

Reference:	FOI.19101.25
Subject:	Baby Bundles
Date of Request:	15 December 2025

Requested:

1. What actions has the Health Board taken to publicise the Baby Bundles programme to expectant parents?
2. What written, digital, or verbal information is provided to parents (e.g. leaflets, letters, emails, website content, or midwife discussions)?
3. Is information about the Baby Bundles programme published on the Health Board's website? If so, please provide the relevant link(s).
4. At what points in the maternity care pathway are parents informed about the programme?
5. What guidance has been issued to midwives and maternity staff regarding informing parents about Baby Bundles?
6. Has the Health Board assessed or monitored awareness or understanding of the programme among parents or professionals?
7. Has any feedback been received indicating confusion, lack of awareness, or barriers to accessing the programme?
8. Have any risks, issues, or gaps in communication been identified internally?
9. Are there any planned or ongoing actions to improve awareness or communication about the programme?

If the information requested is held in recorded form, including internal emails, briefing notes, presentations, webpages, reports, or meeting minutes, please include these within your response.

Response:

1. Hywel Dda University Health Board (UHB) confirms that it has implemented the Welsh Government (WG) Baby Bundle Programme; the WG Written Statement: Baby Bundle Programme, can be accessed via the link provided below.

[Written Statement: Baby Bundle Programme – an update on progress \(18 November 2025\) | GOV.WALES](#)

In preparation for the roll out of Baby Bundles, the UHB invited a representative from WG to attend the UHB's Community, Midwifery-Led Unit (MLU)/Antenatal Care (ANC) Team Leaders meeting on 10 September 2025, chaired by the Clinical and Operational Lead Midwife for Community, and included senior community midwives, antenatal clinic managers and Flying Start specialists, this provided an ideal opportunity to publicise this important piece of work as the UHB strongly believes that midwives are in a uniquely privileged position to highlight the Baby Bundle to eligible families. A further internal meeting with Team Leaders was held on 24 September 2025, where the Baby Bundle programme was discussed including details of the information leaflets for circulation to

expectant parents . Copies of the minutes from these meetings have been provided at attachments 1 and 2.

The UHB is withholding the personal information relating to third parties from the recorded minutes. This decision has been made as it is not within the reasonable expectations of these individuals, that their personal data would be released into the public domain by the UHB, as their roles are not Senior Management level or they are not UHB employees, redactions have been applied accordingly within the attachments. This information is classed as personal data of a third party. Therefore, it is being withheld in accordance with the exemption set out in section 40(2) of the FoIA, by virtue of section 40(3)(a) of the FoIA, which permits a public authority to withhold personal data other than the requestor's where the disclosure would breach Data Protection principles.

This information is protected by the Data Protection Act 2018 (DPA)/UK General Data Protection Regulations, as its disclosure would constitute unfair and unlawful processing and would be contrary to the principles and articles of the UK GDPR. This exemption is absolute and therefore, there is no requirement to apply the public interest test.

In reaching this decision, the DPA and UK GDPR define personal data as data that relates to a living individual who can be identified solely from that data or from that data and other information, which is in the possession of the data controller.

Please note: some of the information included within the attachments have been redacted as it does not fit the request.

From October 2025, a bilingual information leaflet pertaining to the baby bundles are included in maternity packs, which are provided to expectant parents at the first appointment. The UHB only holds a hard copy of the information leaflet, images of the leaflet have been shared by the Community Midwife team and are provided at Attachment 3.

As not all families are eligible for the Baby Bundle, the main focal point has been on the sharing of information by the relevant community teams (i.e. the Flying Start area) with the leaflet being provided to eligible families at sixteen (16) weeks gestation.

In addition to this, the UHB hosts quarterly 'Maternity Fayres', this is an open invitation for service users to attend, view the birthing environment and meet the wider team. The next Maternity Fayre is planned for 5 February 2026, where information pertaining to the Baby Bundles will be shared.

2. The UHB confirms that in addition to the leaflet provided within the maternity pack, midwives discuss the programme and eligibility with expectant parents, especially those living within a Flying Start area. Expectant parents are also directed to the WG Baby Bundles webpage. A link to the relevant webpage has been provided below

[Baby Bundles: get essential items to support your baby | GOV.WALES](#)

3. The UHB confirms that information relating to Baby Bundles is not currently available on the UHB's website. However, the UHB intends to add this information to the UHB's Maternity web page by the end of January 2026.

4. The UHB confirms that routinely expectant parents are informed of the Baby Bundle programme at the time of booking their first appointment, some families have also been given information at sixteen (16) weeks as detailed in response to question 1. Midwives will also further discuss the

baby bundle at twenty-eight (28) weeks gestation, with the application form usually completed at around thirty-two (32) weeks gestation.

5. The UHB confirms that information on Baby Bundles is disseminated via the Team Leaders meetings, information leaflets and registration forms and a copy of the WG documentation is emailed to the relevant teams.
6. The UHB confirms that it has not formally assessed or monitored awareness or understanding of the programme. However, statistics are provided by WG on a monthly basis, which have demonstrated a positive increase in the applications of Baby Bundles suggesting a positive reflection of staff understanding.

Additionally, reminders and information on the uptake of the programme are shared in the Community, Midwife Led Unit /Antenatal Care Team Leaders meetings.

7. The UHB confirms that it has received feedback via its Community Midwives, which identified some gaps with the dissemination of the information and next steps. Individual emails are to be forwarded to each Community Midwife to ensure that they are fully informed of the Baby Bundle programme.
8. The UHB has identified issues in internal communication due to the forms not always being available electronically and easily accessible. Additionally, as the programme is postcode based, eligibility may change for those that move address.
9. The UHB confirms that it does have plans to improve awareness going forward, by undertaking monthly audits on the uptake of the Baby Bundle programme, issuing reminders to staff, providing information to new employees working in the community, promoting the programme in its social media webpages including the UHB's Facebook page, and using the feedback received from the Patient Experience Midwife.