



BIRTHWAYS NEWSLETTER

Edition 2 - April 2020

We have a new name!

The eagle eyed among you may have spotted we have a new name, incorporating 'neonatal' into our title. Neonatal services are inextricably linked to maternity services and key to delivering optimal outcomes for babies. Christobel Hargraves, Chair of the LMNS said: "Neonatal services have always been a core focus for us since we were set up three years ago. We wanted to acknowledge how important they are in our work and hopefully this name change shows this."



Coronavirus update

A huge thank you to all of our maternity and neonatal staff across the two counties who are working relentlessly to ensure safe, continuing care for pregnant women and their families during this unprecedented situation. Our services are being continually reviewed against national guidance, which itself is being regularly updated.

The latest updates on service changes for patients are available on Trust websites:

- worsacute.nhs.uk
- wevalley.nhs.uk
- hacw.nhs.uk

New-born babies needing specialist care still get to bond with mums using video calls

New mums who are separated from their babies immediately after birth are being given iPads to help them bond with their baby via a live video link.

The Neonatal department at Worcestershire Royal Hospital are now offering iPads to parents so they don't miss on those precious first moments with their new-born child and also gives the ability to see their baby from home.

Babies that suffer complications or born prematurely are often sent straight to a neonatal unit so they can receive specialist care, meaning that new mums can often spend

some time without being able to hold or bond with their new-born baby.

There are currently two iPads available within the department - generously funded by Herefordshire and Worcestershire Local Maternity and Neonatal System (LMNS) - and when a mum is unable to visit her baby a cart is taken to her bedside where she can watch them via video link and talk with staff to receive important updates on the baby's progress.

Sharon Ali, Neonatal Sister said: "This is a brilliant idea for those mums who may be separated from their baby.

"The first mum to use the iPad was in tears when she



could see her baby. It was very emotional; the staff were all overwhelmed with the reaction."

"It is a privilege to see that bond developing and we are so grateful to the donation from the LMNS."

This facility is to be rolled out at Wye Valley Trust in the near future.

Continuity of Carer model benefits families and midwives

Midwives from Herefordshire and Worcestershire's new 'continuity of carer' teams came together to showcase how the service is benefiting both families and midwives – and launched a short film about their work at the same time.

The roll out of the continuity of carer model – which aims to ensure that more mums-to-be see their named midwife, or a midwife from a small team, right through their pregnancy journey

including birth– started last year, with the aim that most pregnant women across the two counties will receive their care this way by 2021.

The Continuity of Carer Day, organised by Herefordshire and Worcestershire Local Maternity & Neonatal System (LMNS) partners with support from the University of Worcester Student Midwifery Society, was a chance for practising midwives and student midwives to learn more about the new model from members of the

team already working to deliver care in this way, as well as hearing personal stories from new mothers who have benefitted from continuity of carer.

Caitlin Wilson, Consultant Midwife and lead for the Continuity of Carer work, said: *“Continuity of carer and the relationship between caregiver and receiver has been proven to lead to better outcomes and safety for woman and babies, as well as offering a more positive and personal experience.”*

To see how Continuity of Carer is benefiting mums and midwives, you can watch the short film at www.birthways.nhs.uk/birthwaystv/



Follow the current Continuity of Carer teams on Twitter at:

- @emeraldmidwives
- @SapphireTeamMWs
- @MidwivesOpal
- @RubyMidwives

Good luck to Team Ruby and Team Sapphire – Continuity of Carer midwives from Worcestershire Acute Hospitals NHS Trust – who have been nominated for Team of the Year in the RCM Awards 2020 – a unique celebration of the profession's best and brightest talent.

Increased support for smoke-free pregnancies

Pregnant women who are smokers are benefitting from a range of measures put in place at Wye Valley NHS Trust and Worcestershire Acute Hospitals Trust designed to support them to quit.

Maternity staff can now directly refer women to the Stop Smoking Service in Herefordshire where they can receive free one-to-one tailored support at a venue to suit them, free nicotine replacement therapy (NRT),

and free support for their partners too.

In Worcestershire, there are Maternity Support workers with specialist skills to support women to quit smoking.

Alongside the support for pregnant women and their families, both Trusts have also introduced a range of other measures to support an increase in smoke-free pregnancies, including stocking Nicotine Replacement Therapy on maternity wards which will

be prescribed directly by midwives, and providing 'very brief advice' training for all midwifery and neonatal staff to help them offer support to patients to quit smoking.

The improvements – which aim to reduce the number of women who are smokers at the time of delivering their baby - form part of a national improvement project to improve the quality and safety of maternity and neonatal units across England.

