

1. Report - Baby Box Questions

1. What does the baby box scheme cost Scottish Government annually? I understand the initial budget was in the region of £7million but that this increased to £8.8million. Is this latter figure still current?

The budget was initially £7 million but due to Brexit and fluctuations in the pound we lost £1.5 million of our buying power.

The budget for Scotland's Baby Boxes is approximately £8.8 million per year, with boxes costing an average of £160 each covering all contents and logistics such as storage, packing and distribution.

2. Has Scottish Government commissioned any qualitative assessment of the benefits of the scheme? If so, what were the results?

Previous Research

1. Children and Families Directorate have commissioned three research projects in relation to the Baby Box to date. The initial study was to ascertain the opinion of parents in regard to the concept of a Baby Box and to ensure the contents of the box were useful to parents. This initial research comprised qualitative research amongst parents and an online survey. This research proved beneficial and informed the design and contents of the Baby Box for the initial pilot in Orkney and Clackmannanshire.

<http://www.gov.scot/Publications/2017/06/1484>

2. The second study was conducted on the Baby Box pilot, which reported in May 2017. It provided a range of evidence that will inform the thinking for the full evaluation. This research used a range of methods to analyse secondary data as well as collected primary data to inform the future delivery, monitoring and evaluation of the Baby Box. Key components of the pilot evaluation included:

- Development of a Baby Box logic model (Annex 3)
- Analysis of administrative data
- Interviews with parents receiving the box
- Online discussion forums with parents
- In-depth interviews with key stakeholders

<http://www.gov.scot/Publications/2017/06/8891>

3. The third study is a telephone survey with a sample of parents who have received the Baby Box since full roll out to gather their views on the contents of the box. This is primarily to inform year 2 procurement and will report by the end of November 2017.

<http://www.gov.scot/Publications/2017/12/3393>

We commissioned an independent Evaluability Assessment taking advice from experts on identifying priorities for, and approaches to, evaluation. The Evaluability Assessment was conducted over the course of three workshops, between January and March 2018 with the report published on the Scottish Government website on 27 September 2018. Stakeholders who participated in the workshops were from the Scottish Government, Midwifery profession, third sector, charitable organisations and academic researchers.

<https://www.gov.scot/publications/evaluability-assessment-scotlands-baby-box-report-scottish-government/>

On Monday 28 January an invitation to tender for evaluation of Scotland's Baby Box Initiative. The Invitation to Tender has also been advertised on Public Contracts Scotland, reference number: JAN343206, OCID: ocds-r6ebe6-0000571104, available at:

https://www.publiccontractsscotland.gov.uk/search/search_mainpage.aspx

3. Feedback from the public seems to have been initially very positive; is that still the case?

Yes, parents' views of the contents of the box have been extremely positive – they were impressed with both the quality and range of items included. 85% of expectant parents have taken up the opportunity to receive the Baby Box, while the latest parent survey showed 100% satisfaction.

However, we will evaluate how Scotland's Baby Box is helping families and continue to monitor how it can be improved. This will include seeking feedback from parents who have received a box as well as longer-term research to look at the impact of the Baby Box

4. How did you identify what contents would be supplied in the baby box?

Findings from research with parents undertaken before and during the pilot phase, have informed the logistics and contents of the box. Responses to the Baby Box pilot have been positive, with suggestions for improvement implemented for national roll-out.

We also carried out a number of focus groups with health professionals, third sector stakeholders and a range policy colleagues.

A decision on the contents of the box and the selection of all sub-contractors will be made on an annual basis for the second and subsequent years of the scheme with future requirements advertised via the Public Contracts Scotland website (www.publiccontractsscotland.gov.uk). The contract addresses the ethical requirements that the Scottish Government expects from the supply chain and stipulates that production takes account of environmental factors and that workers are treated fairly.