



Northern Health
and Social Care Trust

Care • Compassion • Community

NHSCT Maternity Services



CYPSP Conference 15.6.22

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Getting Ready for Baby programme





Midwives are at the start of that journey

- Midwives are key to improved perinatal morbidity
- Improved mental health/ well being
- Positive epigenetic impact, long term health
- Support breast feeding
- Improve child health and well being
- Cochrane 2016



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Where we were

- There were Regional inconsistencies in antenatal care and parent education
- Parents value the opportunity to establish a trusted relationship with on midwife or HV
- Public Health concerns relating to antenatal mothers and infants, such as:
 - 19.3% of mothers obese (levels I/II/III) at booking
 - Pregnancy induced hypertension (4.71%); Anaemia (4.52%) and Diabetes (3.6%)
 - Over 30% of all domestic violence starts during pregnancy.
 - 16 % of birth mothers smoking at first contact
 - Estimated 10-15% of mothers experience Pre/Post Natal Depression
 - 6% of babies born with low birth weight
 - 19.4% of infants are admitted to hospital in 1st year of life
 - 10 deaths from SIDS were recorded in 2013
 - 8.5% of mothers still breastfeeding at 6 months
 - 30% of 5 year olds & 50% of 8 year olds have decay in their primary teeth
 - 22 % of primary 1 children are overweight or obese





Messages from parents

More
preparation
Practical
parenting

Use pregnancy
to facilitate
social networks

Emotional impact:
Antenatal & post-
natal depression

Consistent
Information
needs to be
provided in a
range of
formats

Include Dads

Trusted Relationships:
Smaller number of
health professionals





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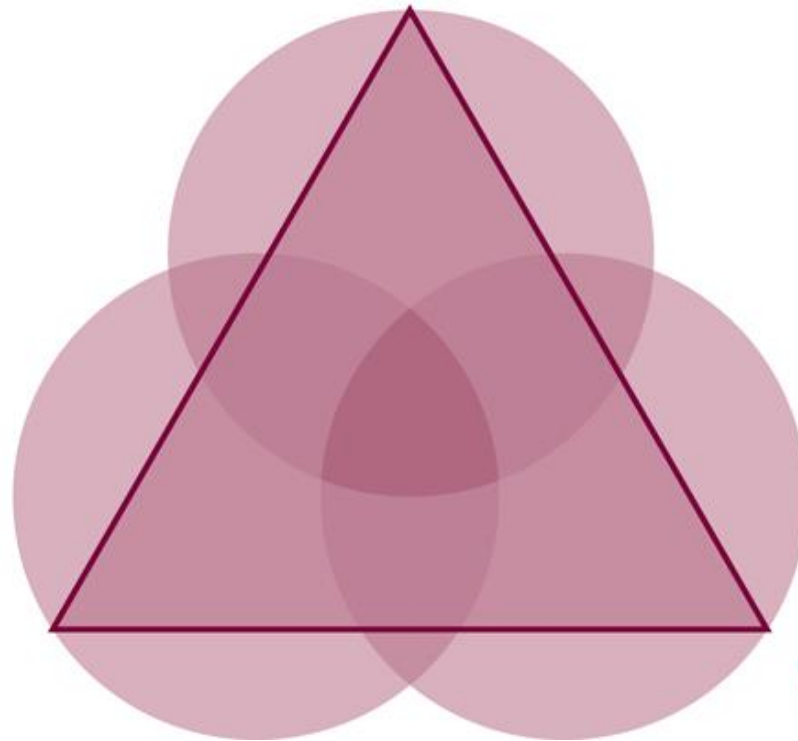


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Antenatal Group is based on Solihull Approach model

Bion

Containment



Reciprocity

**Behaviour
management**

e.g. Skinner, Watson

Brazelton



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Early Intervention Transformation Programme



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We were doing well



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Then Covid.....



HSC Northern Health
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- Getting Ready For Baby Zoom classes
- Zoom Antenatal Breastfeeding Workshops
- Free Hypnobirthing course
- Covid-19 helpline and resources
- Maternity Covid vaccination clinics
- Virtual tour of our Maternity Units
- Community Midwifery Hubs
- **BABY and U** electronic self-referral and pregnancy resources
- Antenatal Yoga, via Zoom (Causeway only)

PREGNANT IN THE PANDEMIC

NHSCT is here for you!

