

DonnaOckenden

October 2016

Charity, MAMA Academy has launched Wellbeing Wallets to help women identify symptoms of potential pregnancy-rated complications

MAMA Academy is empowering women and midwives to help more babies arrive safely. They educate expectant mothers on how to keep healthy, and advise when they should call their midwife for reassurance.

The UK is making very slow progress in reducing still births. In 2015 the Still Birth Priority Setting Partnership considered whether empowering women to know about relevant symptoms and to raise them with health professionals would reduce stillbirths. One of the MAMA Academy trustees is an obstetrician who came up with the idea of creating an educational wallet to give to pregnant women. The aim was to help them discuss essential safer pregnancy messages with midwives and seek help early, as part of a national stillbirth strategy.

The Wellbeing Wallets are durable PVC ziplock pouches, designed to protect antenatal notes. They are printed on both sides with colourful, easy to read health messages that are aligned with safer pregnancy messaging from stillbirth charity SANDS and the Department of Health. The wallets are supported by NHS England. Women reported regularly reading the information on the wallets whilst waiting for appointments and that the information had prompted further discussions with their midwife.

In April 2016 the London Strategic Clinical Network carried out an audit via a short questionnaire completed by both women who attended the clinics and the midwives. The majority of women who participated were in the third trimester of pregnancy, and more than 70% reported using the wallets regularly and felt that the information was clear to understand.

The survey also demonstrated that women and their families found the wallets useful in detecting early signs of potential problems and that the wallets did not cause unnecessary attendance. Some people reported that the wallets also had a positive impact on reducing anxiety.

For more details visit: <http://www.mamaacademy.org.uk/for-mums/wellbeing-wallets/>

End.