



MammaKind's Four Pillars of Practical Parenting Support

Helping parents give children the best possible start in life by removing practical barriers to early childhood development

Every MammaKind bundle is individually tailored to the child's age, developmental stage and family circumstances, recognising that there is no 'one size fits all' approach to supporting parents. By removing practical barriers to parenting, we enable parents to create safe, nurturing home environments in which babies and young children can thrive.

The evidence underpinning these Four Pillars is summarised on the following page.

Pillar 1: Safe Sleep & Rest - Helping every child sleep safely

Safe sleep underpins healthy early childhood development. We provide cots, Moses baskets, new mattresses, bedding and sleepwear so parents can establish safe sleep routines and reduce the risks associated with unsafe sleeping environments.

Typical items	Supports
Cots Moses baskets New mattresses Bedding Sleepwear	Safe sleep Physical health Brain development Emotional wellbeing Parent confidence

Pillar 2: Health & Hygiene - Helping every child stay healthy

Financial hardship should never prevent parents from meeting their children's basic health and hygiene needs. We provide essential items that help families keep children healthy, comfortable and ready to participate in everyday life.

Typical items	Supports
Nappies Wipes Toiletries Nappy cream Baby bathing equipment	Physical health Comfort Dignity Wellbeing Everyday participation

Pillar 3 – Play & Early Learning - Helping every child learn through play

Parents are children's first teachers. We provide books, toys and age-appropriate resources that encourage parent-child interaction, language development, imagination and learning through play.

Typical items	Supports
Books Toys Games Baby sensory resources	Cognitive development Language development Communication Social and emotional development School readiness

Pillar 4 – Access & Opportunity - Helping every child take part

Practical barriers such as not having a suitable pram, appropriate clothing or other essentials can prevent families from accessing healthcare, Family Hubs, nursery, play opportunities and community support. We help remove those barriers so parents can give their children the best possible start in life.

Typical items	Supports
Prams Baby carriers Clothing Footwear	Access to healthcare Family Hubs and children's centres Early years activities Community participation Social and emotional development

Our commitment to learning and improvement

MammaKind is committed to continually improving our service. We listen to the experiences of the families and professionals we work alongside and draw on relevant evidence to help us understand how practical support can give children the best possible start in life. We use this learning to develop our service and ensure every bundle meets the individual needs of the families we support.