For more information speak to your Midwife or scan this QR code for the NHSCT website.

Maternity COVID-19 Helpline 028 9442 4859



SCAN ME



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Brave new world



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OBA: How Much have we done ?

- There have been 5288 attendances at GRFB classes throughout the trust from April 2021 – March 2022
- Reached 960 pregnant women
- With 689 partners attending
- Average 80 % attended
- 13 sessions each week across trust

How well did we do it ?

- Bonding, looking after baby
- Knowledge on what to expect post and pre birth. Learned how baby develops inside the womb – how to care for my baby in the first weeks after birth. Safe sleep and bonding with baby.
- Learnt a lot and have covered a great range of topics
- Feel a lot more supported and confident
- 100% helped me to understand baby a lot better. Their sight and what their development is. Also helped with BF preparation and caring for baby
- A lot. Development of the baby. Keeping baby safe and confident. Feel more comfortable while talking to the baby



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OBA: Is anyone better off?

- 75% of mums who had completed GRfB programme and given birth attempted breastfeeding
- I am confident about feeding my baby - 96.63% stated “Yes, most of the time”
- I am confident about playing with my baby - 93.46 % stated “Yes, most of the time”
- I can soothe my baby when he/she is distressed 87.92 % stated “Yes, most of the time”



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Hypnobirthing

Supporting the transition to parenthood



Hypnobirthing

NHSCT



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Research has shown.....

- The experience of childbirth crucially impacts a mother's psychological well-being and the mother-infant relationship. It is recognised that negative births can be linked to different forms of discomfort, both for the mother as well as for the infant, well beyond the period of labour and birth.
- A negative birth experience has been associated with lower quality of life, lower self-rated health, and the potential development of posttraumatic stress disorder (PTSD) or its symptoms.
- Whilst a positive childbirth experience can improve maternal well-being and facilitate mother-infant bonding.

Benefits of Hypnobirthing

- ✓ It helps you to work with your body's innate instincts to birth your baby
- ✓ Releases any fears or worries
- ✓ Increases calmness and confidence
- ✓ Empowers you to have a gentle positive birth
- ✓ Puts you in control of your birth and choices
- ✓ Enriches your relationship with your birthing partner
- ✓ Baby is born into a serene and relaxed environment



"To deliver excellent integrated services in partnership with our community"

'CALM AND CONFIDENT' HYPNOBIRTHING ZOOM CLASSES

Feedback from a post birth survey



84%

said the course made them feel
more confident about birth



95%

said the information obtained
helped them make informed
choices throughout labour



74%

said the course helped them to
achieve a positive birth
experience



89%

said they would recommend the
course to a friend



Visualizing my baby helps me stay
focused and relaxed while I am giving birth.



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New resources

BBC Tiny Happy People





BBC TINY Happy PEOPLE

Midwife

Tiny Happy People films
to deliver your key
messages

Antenatal Visit

Look after yourself

From 15 weeks onwards, your baby
can hear familiar sounds -
especially your voices

Why is this important?

Babies in the womb react to how you are
feeling. Their nourishment comes from
you. If you look after yourself during
pregnancy, you will be giving your baby
the best start.

What can you do?

Relax when you can. Eat healthy foods.
Attend all your health appointments.
Let friends and family help you if
they offer.

Slowing down before baby arrives:

<http://bit.ly/Slowingdownbeforebabyarrives>

Why is this important?

This can help form a secure bond
between you, your family and your baby.
It helps your baby be familiar with sounds
they will hear when they are born.

What can you do?

Be aware of how baby moves when you
hear different sounds, TV, noises
outside, voices.

Talk or sing to your bump, or encourage
your partner/siblings to join in.

How babies learn by listening to the world around them:

<http://bit.ly/littlelisteners>



TINY Happy PEOPLE

Your words build their world

Pregnancy tips and advice

Currently expecting? A collection of films and articles to help you and your partner me

Bonding before birth and talking to bump



Bonding with Bump



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AMAZING BABIES



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