



# GroBrain



GroBrain is an effective training programme for health, social care, education and voluntary sector practitioners to support and promote infant mental health, using a suite of visual materials that are easy for parents to understand.



# Key messages

1

**Attuned, responsive caregiving in the first three years of life is vital for healthy brain development and creating strong foundations for lifelong emotional health and wellbeing.**

- It is not widely understood that resilience to life's ups and downs is significantly affected by how well children were comforted when they were distressed in their earliest years. Knowledge of brain development helps parents give more attuned, responsive caregiving in times of distress.
- Secure relationships in the first three years of life promote better mental health, better relationships and better general wellbeing. The public purse also benefits from investment in early years mental health, through reduced service pressure further down the line.

2

**GroBrain is low cost, effective and flexible.**

- Finances are tight and many services can't afford expensive training or materials. Grobrain training is low cost, flexible, and includes all the materials a practitioner would use with parents.

3

**GroBrain is predominantly a universal programme but can be used with parents at all levels of need, by using highly memorable visual materials.**

- Parents can sometimes find professional advice confusing, conflicting or hard to digest. In the age of information overload, GroBrain cuts through with visual materials which are easy to understand and highly memorable, so can start helping parents very quickly.
- GroBrain can be used preventatively at universal levels, and to support targeted and specialist work.

4

**GroBrain supports a wide range of practitioners to improve their practice.**

- Accurate understanding of infant mental health, attachment and bonding is highly variable across the workforce. Most staff receive no direct training on translating complex theory into 'parent friendly' language.
- GroBrain Foundation Course can be attended by any practitioner, equipping them to talk to parents about infant mental health, using visual tools that are easy to explain and easy for parents to understand.
- All GroBrain resources and training are mapped to the framework of competencies developed by the Association of Infant Mental Health (UK). Practitioners can map their parent-infant training and skills to the framework and use this to create personalised CPD plans.

5

**GroBrain integrates easily into existing practice and approaches.**

- Services are stretched and contact time is very limited. Grobrain can be easily incorporated into individual practice and pre-existing groups through bite-size segments, as well as translated into a new parenting group format if desired.



## Foundation course user satisfaction

- 100% of trainees strongly agree this course will have a positive impact on their practice
- All report they intend to use GroBrain in their regular practice with parents 1:1 or in groups.

## Evidence of uptake

Over 2000 practitioners have been trained, including health visitors, midwives, family support workers, perinatal mental health practitioners, nursery nurses, speech/language/play therapists, childcare and nursery staff, social workers, voluntary agencies and anyone working with or supporting young families.

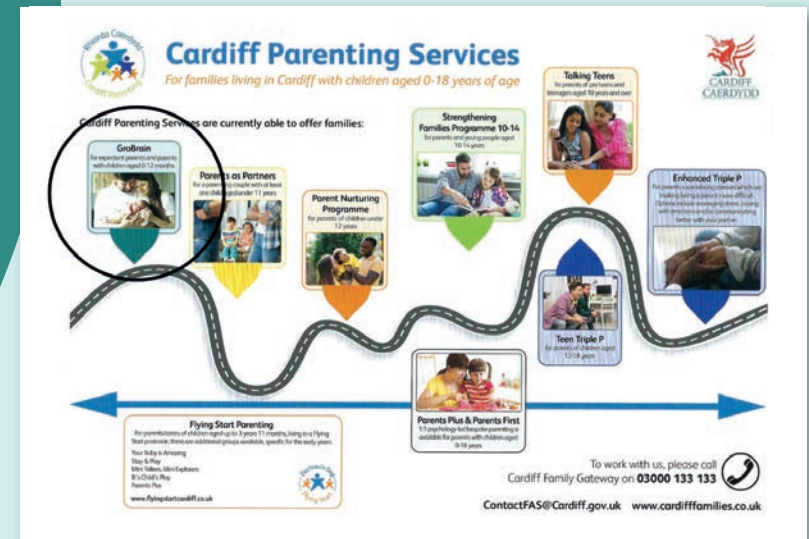
**If each practitioner has an average caseload of 200 families, they are reaching 400,000 families in total.**



## Cwm Taf Morgannwg Early Years Transformation Board

This project was set up in 2021 “to develop a more integrated whole system approach to parent-infant relationships in the early years” by providing high quality training to support professionals who are working directly with families of young children.

Their externally-commissioned report recommended “All families to be offered a strengths-based education package, such as GroBrain or similar, to enhance their understanding of the importance of parent-infant relationships with their current and future children”.



## Cardiff Parenting Services

GroBrain Baby Course is routinely offered in antenatal and postnatal settings.

We have been providing ongoing training of Cardiff Parenting Services staff for the last 5 years.

*“Staff felt they would be using the approach often, if not daily, in their work with parents.”*

*“There were repeated comments on the usefulness of the resources in explaining brain development.”*

## Swansea Early Intervention Team

**“We use GroBrain with everything we do to help families better understand child development. The ‘brain wiring’ is so simple for them to understand and it’s the bit they remember.”**

Mike Davies, Coordinator JIGSO project April 2019

## A health visitor writes...

“Mum was on medication for postnatal depression and was under the Perinatal Mental Health Team. Her partner was also suffering from low mood and had just returned to work following several months’ sick leave. The visual aids were extremely useful to the couple, unlike other tools we had tried e.g. film clips.

Because it was quick to use and facilitated conversation, it was easier to engage dad. He was particularly interested learning about feelings, due to his own anger issues. Over subsequent visits I noticed a definite shift in dad’s behaviour and he was generally much calmer.

I think GroBrain should be taught on Health Visiting and Midwifery courses. I really wished I had received this training earlier in my career as I think it is amazing to use with families.”

“*I like the way the resources are set out. You give information first then ask some follow up questions, which allows for informal conversations about different aspects of parenting without seeming to be ‘testing’ how they are getting on.*”



## PRICES FOR 2022–2023

Online Foundation Course  
for 25 staff including all resources  
£3,875 + VAT  
(£155 per person)



✉ [info@grobrain.com](mailto:info@grobrain.com)  [grobrain.com](https://grobrain.com)

# Grobrain theory of change



## INPUTS

- Delivered by a wide range of practitioners/services.
- ‘Bite-sized’ one-to-one interventions discussing IMH topics.
- 4-5 group sessions for Grobrain Baby and Toddler courses.
- High quality manualised programme and training.
- Can easily be incorporated into other programmes/interventions.
- Memorable visual aids that are easy to explain and easy for parents to understand.
- Cost effective and instant usability.

## THEMES

- Interactive learning about bonding and attachment, infant brain development, emotional regulation, attunement and cognitive stimulation.
- Simple activities to enhance the parent-infant relationship.
- Health promotion about perinatal mental health (including fathers)
- Supporting safeguarding and ACE awareness.

## SHORT TERM

- Improved confidence in parenting an infant.
- Improved parent-infant relationship.
- Increased understanding of reasons for infant distress.
- Shift in attitudes (“There are no naughty babies or toddlers”)
- Increased warmth and reduced hostility

## LONG TERM

- Increased likelihood of accessing further parenting support.
- Lifelong Increased understanding of emotional development and emotional health.
- Increased likelihood of child feeling able to talk to parent about their troubles.
- Increased likelihood of lifelong emotional wellbeing.
- Increased capacity to self-regulate.