

## Session 1:

# Early Beginnings: Strengthening Parental Support in Pregnancy and the First Months

**NSPCC**



Lancaster  
University



# Dad Matters

*Embedding Father-Inclusive Practice in the Early Years:  
The Impact of Dad Matters, Powered by Home-Start*

Evidence from 28 locations

9 years

40,000+ dads

[home-start.org.uk/dm-impact-report](http://home-start.org.uk/dm-impact-report)



# The problem we're solving...

Fathers are essential - yet often invisible



**Fathers are important for:**

- **Attachment and Bonding**
- **Maternal Mental Health and wellbeing**
- **Child development**

**Under-engaged,  
under-identified  
and under-supported**



# Dad Matters: The journey



Dad Matters is a locally led Home-Start service helping Dads to build strong relationships with their babies, with a focus on the first 1,001 days.

Started in the Greater Manchester area in 2017, Dad Matters has grown naturally and rapidly, shared across the Home-Start network.



# 1001 Critical Days Foundation



- **5 years funding**
- **Embed Dad Matters at Home-Start UK**
- **Resources and scalability**
- **Seed funding for around ten new services**
- **evaluation**



# What and How...

## Priority outcome areas



1. Dad's relationship with baby

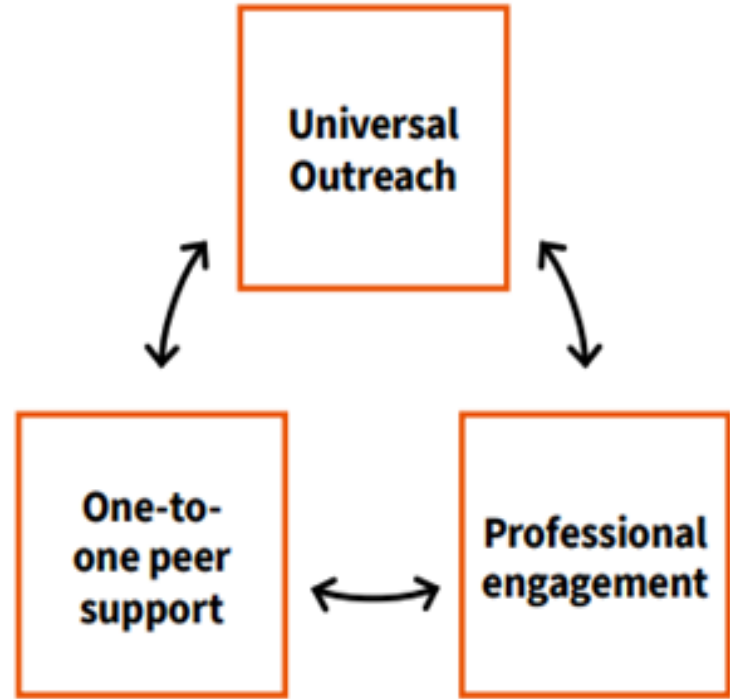


2. Dad's mental health and wellbeing



3. Dad's access to wider services

## Core delivery activities



# Impact snapshot: 2017-2025



Despite common barriers to engage men in family and mental health services, through a proactive outreach approach Dad Matters has achieved strong reach and engagement across the UK.

**28**

Locations  
across the UK



**40,836**

Dads engaged with  
in the community



**2,409**

Referrals for  
1-to-1 support



**1,997**

Dads received  
1-to-1 support



**21,000**

Followers of Dad Matters  
UK on Social Media



**431**

Volunteer hours  
delivering support

**77%**

of dads receiving support  
reported an improved bond  
with their baby

**84%**

of dads receiving support  
reported improved mental  
health and wellbeing



**15,314**

Professionals trained

# Impact 2025 to date...



Where do we see dads?	How Many (April 25 – to date)
Universal Settings	10112
NICU	800
Targeted Activities	1577
Perinatal Mental Health Activities	754
Rainbow/bereavement Clinics	61
New 1-2-1 referrals	687
Referrals closed due to non-engagement	129
Declined referrals	85





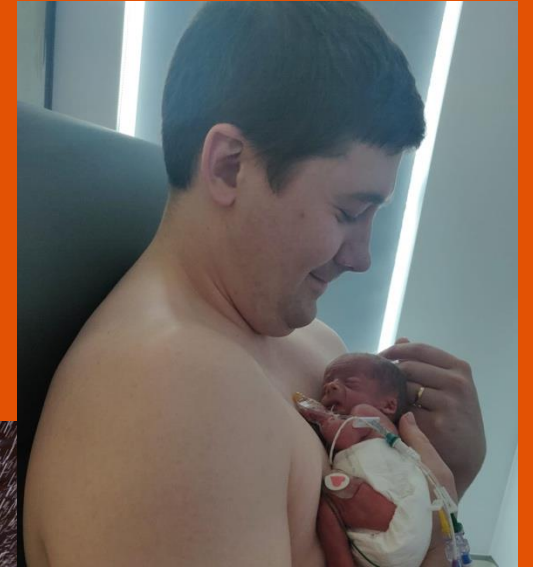
# Mike's Story

Content warning: Suicide



POWERED BY  
**HOME  
START**

# For every baby, their Dad Matters!



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**Thank you**

*Any Questions*

