

Parent Support Online

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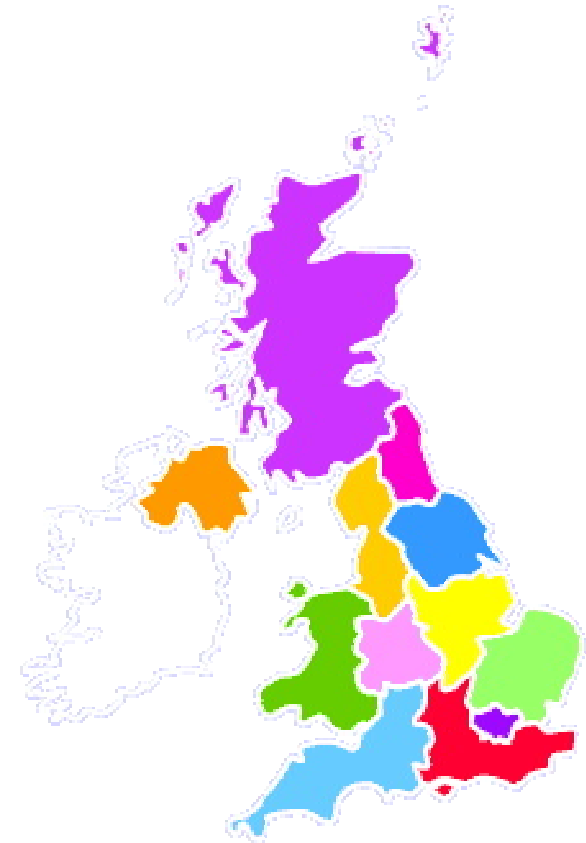
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Netmums

- Set up in 2000 to reduce isolation and to offer a support network
- Local and national information for parents
- Biggest parenting site in the UK
1.6 million individuals visiting monthly & 900,000 members
- Highly interactive – 300,000 member contributions



A Home-birth
support group
I could go to

Greater Manchester Home Birth Support Group

Contact: Julie Abbott
Email: email@homebirth-manchester.org
Web: www.homebirth-manchester.org

This antenatal
class sounds
lovely

Home Birth is one of your options, but you may not have had parents before.

Come along to one of our monthly meetings to find out more. had, or are planning to have, their baby at home. We're very r

January 2010 Angela says:

Run by a truly lovely woman, very kind and makes you feel great



Parent Supporter Service



Support boards

Coffee house

The Netmums National Chat Forum



“has anyone had a baby at 30 weeks? I'm having early labour signs, i've had steroids and they've tried to stop it but no luck. My son was born at 36 weeks and had breathing problems...”

“Hello this is my first time on this forum, in fact on any forum but I am desperately looking for help re. marriage break-up, and not coping at all with it.”



netmums.com

Ways of working

- Use a helping process and assess all new discussions
- Log all interventions
- Colour-coding to identify level of need or risk
- Red and blue light cases: Action planning and daily tracking
- Referral onwards as needed
- Clinical supervision of staff



Facts and stats

Numbers helped

Support 2500 individuals per month, and 7,500 viewing
30+ cases give serious cause for concern each month.

Quality of advice

98% useful and clear

94 % advice was timely, appropriate and reliable

Reaching the vulnerable

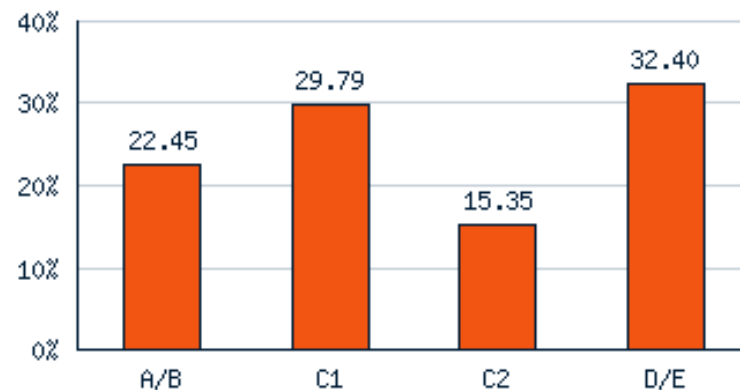
Those on low incomes use the site more – 32% from D/E
social groups

20% using PS service have family incomes of > £15,000

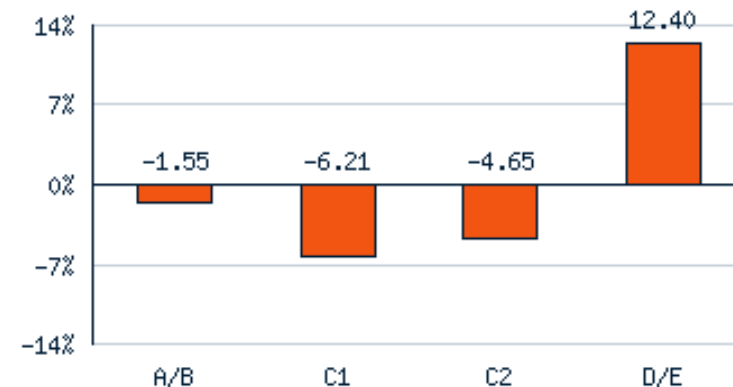


Netmums visitors - Social grade

Netmums users social grade



Compared to online population



- The chart is based on data for the 4 week period ending **02/08/2008**.
- D/E users usually account for **20%** of the online population, they accounted for **32.4%** of traffic to **Netmums**.

A new form of parent support...

- All levels of support in one place
- A trusted community environment
- Intervening early
- Reaching the 'hard to reach'
- Not a replacement service

