**Pēpi-Pod**® **Programme Concept Testing Guidelines**

For services introducing the concept of portable sleep spaces to their communities

# Background

It can be useful to test the concept of a programme or product before committing resources to distribution. The enquiry approach, or type of questioning, will influence responses. We advise taking an [appreciative approach](http://appreciativeinquiry.case.edu/intro/definition.cfm) where questions are in the direction of discovering the hope and possibility of the programme or product and how it might lead to a new story for vulnerable infants.

# Set-up

Setting up the discussion, interview or focus group requires a clear statement of what the programme is responding to, what has been the experience elsewhere, and what you want to know from the person or group. For example:

* This is a portable sleeping space for young babies. It is part of a bigger effort to stop deaths of babies from accidental suffocation. Because this happens more to some babies than others, and in some conditions more than others, this little sleep space can be a consistently safe place to sleep through the vulnerable first months, wherever a baby needs to sleep.
* It is called a Pēpi-Pod and the idea started in New Zealand as a response to the devastating earthquakes in Christchurch in 2011. Pēpi means ‘baby’ in Maori and a pod is a symbol of protection in nature. The idea spread quickly to other regions and now the Pēpi-Pod® programme is established in 10 health districts in New Zealand and in eight aboriginal communities in Queensland. The education that goes with the pod is equally important.
* In the four years since the Pepi-Pod® Programme started, infant death rates have been falling in New Zealand, especially for Maori, and especially in the regions providing the programme. We are considering this programme for our area, and would like to understand your thoughts and ideas.

# Questions

* Free discussion and exploration of the product to see what is what and why.
* How do we create safe sleep for our babies at the moment
  + In the day
  + In the night
  + When unsettled
  + When away from home
* How might this little sleep space fit in with this and support us, support our babies in practical ways?
* What might be possible if this programme was introduced into our community?
* Do we see ourselves trying a Pēpi-Pod if offered one for our baby?
* On a scale of 1 (low) to 9 (high) how do we rate the idea overall (of sleep space + education and both to be passed on to others)?

# Summary

Concept testing needs to test the concept of the **hope and possibility** of the idea for changing outcomes for priority infants and their communities whilst upholding their personal and cultural norms, be these bed sharing, transience, travelling or whatever.