



Raising awareness about making getting out and about in local communities easier for mothers

On the following pages are just a few examples of some of the strategies community development officers undertook during PRISM for raising awareness about issues for mothers in getting out and about with their babies in local communities:

- ◆ Surveying mothers about the issues and feeding this information back to local councils in the form of briefings and reports (see example of one such report from the Shire of Melton)
- ◆ Distributing a 'Voucher Scheme Bulletin' to local contributors and including a checklist of ideas: 'How mother-friendly is your business?' (see example from the City of Greater Bendigo)
- ◆ Publicising mother and baby friendly venues, parks and local shops and businesses via local PRISM newsletters
- ◆ Lobbying for introduction of pram parking, improvements to baby change facilities and fenced playgrounds (see example from City of Greater Bendigo)
- ◆ Working with local traders on ways to make shops and businesses more mother-baby friendly (see flyers produced in the City of Bayside).

HELPFUL HINTS FOR TRADERS IN THE BAYSIDE AREA TO ATTRACT MOTHERS & BABIES DURING THE CHRISTMAS TRADING PERIOD

Christmas trading is a time when many retailers peak in their whole year's trading. It is a time when it is very competitive and we have put together some suggestions for your shop to capture the "mothers with babies " spending dollar.

- Hosting a "priority customer" evening, out of regular hours, for mothers, so as to encourage spending in peace without their babies. You may want to involve a glass of wine and/or door prizes to entice them.
- Free delivery for mothers who spend \$-----, or more.
- Free lay-by and holding of gifts until Christmas Eve.
- Free Christmas wrapping.
- Helping mothers to shop via your catalogue, mail order; or taking telephone, fax or email orders. Let them know if you have a website that they can browse and order from.
- Signs in store where the nearest toilet and change table is; or do you allow the use of your toilet. If you do not place signs, be aware of where these facilities are.
- Toy boxes, so children can play while mothers spend, spend, spend!
- Identifying staff who have empathy for mothers and babies so they can assist mothers by helping "amuse" the baby/child while the mother decides on her purchases.
- You may promote the use of a car space at the rear of your building that can be used by mothers with prams during this period of time.
- You may offer a gift with purchase; eg a \$25.00 beauty gift voucher for purchases of say \$150 or more. This encourages cross promotion between your store and say the beautician.
- Display the PRISM sticker on your front window so Bayside mothers instantly recognise you as a mother/baby friendly store. (Enquire via our contact number as to how you may participate in this program.)
- Offer to hold the mother's shopping until she has finished all of her other shopping. (This obviously depends on the space factor of your store.)
- Ensure aisles in your store are wide enough for a pram to pass through. We all love to see what is beyond the front rack!

If you have special offers for mothers with babies during the Christmas period please advise us so that we can help promote this via the PRISM network.

For further information in attracting the mother/baby spending dollar please make contact with **Jennifer Stone/Serena Everill** telephone **9599 4307**.

May this be a profitable trading time for you all.

Yours faithfully,

Jennifer Stone/Serena Everill

Melton Mothers' survey:

How mother and baby friendly
is the local environment in
the Shire of Melton?

Kay Dufty
PRISM Project Officer



Survey Aims and Method

- To find out recent mothers' views about their local environment, with a focus on physical facilities, shopping and leisure activities
- A pilot survey was modelled for use at the Mothers' Expo in April 2000
- 190 survey forms were mailed in June 2000 to all mothers in the municipality who had given birth between June-August 1999
- One reminder was also sent

Survey participants (1)

- 66 women responded
- 5 survey forms were 'returned to sender'
- Response rate was thus: 66/185 or 35.7%
- Response rate similar to other Council surveys, and consistency in the results gives strength to the findings

Survey participants (2)

- 44% of respondents were first time mothers
- All respondents had a child under 18 months
- Respondents' children ranged in age from 9 months to 16 years