Elaine Evans, Special Care Baby Ward Manager at WVT and Herefordshire and Worcestershire LMNS Neonatal Nurse, said: *“Quitting smoking in pregnancy is the single most important thing*

pregnant women can do for the health of their baby and themselves.

We are keen to do all we can to support pregnant women who are smokers to quit, and the feedback from mums-to-be so far has been really positive.”

Pregnant and Smoking?

Quitting smoking in pregnancy is the *single most important thing* you can do for the health of your baby and you

Quitting lowers the chances of:

- Stillbirth
- Miscarriage
- Growth restriction
- Cot death

Speak to your midwife or doctor today about the opportunity for a free referral to our Stop Smoking Service in Herefordshire.

- Free one to one tailored support at a venue to suit you.
- Free nicotine replacement therapy
- Free support for partners too

New online App launched to support local Dads

Dads in Herefordshire and Worcestershire can now prepare for parenthood with a new online resource called DadPad.

DadPad is an information pack developed by dads for dads is helping fathers in Herefordshire and Worcestershire prepare for family life and tackles the mental health issues which can affect new parents.

It covers a range of issues, such as the support dads can give while mums are breastfeeding, being aware of perinatal mental

illness and the anxiety and frustrations that come with parenthood, as well as hands-on advice on issues like nappy changing.

Its aim is to provide new fathers across Herefordshire and Worcestershire with guidance on how to develop the mind-set, confidence and practical skills needed to meet their baby's physical and emotional needs.

Christobel Hargraves, Chair of Herefordshire & Worcestershire Local Maternity and Neonatal System (LMNS):

"We want to continue to improve the maternity experience for women and their families, and give every child the best start in life – so we are delighted to have commissioned this fantastic new resource which compliments this aim.

There is traditionally lots of information, advice and support available for new mums, but often dads can feel equally unsure or overwhelmed.

DadPad will help reduce anxiety for new dads in a number of ways – for example by helping them get involved with their baby's care and gain confidence; learn how to create a strong bond; and build a stronger family relationships, as well as providing links to other

sources of information and advice."

DadPad was developed with the NHS by Inspire Cornwall CIC – a Cornish-based community interest company.

Specialist perinatal mental health support in Worcestershire is provided by **Worcestershire Health and Care NHS Trust.**



New transitional care beds will help to keep mum and baby together

Mums with full-term babies who require some additional support after birth will now be able to stay together, as part of developments being put in place at Hereford County Hospital.

It is hoped the development of three transitional care beds in the special care baby unit will help prevent babies born after 37 weeks being admitted to the neonatal unit, leading to unnecessary separation of mother and baby.

Elaine Evans, Special Care Baby Ward Manager at WVT and Herefordshire and Worcestershire LMNS Neonatal Nurse, said: *"Where babies require additional oversight and intervention, neonatal units need to ensure that any interventions are appropriate, timely and where possible optimises the wellbeing of mother and baby.*

"Although this model of care is established at Worcestershire Royal Hospital, until now there

has been no such facility at Wye Valley NHS Trust. We are delighted that this will soon change."

Both Trusts take part in the ATAIN project – a national NHS Improvement project aiming to reduce the percentage of term admissions to neonatal units to less than 6 per cent.

Although there are four key areas that the reviews focus on - hypoglycaemia, jaundice, respiratory conditions and asphyxia, and the factors that lead

to these admissions - local reviews have also identified that many term admissions to the neonatal unit could have been avoided if there had been dedicated transitional care services.

WAHT is using this work as part of the MatNeo Collaborative - a three-year programme to support improvement in the quality and safety of maternity and neonatal units across England.

New maternity app to replace hand held notes

Pregnant women across Worcestershire will soon be able to access a real-time summary of their maternity notes at their fingertips.

An innovative maternity app will replace hand-held records later this year. It will support women from their first contact in antenatal care through to the delivery of their baby and postnatal care.

Midwives at Worcestershire Acute Hospitals NHS Trust say the secure BadgerNet system will improve the quality of care given to mums, while also helping staff do their jobs more efficiently.

Zoe Durall, the Midwife in charge of introducing BadgerNet, said: "The use

of Badgernet means that when an expectant mum is seen by midwives in the community or arrives in the maternity department at Worcestershire Royal Hospital, all the details of her pregnancy can be seen at the touch of a button and in real-time. These can be easily updated at each maternity visit or appointment, in either a community or hospital setting.

"It also means information can be shared directly with expectant mums from the maternity system, and they can add personalised information – such as plans and preferences for birth – which can be discussed with their midwife."

