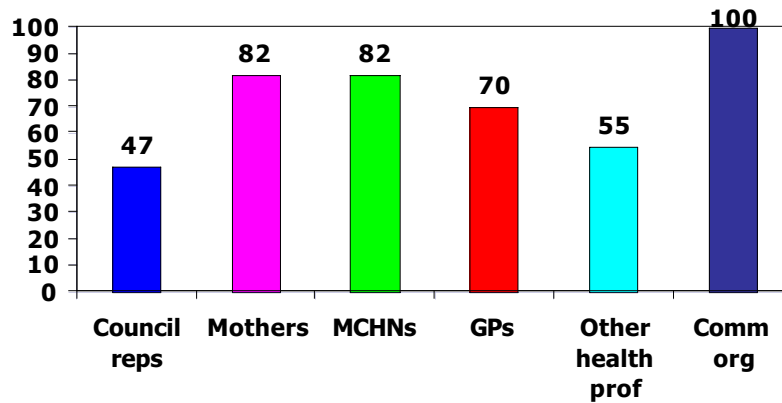
## Continuing and extending gains for mothers

% saying very important to maintain free/discount vouchers for mothers



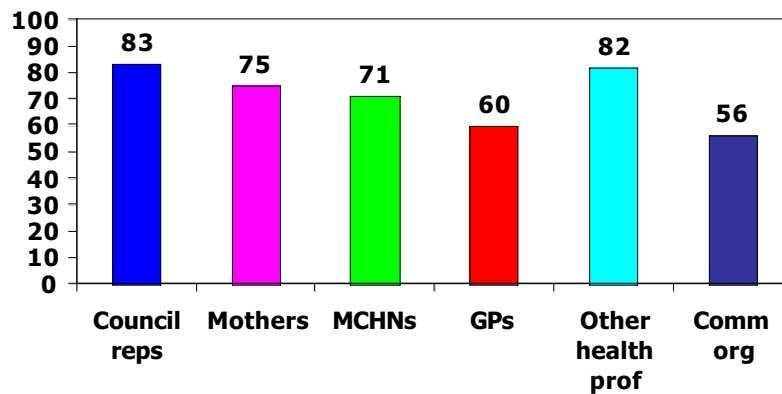
## Continuing and extending gains for mothers

% saying very important to maintain befriending opportunities for mothers



## Continuing and extending gains for mothers

% saying very important to increase linkages between MCHNs and GPs





## PRISM highlights

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- Befriending activities – pram walks, Mothers' Day events, cinema sessions, pampering days, lunches, recreation activities
- Mothers' Information Kit
- Greater community awareness about ways to support mothers
- Training for health professionals on maternal health
- Opportunity for community participation – Steering Committee, Working Groups, 'ideas turning into action'
- Council support for project – home cleaning, support for events, changes to Council policies, baby change facilities
- Local businesses and shops supporting the project – baby change facilities, vouchers, pram access



## PRISM down sides

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- Not enough time/funding to achieve changes required
- Lack of interest and support from Councils
- Not enough time for MCHNs to focus on maternal health/support for mothers
- Limited participation of mothers in befriending activities
- Lack of interest shown by GPs
- Lack of interest shown by local businesses and shops