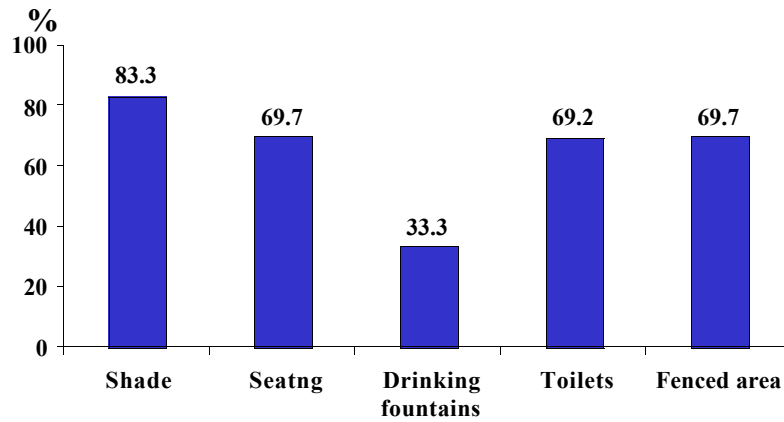
Survey focus

- Mothers' use of, and views about:
 - * local parks and playgrounds
 - * footpaths, bike paths and shared walkways
 - * baby change facilities
 - * public transport
 - * places for feeding babies; (difficulties faced being out and about with a baby)
 - * Maternal and Child Health Centres
 - * local activities for mothers

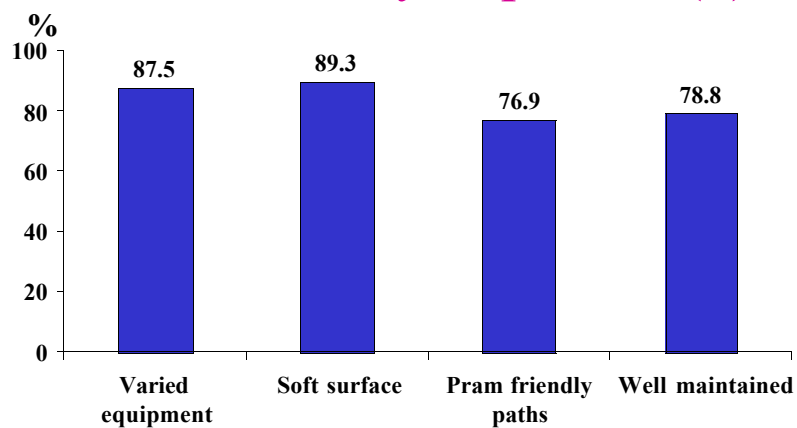
Use of parks and playgrounds

- 81.5% of mothers responding, used local parks or playgrounds
- Hannah Watts is the most frequented: mentioned by 43.9%
- Wide range of other parks and playgrounds also mentioned

Park/playground features considered very important (1)



Park/playground features considered very important (2)



Local footpaths

- 20% do not have local paths where they can push a pram
- Of those who do have paths in nearby streets, at least some were rated as:
 - * broken or difficult to use with a pram by 49.0%
- One third of respondents felt more paths were needed in their area

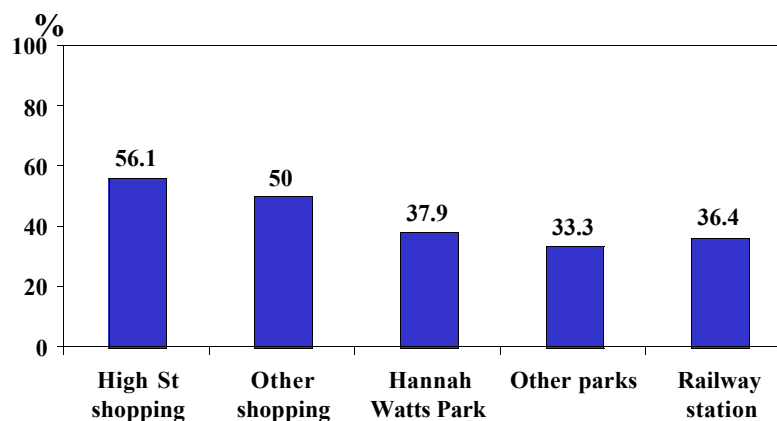
Bike paths/ shared walkways

- 41.5% considered there were sufficient bike paths and walkways available
- 69.7% however, did not consider them sufficiently smooth for pushing a pram
- 28.8% thought more shade was needed

