

DadPad App Campaign Launch: Digital Toolkit

Background

The DadPad is an online guide which aims to support dads in the early weeks following the birth of their child. The DadPad was previously launched as a PDF on the Wiltshire Council website, with printed copies available in key settings. It is now being launched in an updated version as an app, across BaNES, Swindon and Wiltshire. Updated hard copies will also be delivered to key maternity and family settings.

Target Audiences

The following audiences will be targeted for external communications:

- Dads-to-be and dads with new babies; second- and third-time dads as well as first time dads
- Expectant and new mothers (to encourage/signpost partners to access the DadPad)
- The general public (for wider community awareness and signposting)

Key Messages

The DadPad app:

- Is an easy-to-use up to date information tool for dads-to-be and dads with new babies, which is available as an app.
- Is for dads across BaNES, Swindon and Wiltshire.
- Will provide bitesize top tips for new dads to help them adjust to parenthood.
- Will include practical information on things like: breastfeeding; bottle feeding; communicating and bonding with your baby; how babies like to be held; surviving without sleep.
- Is designed to be used as a quick reference tool so dads can dip in and out of it when they need to check something.
- Will enable new dads to enjoy their new babies and feel more confident about fatherhood.
- Will enable new dads to play an active role in helping improve the health and wellbeing outcomes of women, children and families.
- Is a useful resource before baby arrives and after baby is born.
- Has a facility to provide feedback so that this can be used to improve dads' experience of parenthood.

Activity	Timing	Action
Digital Promotion:		
Web copy with information on how to download DadPad app to be added to various partner websites	By 18 th June	Add to websites (See image and copy below)
Wiltshire CCG and Councils leading social media campaign – Thunderclap approach to link with acute trusts, and early years providers e.g. Children’s Centres	From 18 th June	Schedule thunderclap message for 11:00 on Monday 18th June Promote DadPad across social media (See images and suggested social media messages below)
DadPad image to be added to digital screen displays	From 18 th June	See digital screen image in appendix
Published materials:		
A4 promotional posters with information about app and QR codes	Sent out to key contacts on 08/06 for dissemination	Display by 18/06
Promotional postcards with information about app and QR code given to new dads/parents by: - midwives at 36 week antenatal check and antenatal classes - health visitors at antenatal contact and/or new birth visit	Sent out to key contacts on 08/06 for dissemination	Hand out from 18/06
Hard (laminated) copies of the DadPad with instructions for download of app and also QR code available with each HV for 1 st visit, in labour wards, with Peer Supporters on postnatal ward, at Children’s Centres, libraries, registration centres & with Baby Steps Facilitators	These will be sent out within the next 2 weeks	<i>(For Wiltshire locations only)</i> Remove previous versions and replace with new laminated DadPad

Web copy:

DadPad app

The DadPad app is a new app for dads-to-be and dads with new babies. Dads in B&NES, Swindon and Wiltshire can download the free app to get bitesize top tips on how to care for their new baby.

Babies don't come with a set of instructions and we know that dads want important information on how to care for their new baby, and what to expect.

The practical information within the app includes guides on:

- breastfeeding
- bottle feeding
- communicating and bonding with your baby
- how babies like to be held
- surviving without sleep

Dads can feel more confident about fatherhood and enjoy their new babies with the DadPad app.

Find out more and download the DadPad app: www.thedadpad.co.uk/app

DadPad[™] app
Top tips for
dads-to-be and dads
with new
babies



Suggested posts for Social Media:

Date	Voice	Twitter	Facebook	Image
Launch	CCGs and Wilts council	We're excited to announce the launch of the #DadPad app across Wiltshire, BaNES and Swindon: www.thedadpad.co.uk/app	We're excited to announce the launch of the #DadPad app across Wiltshire, BaNES and Swindon: www.thedadpad.co.uk/app	Logo (see below)
	Local orgs (e.g. Children's centres)	We're supporting the launch of the #DadPad app in Wiltshire/BaNES/Swindon [delete as appropriate] www.thedadpad.co.uk/app	We're supporting the launch of the #DadPad app in Wiltshire/BaNES/Swindon [delete as appropriate] , an easy-to-use information tool for dads with new babies: www.thedadpad.co.uk/app	Logo
	STP wide orgs (e.g. Trusts)	We're supporting the launch of the #DadPad app across Wiltshire, BaNES and Swindon: www.thedadpad.co.uk/app	We're supporting the launch of the #DadPad app across Wiltshire, BaNES and Swindon- an easy-to-use information tool for dads with new babies: www.thedadpad.co.uk/app	Logo
Ongoing	All	Dad to be? Download the new #DadPad app for top tips on parenthood- from how to hold your baby, to surviving without sleep. www.thedadpad.co.uk/app	Dad to be? Download the new #DadPad app for practical information on how to hold your baby, how you can support your partner with breastfeeding, and advice on adjusting to parenthood. www.thedadpad.co.uk/app	Photo
		Download the #DadPad app for practical tips on how to care for your new baby: www.thedadpad.co.uk/app	Download the #DadPad app for practical parenting info and tips on how to care for your new baby: www.thedadpad.co.uk/app	Photo
		The #DadPad app helps Dads with new babies get to grips with parenthood- from nappies to sleepless nights: www.thedadpad.co.uk/app	The #DadPad app has been designed to help Dads with new babies get to grips with everything from nappy changing to how they can support with breastfeeding. Download now: www.thedadpad.co.uk/app	Photo
		Want quick and simple tips	Want quick and simple tips	Photo

		<p>on how to care for your newborn? The #DadPad app has lots of helpful info on your new baby. www.thedadpad.co.uk/app</p>	<p>on how to care for your newborn? The #DadPad app has lots of practical info on looking after your new baby. www.thedadpad.co.uk/app</p>	
		<p>The #DadPad app is for all dads-to-be and dads with new babies. Download now for useful tips: www.thedadpad.co.uk/app</p>	<p>The #DadPad app is not just for first time fathers! The easy-access guides and quick tips are designed for all dads-to-be and dads with new babies. Download now: www.thedadpad.co.uk/app</p>	Logo

Social Media Images:

DadPadTM app

Top tips for new dads

DadPadTM app
Top tips for
dads-to-be and dads
with new
babies



Appendix

Poster artwork:

DadPadTM app

Top tips for new dads



The DadPad is a new app for dads-to-be and dads with new babies in Wiltshire, Bath and North East Somerset and Swindon.

Babies don't come with a set of instructions and we know that dads want important information on how to care for their new baby, and what to expect.

Find out more and download the app:
www.thedadpad.co.uk/app



For display on digital screens:

DadPad™ app

Top tips for
dads-to-be and dads
with new
babies



www.thedadpad.co.uk/app



QR code and link:

<https://thedadpad.co.uk/app>

