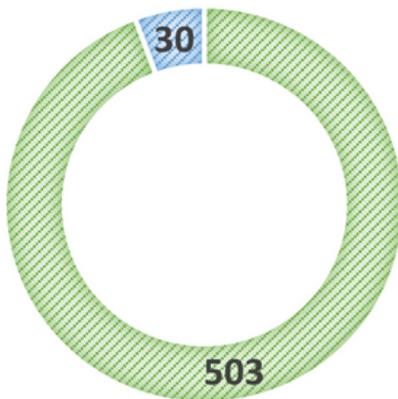


NEWSLETTER

JULY
2023

JULY STATS

■ Messages ■ Referrals Made



In July we answered a total of 503 messages, and made 30 referrals to other health professionals and maternity units.

We reduced footfall and phone calls by answering questions and ensuring women and birthing people were signposted appropriately



We welcome Heather McNair, Director of Midwifery for LMNS Humber and North Yorkshire.

Heather joined the ICB as Director of Midwifery in June 2023, on secondment for a year from her substantive post of Chief Nurse at York and Scarborough Teaching Hospitals NHSFT.

After qualifying as a Nurse, then midwife in Leeds in 1988 she became Head of Midwifery at Calderdale and Huddersfield before becoming a Chief Nurse in 2011. Her focus will be on system wide quality and improvement. Working in collaboration with all stakeholders to advocate for safe high quality maternity care taking a partnership approach to drive the very best outcomes.

Heather can be contacted at heather.mcnair2@nhs.net



Ask A Midwife service has been featured as a case study in the Three-year delivery plan for maternity and neonatal services. The plan sets out how the NHS will make maternity and neonatal care safer, more personalised, and more equitable for women, babies, and their families. For the next three years, services are to concentrate on four themes.

- Listening to and working with women and their families with compassion
- Growing, retraining, and supporting our workforce
- Developing and sustaining a culture of safety, learning, and support
- Standards and structures that underpin safer, more personalised, and more equitable care.

Case Study: Ask A Midwife - using social media to communicate with service users

Ask A Midwife (AAM) is a social media messaging service managed by midwives, which empowers service users to make timely and informed decisions about their maternity care. AAM is coordinated centrally to ensure consistency of delivery and messaging by the Humber and North Yorkshire local maternity and neonatal system (LMNS), and four acute trusts are now working collaboratively to offer the service via Facebook, Instagram, and email.

The service is staffed by trust midwives who have a dual role in supporting the AAM service on a part-time basis alongside their clinical work. Questions from women and families range from pregnancy, birthing options, appointments, and the care of a newborn baby.

More than 94% of queries can be answered immediately and midwives can refer women to other health professionals and support organisations where required. The service routinely averages 800 queries per month, with more than 8,500 queries answered overall in 2022 and 508 onward referrals to health professionals, maternity units, NHS 111, and pharmacies. Patient confidentiality is conducted in the same way as telephone queries would be in a hospital, but the usual ways of contacting the hospital maternity team, such as by phone, are also available.

The service also allows the LMNS to cascade timely public health updates for pregnant women, including communications around vaccinations, perinatal mental health, postnatal care, and infant feeding. For example, when the AAM team saw an increase in messages around winter viruses they responded by posting self-help information.

AAM is promoted through Maternity Voices Partnership groups, with printed postcards and posters distributed in maternity settings, Children's Centres, through direct referral by midwives, and attendance at community outreach events, such as one in Spring 2023 specifically for people from the Romanian and Polish community.



Three year delivery plan for
maternity and neonatal services
March 2023



ASK A MIDWIFE



Humber and North Yorkshire
Health and Care Partnership



Our first carousel event was well received, with around 80 people attending. The feedback suggests the Ask A Midwife service is appreciated by women and their families. Attendees felt the atmosphere was welcoming and enjoyed the chance to have their questions answered with one to one interaction.

ASK A MIDWIFE



Ask A Midwife was shortlisted for the Royal College of Midwives Awards 2023 'Excellence in Midwifery for Public health'. Whilst we didn't win, it was fantastic to celebrate so many inspiring and innovating midwifery colleagues who go above and beyond for women and their families. Congratulations to all the winners!

The Ask a Midwife service are offering student midwives a placement with the team. This would allow the students to see how the AAM service operates, answer questions under supervision, and develop a health promotion social media post.

The Ask a Midwife team consists of Karen Sinaga, Claire Welford, and Abbie Durrant-Milnes. We are expanding, with two new midwives on the way and an increased service. If you require more AAM cards or posters for your area, please email us.

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Emily Warcup, University of Hull student