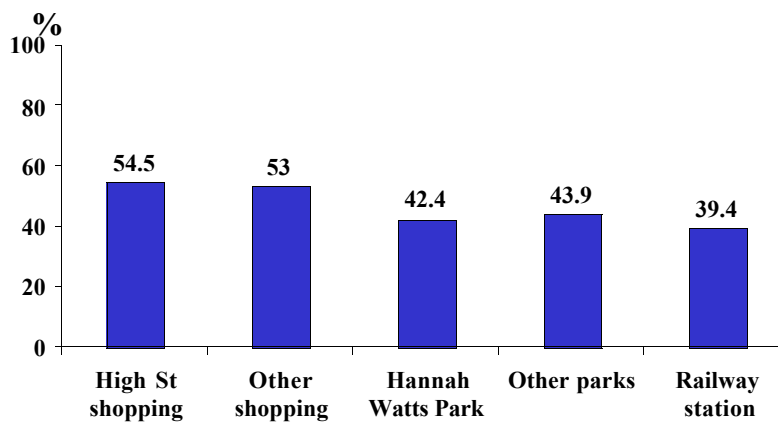
Baby change facilities

- 74.2% felt that there are insufficient baby change facilities in the Shire of Melton
- Types of facilities seen as desirable at major local shopping areas and parks, included:
 - * Parents' room that fathers can use too
 - * Toilet cubicles large enough for a pram
 - * Facilities for bottle warming
 - * Enclosed area for toddlers

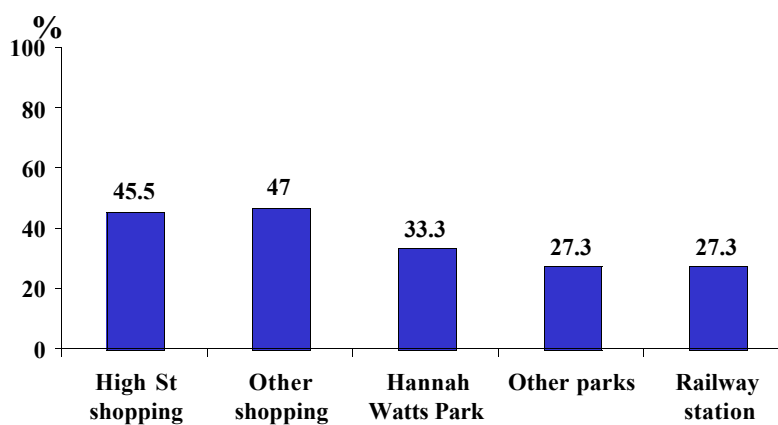
% who would like a Parents' Room that fathers can use too



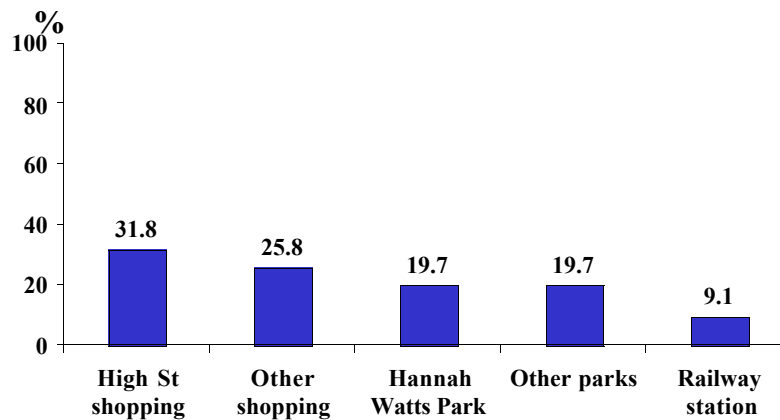
% who would like toilet cubicles large enough for a pram



% who would like facilities for warming bottles



% who would like an enclosed area for toddlers



Places for feeding babies in public

- Only 30% of respondents felt that there were enough places in the Shire of Melton where they could feel comfortable feeding their babies

Attitudes to feeding babies in public

- 42% of respondents reported that they had experienced negative attitudes to breastfeeding in public

Public transport

- Only 9% of respondents do not have access to a car
- For 50% it is very or quite important to live within walking distance of shops and services
- 27% use public transport
- 44% of those who do not use public transport currently would do so if it were more mother/baby friendly

