

Birkenhead Constituency Antenatal Project Quarterly Report - Oct 2014 - Jan 2015

Section A Outputs

1 User Numbers

Initial contacts with women seen this quarter:

St Catherines Hospital at Scan	1
Arrowe Park at Scan	15
Home Visit following referral by staff or volunteer	8
Telephone contact only following referral	13
Roadshow/Events	6
TOTAL	43
Completed antenatal checklist	17
Intend to breastfeed	36
Going to be a first time mum	18

We met with the Hospital Trust in September and they have agreed to the introduction of an Information Sharing Protocol which will mean that we will no longer have to rely on referrals into our service. We will be given automatic notification of all pregnant women by the hospital so that we can then offer them an opt out service. This is taking time to go through the Hospital Trust system to be approved but should be in operation shortly.

2 Areas

Which areas of Birkenhead do the above mums live in?

Bidston & St James	9
Birkenhead	4
Claughton	5
Oxton	4
Prenton	6
Rock Ferry	8
Tranmere	7
TOTALS	43

2 Age Range

Of the mums seen this quarter how many were:

Under 18	1
18-21	3
21-25	7
26-34	21
35-44	6
45+	0
Not stated	5
TOTALS	43

3 Breakdown of Support

Of the mums seen since April:

How many home visits were made	51
How many telephone calls were made	566
How many texts were sent	960
How many women have a support network available to them	125
How many women were signposted for additional support	37
How many mums initiated breastfeeding	49% *
How many mums breastfed until 6 weeks +	38% *

* NB 48% 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

3

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

2

Number of community/public events attended in Birkenhead District

4

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 49%

Outcome 2 - Providing a targeted intervention for expectant mums in Birkenhead 75%

Outcome 3 - Improving support and care available to mums in Birkenhead during pregnancy. 38%

Outcome 4 - Improving support networks available to pregnant mums 13%

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

6 Case Study 1

Background:

Young woman from the Central Birkenhead was referred by one of our partner agencies (metime pregnancy smoking cessation), at approximately 24 weeks pregnant with her first child as she was open to information about breastfeeding.

Input:

On receiving J's details a First Response Worker (FRW) contacted J on the telephone to introduce/explain the service, invite along to a group session and to offer the scheme's 'text buddy' service, which is a weekly text message from a breastfeeding peer support volunteer giving information related to breastfeeding & the opportunity to ask the volunteer questions. J accepted the invitation to the group session for further into her pregnancy (30+ weeks) and was happy to receive weekly information via the 'text buddy' service. J received her first text message two days later and this continued every week throughout her pregnancy.

Two weeks after the initial referral a FRW contacted J to share information about an upcoming antenatal PEEP programme (Parents Early Education Partnership Reflective Parenting - antenatal programme to support strong parent-baby bonding and attachment relationships) being offered by Home-Start Wirral. J was really interested in this and agreed to be contacted by the Home-Start Co-ordinator running this project, and later began attending sessions at the Home-Start Hub.

A week before the antenatal breastfeeding session J was contacted by a FRW to remind about the upcoming session. J attended the session at the Home-Start Hub with a friend who was also pregnant and had referred into the Home-Start breastfeeding service. At the session the benefits of breastfeeding were discussed alongside the practicalities of breastfeeding and what to expect. In addition information was shared on how and where to get support with breastfeeding and parenting in general. Leaflets & handouts were discussed and given out on specific breastfeeding topics of interest and contact details/websites of maternity services on Wirral & nationally. J asked specific questions about breastfeeding which were answered there and then, and shared her hopes of a natural home birth for her baby. J also gave feedback on the 'text buddy' service to say that she looks forward to receiving the weekly snippet of information.

Two weeks before J's due date J approached a FRW at the Home-Start Hub whilst attending an antenatal PEEP session to ask a specific question about expressing breastmilk when her baby arrives. The FRW answered J's questions, gave handouts and signposted to further information.

J was contacted three times after her due date but her baby came late, on the fourth contact J told us that she was in hospital as her baby had finally arrived, but she'd had a traumatic birth that resulted in an emergency C-section under general anaesthetic. J said that she'd followed all the information she had received and that her baby was feeding well.

Post-natally J's support continued via the Home-Start's postnatal breastfeeding support team. J received a mix of regular phone support, text messages, home visits and group sessions.

Outcome:

J exclusively breastfed for 12 weeks and felt that the information she received whilst pregnant really helped her in her first few days, especially as she had experienced a traumatic birth.

7 Additional Information

a) **Family Feedback**

"I cannot thank the volunteers at Home-Start enough for all their help and support. I could not have successfully fed my son without them. Breastfeeding is not always easy so it is good to use fantastic services like those offered by Home-Start for advice and support."

"Breastfeeding is so rewarding for a number of different reasons... My eldest wasn't breastfed but my middle child was... My eldest always picks up coughs and colds and anything going around but my other child never gets ill. I really believe this is because of the immune system I passed on through the breast milk. I am so grateful for the support I received from Home-Start to enable me to give my child a better start."

"Everyone has been fantastic, if it had not been for Home-Start's support I would not have been able to continue to breastfeed, thank you from us both."

a) **Partnership Feedback**

'Solutions4health and the MeTime pregnancy group have been working in Partnership with Home-Start for the past 2 years. We deliver a specialist integrated model of smoking cessation in pregnancy whereby we also introduce other topics with the intention of increasing the overall health and wellbeing of both the baby and the mother. One of our topics we deliver is a brief introduction to Breastfeeding. From this we then refer any women interested in breastfeeding to the Home-Start antenatal team who contact them to arrange home visit or group support. The feedback we have received from our mums has been brilliant and we are now in discussions with Sam & Emma to come along to some of our groups to talk to the women about breastfeeding earlier on in their pregnancies after a visit to our group in the last few weeks proved very beneficial.'

Completed by:

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Date Completed:

03/02/2015
