

**Birkenhead Constituency Antenatal Project  
Quarterly Report - July - Sept 2014**

**Section A Outputs**

**1 User Numbers**

**Initial contacts with women seen this quarter:**

St Catherines Hospital at Scan	14
Arrowe Park at Scan	13
Home Visit following referral by staff or volunteer	8
Telephone contact only following referral	4
Roadshow/Events	0
<b>TOTAL</b>	<b>39</b>
Completed antenatal checklist	9
Intend to breastfeed	32
Going to be a first time mum	12

Access to mum's-to-be has been much more difficult this quarter, we believe this is due to some changes at the hospital and we will be meeting with the Hospital Trust Head of Midwifery and Infant Feeding Co-ordinator on Tuesday 7th September to see how we can overcome the difficulties we are currently facing. We are also trying to make links with 121 midwives who do not refer into our service.

## 2 Areas

Which areas of Birkenhead do the above mums live in?

Bidston & St James	0
Birkenhead	12
Claughton	2
Oxton	4
Prenton	3
Rock Ferry	14
Tranmere	4
<b>TOTALS</b>	<b>39</b>

## 2 Age Range

Of the mums seen this quarter how many were:

Under 18	0
18-21	4
21-25	9
26-34	13
35-44	2
45+	0
Not stated	11
<b>TOTALS</b>	<b>39</b>

## 3 Breakdown of Support

Of the mums seen since April:

How many home visits were made	37
How many telephone calls were made	359
How many texts were sent	476
How many women have a support network available to them	90
How many women were signposted for additional support	18
How many mums initiated breastfeeding	48% *
How many mums breastfed until 6 weeks +	20% *

\* NB 55% of mums being supported are still at the antenatal stage

**4 Promotional Work**

Number of antenatal group support sessions delivered in Birkenhead locations during quarter

6

Total number of pregnant Birkenhead women attended these support sessions during quarter

7

Number of presentations/meetings attended in the Birkenhead District to promote benefits of breast feeding during quarter

4

Number of community/public events attended in Birkenhead District

0

## Section B Outcomes

### 5 Specific Outcomes of the Service

**Please identify the main impact/improvements:**

Outcome 1 - Improve the health and well-being of children in Birkenhead 48%

Outcome 2 - Providing a targeted intervention for expectant mums in Birkenhead 78%

Outcome 3 - Improving support and care available to mums in Birkenhead during pregnancy. 34%

Outcome 4 - Improving support networks available to pregnant mums 26%

**Please identify any specific problems which have not been successfully addressed by the project:**

The main problem we are facing is lack of referrals as mentioned in Q1.

## 6 Case Study 1

### **Background:**

Mum (from Central Birkenhead area) self referred at her hospital routine 20 week scan after a chat with one of our First Response Workers. She explained that this would be her second child but that breastfeeding was something that she hadn't considered with her first (a toddler). After the chat she decided that she may try breastfeeding and signed up to the service to gather more information. After further contact with the Mum it transpired that Mum's first child now resided with the grandmother with Mum having contact at weekends. Her health visitor also informed us that there was a safeguarding issue with the family and that Mum & Dad were residing with the grandparents.

### **Input:**

Further on into the pregnancy Mum was called and was invited to the Home-Start Wirral's antenatal breastfeeding session however at the time she felt unsure about taking part in a group setting, so was offered an alternative one-on-one home visit instead. At the home visit Mum explained that she'd had problems bonding with her first child and understood that breastfeeding can help with this after receiving information at her 20 week scan from the First Response Worker. This particular benefit was discussed at length with Mum including current guidelines of skin to skin contact with baby to improve bonding. Mum expressed worry that her older child may feel jealous of the new baby so information was given to explore ways in which to keep him involved, including reading stories together during baby's feeds etc. Practical tips on how to prepare for breastfeeding were shared and how Home-Start can support. Further information on the local 'Breastfeeding in Wirral' scheme was also discussed. After the home visit information was sent via text message to the Mum about local breastfeeding events during breastfeeding month. As the Mum's due date app

### **Outcome:**

Baby is now 8 weeks old and is still breastfed. At the most recent contact with Mum (which was via telephone) she reported that everything is going great, she felt very proud of herself and is really happy that she decided to breastfeed as it feels like a natural thing which has helped her to bond with her new baby. Feedback on the service was requested from the Mum who said that it's been amazing and that she hopes the support continues as she will be recommending it to others. She added that before she'd received the support she wasn't sure if she'd breastfeed or not, especially after not breastfeeding her first child, but the support she received helped her to make her decision. She also complimented Home-Start Wirral on raising awareness of the benefits of breastfeeding. The Mum has also been invited to Home-Start Wirral's postnatal breastfeeding support group which she is looking forward to attending. The Mum's postnatal breastfeeding support is ongoing .

## 7 Additional Information

### a) **Family Feedback**

"Brilliant service. There was a nice mix of phone calls, voicemails and texts. It was a lovely feeling that you were 'checking up on me' rather than me having to initiate the contact - Thanks a lot."

"Home-Start has helped me gain all the knowledge I need in order to breastfeed successfully and provided me with endless support to help me make the decision to breastfeed."

"I was reassured and given all the facts I needed to support my partner to breastfeed, thank you."

**Completed by:**

Michelle Walsh

**Date Completed:**

30/09/14