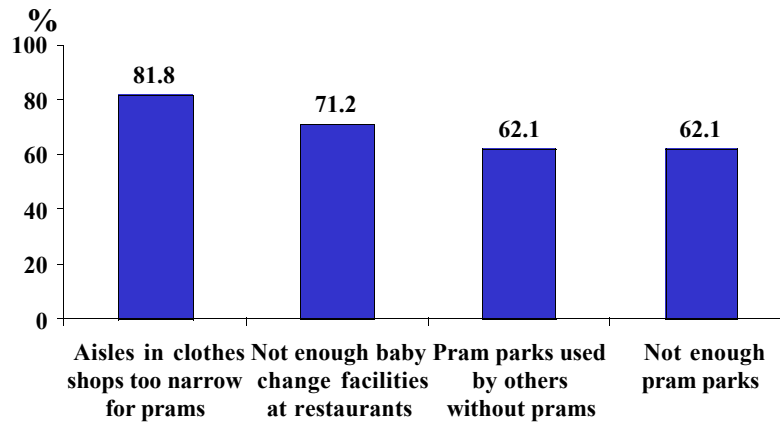
Barriers to using public transport

- Lack of assistance lifting prams 50%
- Lack of access at peak times 22%
- Drivers not stopping 9%
- Other reasons 27%
(eg hard with more than one child; timetable problems; no nearby bus)

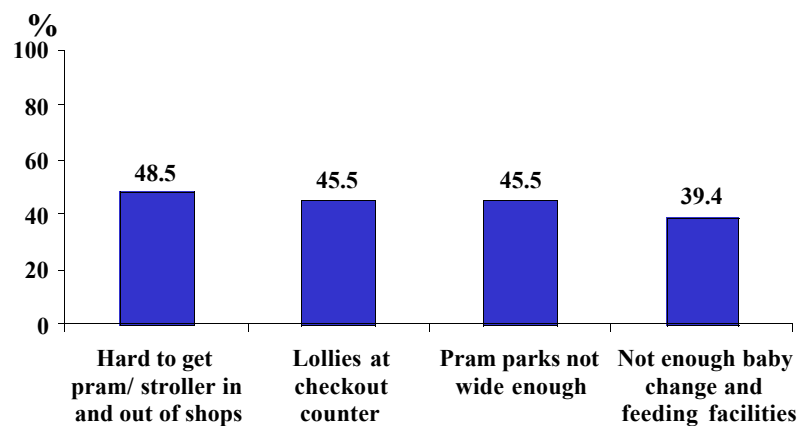
Suggestions for making public transport more mother/ baby friendly

- 71.2% wanted more assistance with lifting prams
- 65.2% wanted pram-only seats on trains
- 43.9% wanted more courtesy from other passengers
- 47.0% wanted a service between Melton and Watergardens

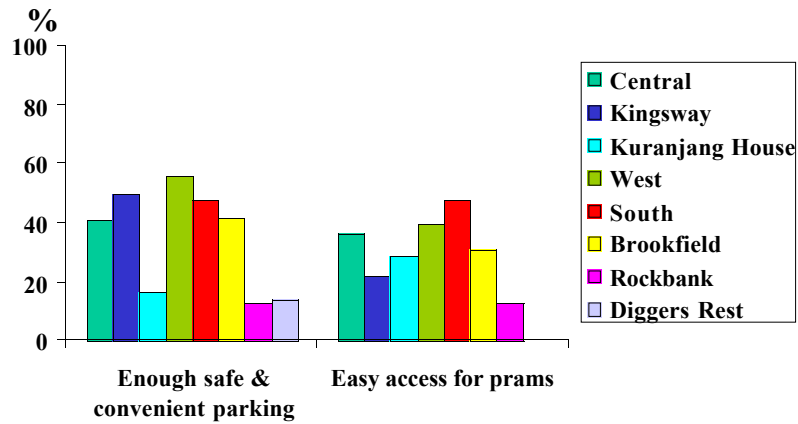
Difficulties encountered when out shopping or eating out with children (1)



