

DonnaOckenden

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The governments stillbirth strategy to reduce stillbirth by 2020 is being complemented by the distribution of MAMA Academy's Wellbeing Wallets. Currently, around half of NHS Trusts are using them and the content on the wallet forms part of the Department of Health and Sands 'Safer Pregnancy' messaging. The wallets are usually given to mothers by their midwife at the booking in appointment to protect their antenatal notes. Additionally they aid discussions such as quitting smoking and reporting symptoms such as preeclampsia and reduced movements. Mothers keep their antenatal notes inside as well as appointment cards, leaflets and CTG traces.

Donna Ockenden fully endorses this initiative and said of the MAMA Academy Wellbeing Wallets 'It is essential all options are explored to try to reduce stillbirths and these wonderful Wellbeing Wallets are a fabulous tool for doing so. The feedback from women, NHS Trusts and healthcare professionals has been very positive and I fully support the MAMA Academy team and their objectives'.

Antenatal wallets designed by MAMA Academy were piloted within 16 trusts across the country with approx. 80,000 wallets distributed to women throughout 2016. In addition to supporting pregnant women with this readily available information, the wallets also act as a conversation prompt between midwives and women, facilitating meaningful discussions around the promotion of healthy pregnancies.

An audit was carried out by the London Strategic Clinical Network, and submitted to NHS England. This found that the wallets were valued by both women and midwives; increasing awareness of key safety messages, and directly contributing to maternal attendance at day assessment units with concerns, thus preventing potential stillbirths.

The audit feedback was positive and the wallets were well received by midwives and women. Most trusts engaged actively with the wallets, with many midwives using them as a tool or checklist during antenatal appointments. Topic areas rated highly by both midwives and women included 'when to contact the maternity unit' and 'babies movements', both key topics in the current national campaign to reduce stillbirth rates.

Further findings showed that Stillbirth and Neonatal death rates were recorded by 11 of the trusts, with 10 reporting a moderate to significant decrease in stillbirth rates and a significant decrease in stillbirth was noted in two trusts that had not implemented any other new measures or initiatives. All trusts gave positive feedback stating they provided a good source of information, helped raise awareness and 11 trusts reported that the wallets had made a significant impact on women acting on concerns, particularly for reduced fetal movements and serious medical symptoms. The feedback forms detailed three women who reported significant symptoms, prompted by their wallet and required immediate delivery upon attendance at the hospital due to pre-eclampsia and sepsis.

The wallets cost 55p each + delivery (£25 per 1,000 wallets) + VAT.

More information can be found at: <http://www.mamaacademy.org.uk/for-midwives/mama-wellbeing-wallets/>

For samples, email: heidi@mamaacademy.org.uk