Justine Jeffery, Director of Midwifery, added:

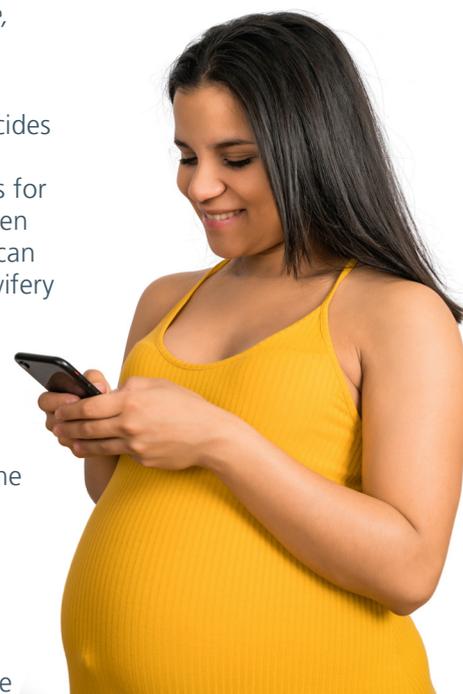
"As well as making it easier for mums-to-be and midwifery staff to access information and monitor the progress of the pregnancy, BadgerNet will also make it much easier for staff to capture data, in turn making it much easier to effectively monitor and audit the service we provide, giving us assurance that we are providing safe, quality care."

The introduction of BadgerNet also coincides with the launch of a Single Point of Access for newly pregnant women – meaning that they can self-refer to the midwifery team rather than going through their GP. This means that their professional antenatal care and advice can begin at the earliest opportunity.

Registration details and how to access maternity records either by an app or via the internet will be

given at the first booking appointment and available on the Trust website.

Wye Valley NHS Trust has had the Badgernet system for a number of years and this will allow the women's maternity records to be available wherever she has care.



Focus for the future

As the LMNS enters its fourth year we remain committed to continuing to work as a system to ensure that families are at the centre of our plans and decision making. Our MVPs will be equal partners in any changes we need to make and we greatly value their support and help.

Our key aims include:

- Achieving Continuity of Carer for at least 51% of women by March 2021
- Increase Personalised Care Plans to 100% by March 2021
- Meeting 30% midwifery led care and increase number of women birthing in a midwifery setting
- Achieving less than 6% of women smoking at the time of birth by 2022
- Reducing the number of babies born before 37 weeks gestation to less than 6% by 2022
- Reduce still birth, neonatal death, maternal death and brain injury by a further 30%
- Establish an accredited infant feeding assessment and system wide compliance to increase the number of babies who are breastfed
- Support the implementation of maternity outreach clinic for women suffering from mental health difficulties

5 minutes with... Shirley Jones

Chair of Worcestershire Maternity Voices Partnership



Shirley Jones is a retired Midwife and Professor of Midwifery. She has been Chair of Worcestershire MVP since 2019 and is delighted to be playing a role in delivering continuity of care and committed to getting the voices of mums, dads and families heard.

Why did you get involved with the MVP?

Having been involved with maternity services in Redditch and Bromsgrove since 1974 until I retired in 2007, I was interested to know more about the MVP. When I found that the intention was to improve services for families in Worcestershire

I was interested in getting involved, especially as the provision of services in Redditch had changed.

Why are MVPs so important?

MVPs are supposed to create a positive relationship between service users and service providers, in order that services can be tailored to the needs of local families.

If we get the services right from the outset, then we should see happier, healthier families where good parenting will flourish - important for the future of all societies.

What are your current areas of focus as an MVP?

We have worked on partners remaining with mothers on the ward, and the last meeting focussed on 'induction of labour', which gave a lot of insight to those formulating new policies.

The next meeting is about preparation of future midwives, and the introduction of the maternity app BadgerNet.

After that we will look at Caesarean Sections, and then other issues that we are asked to consider -

always with the intention of providing mother/baby-centred services, by way of providing information to providers.

What MVP achievements are you most proud of?

We have recently been increasing our social media presence and increasing the publicity around what we do to help us recruit new members.

We are also about to start less formal coffee mornings between meetings, in different areas of the county.

I am pleased that we are able to respond to requests by providers for users' opinions and experiences.



We would love to hear your experiences of maternity care before, during and after birth.

What went well?

What didn't?

What changes would you like to see?

HAVE YOUR SAY



email: worcestershire.mv@outlook.com

twitter: @voicesmaternity

instagram: [worcestershire_mv](https://www.instagram.com/worcestershire_mv)