



Letter to the Editor

South West Neonatal Network and Nicu Foundation charity releases first of its kind animation for parents who are on Neonatal Units with a sick or premature infant


Bristol, 1st May 2019.

The South West Neonatal Network launched the first of its kind Neonatal animation and charity partnership with The NICU Foundation in May 2019. The South West Neonatal Operational Delivery Network is a mandated NHS organisation funded by NHS England and NHS Improvement South West Region. The Network works in partnership with families and health care professionals from across the South West, supporting the neonatal units within its footprint to deliver high quality neonatal care. The Network provides strategic leadership to the twelve units and the two transport teams to ensure seamless patient pathways for neonates and their families while maintaining focus on delivering individualised care to each family, in the most appropriate place at the right time.

The animation, funded by The NICU Foundation, is aimed at all parents who unexpectedly find themselves on a Neonatal Unit. It aims to help alleviate some of the worries that new parents may have about the unfamiliar environment, equipment and every day noises of the unit during an already unsettling time. The animation also shares information for parents which we hope will encourage and empower them to understand the vital role that they play in the care of their infant whilst on a NICU. This includes the benefits of interacting with and holding their baby, the facilities and support available to them and the staff they will meet throughout their journey. The animation has been uploaded onto the South West Neonatal Network and The NICU Foundation websites and is being distributed for free across the UK and abroad to all organisations and charities that request it. Our aim is to make it as

readily accessible to all who might benefit from it. It can be found on the South West Neonatal Network website <http://swneonatalnetwork.co.uk/parents/how-can-we-be-involved-in-our-babys-care/neonatal-animations/> or on You Tube at <https://youtu.be/ARYFMnXhmLw>.

More information about the South West Neonatal Network and The NICU Foundation including how to begin fundraising, please visit our websites: www.swneonatalnetwork.co.uk and www.nicufoundation.co.uk.



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