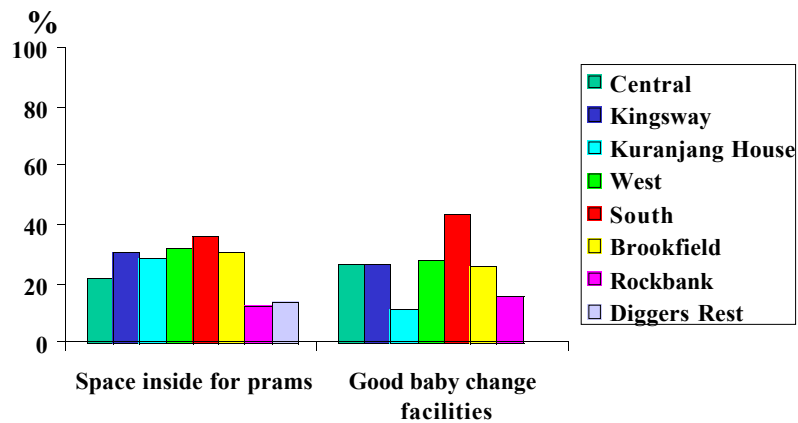
Difficulties encountered when out shopping or eating out with children (2)



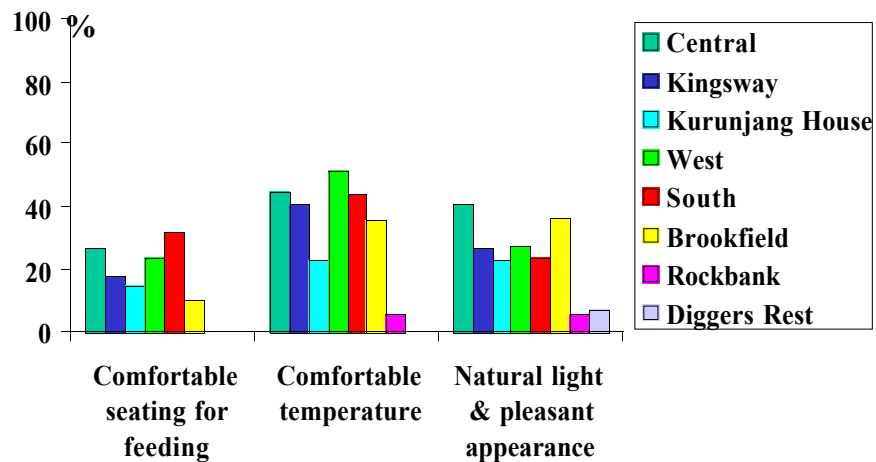
Mother-baby friendliness of MCH Centres (1)



Mother-baby friendliness of MCH Centres (2)



Mother-baby friendliness of MCH Centres (3)



Meeting other mothers locally

- 62.1% of respondents would like to meet other mothers in the local community
- **Preferences for where and how:**
 - * 42.4% groups for parents other than first time parents
 - * 43.9% playgroups
 - * 37.9% mothers walking together or other walking groups
 - * 24.2% mothers' times @ cafes
 - * 19.7% casual sport games

Most useful ways of finding out about activities for mothers

- Respondents said:
 - * Newsletter for mothers 75.8%
 - * Local newspaper 65.2%
 - * Via the MCH nurses 50.0%

Recommendations (1)

- That Council conduct an audit of parks, noting features considered important by mothers
- That improvements to make parks and playgrounds more mother-baby friendly be included in Council planning and budget processes
- That Council ensure footpaths and shared walkways are included in all areas and maintained to a reasonable standard

Recommendations (2)

- That Council work with traders and businesses to make shopping centres/areas more mother-baby friendly, and include provision of baby change and feeding facilities in each area
- That Council meet with public transport providers about the survey findings (including the need for a service between Melton and Watergardens) and work with them to make public transport more mother-baby friendly

Recommendations (3)

- That Council develop a plan for improvements to Maternal and Child Health Centres and include in Council budget processes
- That Council consider further ways to support recent parents, including parents with more than one child (eg MCH groups)
- Given the support expressed for the mothers' newsletter, that Council fund continuation of the newsletter in 2001



SUPPORTING

mothers in our
community

Program of Resources, Information and Support for Mothers

Voucher Scheme Bulletin

How mother-friendly is your business?

The following scenario would differ with different business types however helps to create awareness of how mother-friendly your business might be.

