

Baby Box Governance Group – 22<sup>nd</sup> May 2017

Attended:

Christine McLaughlin	Director of Health Finance - CHAIR
Joe Griffin	Deputy Director Creating Positive Futures
[Redacted]	[Redacted]
[Redacted]	[Redacted]
Ian Howie	Deputy Director Procurement
[Redacted]	[Redacted]
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[Redacted]	[Redacted]

Apologies:

[Redacted]	[Redacted]
[Redacted]	[Redacted]
[Redacted]	[Redacted]

1. ORB Group – Presentation

[Redacted] – Managing Director  
 [Redacted] – Client Services Director

- Orb gave an overview of the Baby Box supply chain and the China Shipping Route.
- They also provided an update on their recent trip to China.
- Monday 22<sup>nd</sup> May – 4 x 40ft high containers left China for the UK.
- Last container leaving China on 3<sup>rd</sup> June – 1 x container with sponges & thermometers.

## 2. Mobilisation Progress Report:

- [Redacted] and [Redacted] (APS) provided an overview of the progress made by the Operational Readiness Group.
- APS and SG to begin discussions regarding Year 2 contents by end of August 2017.
- Recruitment at APS all started and progressing well.
- APS meeting with NSS on Thursday 25<sup>th</sup> May to discuss VRT.
- Parcelforce have agreed to collect on Saturdays and Sundays initially to help deal with backlog.
- Need to consider to year 2 ordering process to fit with timings (factoring in Chinese New Year and lengthy factory closures).
- Contingency planning - APS have identified UK suppliers for box and contents should problems arise with China stock.

## 3. Policy & Pilot Research:

[Redacted] gave a short overview of the Pilot Research – key findings and plans for Publication to coincide with announcement on contents.

- 59 Baby Boxes distributed in Orkney.
- 123 Baby Boxes distributed in Clackmannanshire.
- Possibly publish pilot research prior to 15 June (registration Go Live date). Policy to work with comms colleagues on how best to disseminate pilot research and contents list.
- Announcements regarding registration Go Live and delivery Go Live dates planned for between Friday 26<sup>th</sup> May – Monday 29<sup>th</sup> May.
- Add engagement of midwives to Risk Register.

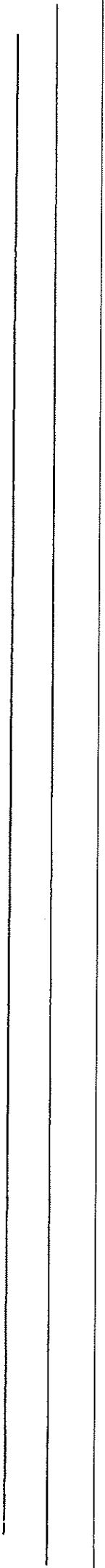
## 4. Marketing

- Wrap video in production.
- Safe Sleep messaging in production (in consultation with stakeholders).
- Need to approve templates for correspondence – with APS and Operational Readiness Group.

- Policy and marketing to liaise with comms colleagues around announcements.
- Website – Go Live for 15<sup>th</sup> June.

#### 5. Next steps

- Obtain Ministerial agreement on delivery timescales.
- Marketing and Comms materials to be approved ahead of Go Live.
- Consider membership of the Governance Group going forward.
- Look at staffing resources going forward – in particular to support the evaluation of main delivery.
- Next meeting w/c 5<sup>th</sup> June or 12<sup>th</sup> June ahead of Go Live.
- Find out addresses for distribution of data capture cards and marketing materials – liaise with NSS, APS and marketing colleagues.
- Get confirmation in writing of goods in transit from APS.
- Work with APS to develop end to end flow chart – link with Risk Register.



## Next steps

Ministerial agreement – timescales

Marketing & Comms

Look at membership of group going forward

Look at resources going forward

Next meeting w/c 5<sup>th</sup> June or 12<sup>th</sup> June

Find out addresses for distribution of data capture cards & marketing materials -- speak to NSS

Look at Internal assessment before go live

Get confirmation in writing of goods in transit

Develop end to end flow chart

Policy on Emotional distress claim for box received after loss of baby



Baby Box Governance Meeting  
12 June 2017

**BULLET POINTS AND ACTION ITEMS**

**1. Marketing and Comms:**

- ParentClub website (Including Baby Box pages) due to go live – 15 June 2017.
- Announcement regarding registration process and box contents – 11 June 2017.

**2. Research and Evaluation:**

- Ipsos Mori – Baby Box evaluation report due 14 June 2017.
- Begin discussions with ~~Redacted~~ re evaluation of full roll out and consider recruitment process.

**3. Operational Readiness:**

- APS – call centre, data input, warehouse staff – recruitment progressing well.
- All external APS correspondence approved by BB Policy Team.
- Decision due w/c 12 June 2017 regarding BS EN1130 crib status accreditation – potential financial risk in relation to increase in cost.
- NHS NSS have raised concerns around APS sub-contractor warehouse space ~~Redacted~~ will consider and seek solutions.
- PlayTalkRead stock is low (approximately 4 month's supply currently held by APS) ~~Redacted~~ to consider options for additional budget in order to reorder in good time.

**4. Stakeholder Engagement:**

- ~~Redacted~~ and ~~Redacted~~ due to attend safe sleeping meeting with relevant stakeholders (in relation to the use of the Baby Box as a safe sleeping space).
- Look into making initial contact with Scottish Enterprise regarding year 2 procurement.
- Further midwife engagement required – BB Policy Team to consider with Health colleagues.





**Baby Box Governance Group Meeting – 1<sup>st</sup> August**

Storage concerns – have been moved away

Registrations to date Tracking at 48,000

Look at percentage of births by Health Boards

3 bereavements to date

Sands meeting – 3<sup>rd</sup> August

Baby wrap Accreditation

APS have hired 4 Modern Apprentices

3 x picker/packers

1 x Data Input

New Group - Join up with Health portfolio – Reducing Health Inequalities

*Redacted*  
*Redacted*

Engagement with Health Portfolio

Negative stories – Need to be able to respond

Thursday 10<sup>th</sup> August – 13 x bloggers (including 1 Dad blogger)

Paper on Year 2 Procurement from NHS NSS – Due 4<sup>th</sup> August

ParentClub Website – Include a chronological list of process

Design a postcard sized info card for Midwives

Midwife Engagement

Lead Midwives – Meeting on 23<sup>rd</sup> August

Heads of Midwifery – Meeting 28<sup>th</sup> August

Share Information with Obstetric colleagues

Issues with Midwives completing Data Capture Card incorrectly – some cases of cards coming too early

Written Communication to Heads of Midwifery to clarify process

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