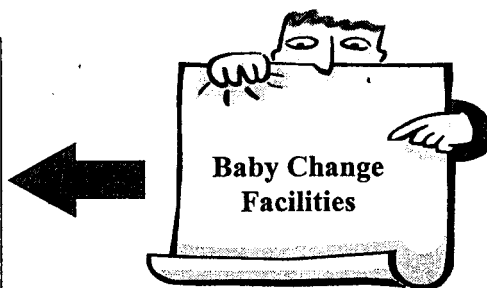
- Picture yourself as a mother of a baby coming to visit your business. See yourself leaving home with your young baby in the car. Now you are arriving at the business.
- How are the parking facilities? Is there pram parking? Are the parks wide enough to allow you to easily get your baby out of the car and into the pram?
- You make your way to the building. Is entering the building straight forward? Are there steps or a ramp? What are the entrance doors like – automatic, pull, push, heavy, narrow etc? Is there room to move the pram once inside?
- You now speak with a worker at the business. How do they react to you having come in with your baby and pram? Your baby starts crying, how does the worker react?
- You now want to feed your baby, where do you do this? What is the environment like? Does it help you to feel relaxed? Is it warm enough for baby and you? If you want to feed in private are you able to do that?
- You may need hot water to heat a bottle is this available? Are you likely to feel comfortable to ask about this of the workers or does this seem like it would be expecting too much of them?
- Baby needs to be changed now. What facilities are available to do this? How do you find the facilities – eg signage?
- You are very thirsty - is there ready access to water?
- As you are leaving you meet another mother you know. Is the space supportive of you sitting for a short while to catch up with each other?
- You are leaving the business now. Do you feel like your needs as a mother were met? Do you feel like the workers had a welcoming attitude towards you and your baby?

Signage

Tell mothers about all the good things you are doing to make life easier for them.

Baby change facilities:

Many places provide baby change facilities however do not have signs to let people know.



Voucher Collection 2000

Vouchers will be collected
in August and October



PRISM Project: Wendy Arney, PRISM Project Officer

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SUPPORTING

mothers in our
community

Program of Resources, Information and Support for Mothers

Voucher Scheme Bulletin

Issue 2: July 2000



Voucher Booklet in the PRISM Kit
~ a symbol of support & recognition

Data Collection

We have been phoning and visiting local businesses to collect Vouchers, but wonder whether this is the most efficient way to collect the information.

Would you prefer a phone call, fax back sheet, letter in the mail or personal visit from the PRISM representative?

Please let Wendy, ph 5434 6417, know what you would prefer.

We have been collecting vouchers approximately every two months

There has been a steady increase in the number and type of vouchers being redeemed, but most businesses are finding that usage has not been high.

We think it is because **mothers find it difficult to take time out for themselves to take care of their own well-being.**

Recent feedback from mothers about PRISM vouchers highlighted some issues:

"It was lovely to see that businesses are interested in mothers."

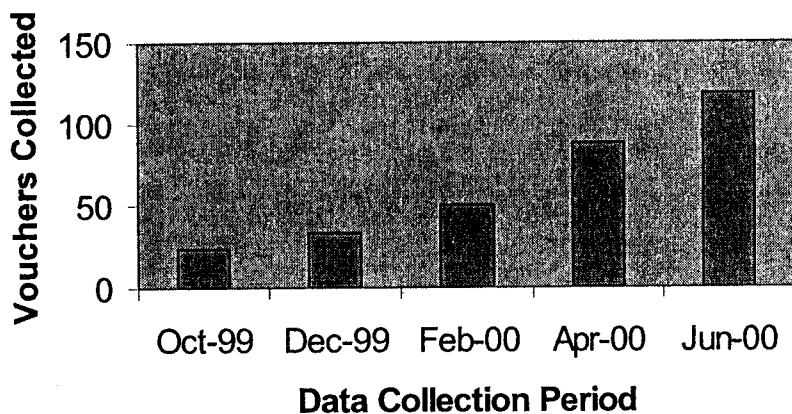
"I haven't used the vouchers yet – but I plan to."

"I thought it would be good to do some of these things with my girlfriend – we're just waiting until the babies are a bit older."

"I like the idea, but I don't feel right taking time away from my family ... I feel guilty doing things for me."

The Voucher Booklet is a powerful symbol, showing mothers that businesses recognise the value of mothers in our community.

PRISM Voucher Scheme

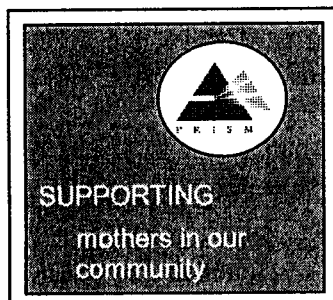


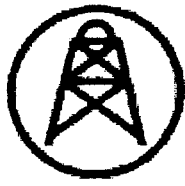
Stickers & Posters

Do you need replacement stickers and/or posters?

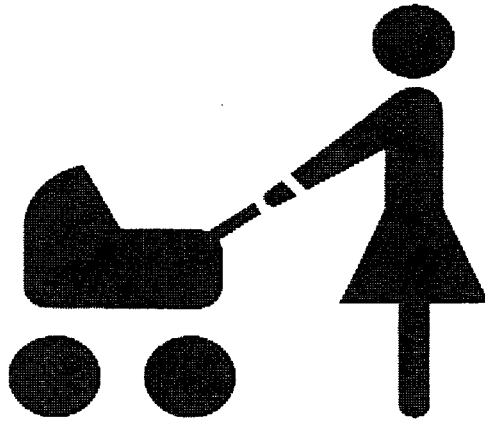
In some places, the colour has faded or toddlers have torn the posters - we would like to keep them looking fresh and clean.

Just phone us for new ones.





CITY OF
GREATER BENDIGO



PARKING
Parents with Prams

Parking for parents with prams is now on trial for three months at the City of Greater Bendigo's multistorey car park in Hargreaves Street, Bendigo.

Due to parking in the central business district being highly demanded, the trial period is to determine the usage of the bays.

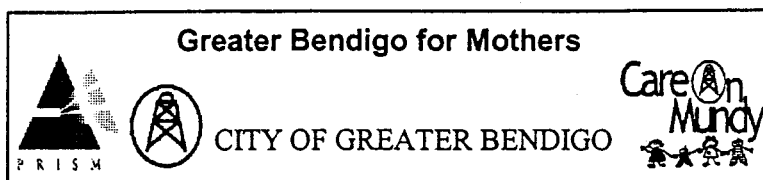
Pram parking bays are:

- undercover
- available on Level 3, the yellow level
- easy to drive into
- near the lift.

They have appropriate signage – similar to the above.

If you think pram parking bays are a good idea, please support the idea by using them.

For more information, contact Wendy Arney, PRISM Project Officer, ph 5434 6417.

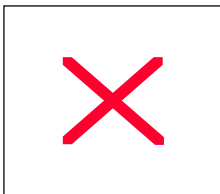


MAKING SHOPPING & EATING OUT MORE MOTHER/BABY FRIENDLY IN BAYSIDE

Here are some suggestions to help you capture the "mothers with babies " segment of the market:



- Display the PRISM poster or sticker on your front window so Bayside mothers instantly recognise you as a mother/baby friendly store. (Enquire via our contact number as to how you may participate in this program.)
- Display signage in store as to the location of the nearest toilet and baby change facilities; and/or do you allow the use of your toilet. If you do not place signs, be aware of where these facilities are.
- Provide a simple box of toys so children can play while mothers shop.
- Encourage staff to be mother/baby/toddler friendly, eg, help with pram access; carry shopping to car; have a welcoming attitude.
- Promote the use of a car space at the rear of your building that can be used by mothers with prams/strollers.
- Free delivery for mothers who spend over a set limit.



**Mobilising
communities in
support of mothers**

A joint project with La Trobe
University & Bayside Council.

More ideas overpage.



- Host a "priority customer" evening for mothers, out of regular hours, so as to enable shopping without their babies. You may want to involve a glass of wine and/or door prizes to entice them.
 - Free gift or Christmas wrapping.
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- Help mothers to shop via catalogues, mail order; or taking telephone, fax or e-mail orders. Let them know if you have a web-site that they can browse and order from.
 - Offer a gift with purchase; eg a \$25.00 beauty gift voucher for purchases of say \$150 or more. This encourages cross promotion between your store and for example, the beautician.
 - Ensure entrances and aisles are wide enough for a pram to pass through.
 - If you have special offers for mothers with babies/toddlers please advise the PRISM Project so that we can help promote this via the PRISM network and newsletter.
 - Provide a community noticeboard where information relevant to mothers and families can be displayed.
 - If you have café facilities, think about advertising a mothers' coffee get together time, eg, 10.00am – 12.00pm one day a week during your 'down' time.

And, if you don't want to lose mothers of young children as customers, don't display lollies and other provocative temptations within children's reach near the cash register!

If you would like more information or support to help make your shop or café more mother/baby/family friendly, contact PRISM Project Officers, Jennifer Stone & Serena Everill 9599 4307.