



## CARE WHILE PREGNANT

WHAT WOMEN SAID ABOUT THEIR EXPERIENCE OF MATERNITY CARE	LISTENING, RESPONDING & IMPROVING	TIMESCALE
<p><b>HEALTH INFORMATION:</b> Access to health information about the physical, mental health and nutrition during pregnancy needs to be improved.</p> <p><b>ANTENATAL EDUCATION:</b> Access to antenatal educational classes needs to improve.</p> <p><b>ANTENATAL OPTIONS:</b> Promote choice of maternity care options during the antenatal care phase.</p>	<p>University Hospital Kerry (UHK) in partnership with Community Health Teams and Key Stakeholders are working together to enhance the current provision of antenatal education services in University Hospital Kerry and neighbouring counties.</p> <p><b>WHAT THIS MEANS FOR WOMEN</b></p> <ul style="list-style-type: none"> <li>• Antenatal education is made more accessible to women through social media platforms and adopts the recently launched National Standards for Antenatal Education encouraging the full engagement of women and their partners. Virtual antenatal education is available for all to access, in addition to this face to face antenatal education is also being offered.</li> <li>• The 'My Pregnancy' book is provided to each woman when booking with the antenatal services at University Hospital Kerry, thereby improving access to comprehensive health information about physical and emotional well-being, the changes that occur during pregnancy, what to expect as the pregnancy progresses, mental health and emotional well-being, nutritional care, social support networks and the choices that women have in accessing maternity care services in Ireland. The HSE <i>mychild.ie</i> website is also being promoted as the trusted source of information for parents. In particular, the breastfeeding support section is promoted including the Ask our Expert service.</li> <li>• The 'My Child: 0 to 2 years' book is being actively promoted as part of the suite of health information provided to parents of children 0 to 5 years.</li> <li>• Antenatal information regarding physical changes are incorporated into antenatal education.</li> <li>• Antenatal information regarding mental health changes are incorporated into antenatal education. Specialist post for this service advertised.</li> <li>• Promote choice of maternity care options antenatally: home births service available for low-risk women: planning at the design stage for Home-from-Home Room with facility for water immersion for pain relief in the 1st stage of labour. Early Transfer Home Service due to be rolled out.</li> <li>• Antenatal education provided by trained staff with input from the Multidisciplinary team.</li> </ul> <p><b>Maternity Services University Hospital Kerry innovation</b></p> <ul style="list-style-type: none"> <li>• Preparing for Labour, Birth, Parenting &amp; Breastfeeding Online Educational videos. The National Standards for Antenatal Education in Ireland (2020) overarching aim is to enhance the provision of antenatal education services. In keeping with the Healthy Ireland goal of reducing health inequalities and the unprecedented lack of access to traditional antenatal education in light of the COVID-19 pandemic, the antenatal multidisciplinary team developed several high-quality evidence-based short antenatal education videos online. The aim being to provide women, partners and their families with information and practical strategies to build confidence around labour, birth, parenting and breastfeeding promoting that early childhood health makes to lifelong health and well-being. Forty short antenatal preparing for Labour, Birth, Parenting and Breastfeeding videos were launched online. <a href="http://uhk.ie/maternity">http://uhk.ie/maternity</a>. The videos were reviewed and linked to the national <i>mychild.ie</i> website <a href="http://www.MyChild.ie">www.MyChild.ie</a> website <a href="https://www2.hse.ie/wellbeing/child-health/antenatal-classes.html">https://www2.hse.ie/wellbeing/child-health/antenatal-classes.html</a>. A number of videos have recently been filmed and will be added to the collection of videos online. The feedback online and from the women is exceptionally positive There is a currently a plan to expand on the number of antenatal videos.</li> </ul> <p><b>Maternity Service UHK innovation 2020</b></p> <ul style="list-style-type: none"> <li>• Outreach Community Maternity Services Antenatal Clinics implemented in 2020, with the planned expansion of Community Maternity Services to additional outreach sites, namely Listowel/Killarney/Dingle.</li> <li>• Future plans to include the initiation of a DOMINO Service.</li> </ul>	<p>Commenced in 2020 following the launch of the National Standards in Antenatal Education</p>



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## LABOUR AND BIRTH

WHAT WOMEN SAID ABOUT THEIR EXPERIENCE OF MATERNITY CARE	LISTENING, RESPONDING & IMPROVING	TIMESCALE
<p><b>COMMUNICATION:</b> The need to improve healthcare communication and involvement in decision making during labour and birth.</p> <p><b>PAIN RELIEF:</b> The need to improve pain relief during labour and birth.</p> <p><b>SUPPORT:</b> Women said they wanted to be fully supported during labour and birth.</p>	<p>University Hospital Kerry Maternity Services is implementing quality improvement initiatives to improve women's experience of labour and birth and promote best practice in communication skills and shared decision making with women.</p> <ul style="list-style-type: none"> <li>All key staff in the Maternity Services of University Hospital Kerry will participate in training in the National Healthcare Communication Skills Programme. Training has already commenced and 10 staff have participated in the programme, with further staff training planned (deferred due to COVID-19).</li> <li>Patient prompts will be designed to encourage women to become more involved in decision making about their pregnancy care and to voice any worries or concerns that they may have during their pregnancy care.</li> <li>An initiative to promote better pain relief during labour called Hopscotch (planned April 2020 but deferred due to COVID-19, to be rescheduled).</li> <li>Birth Preferences are available in Maternity Services in University Hospital Kerry.</li> <li>Skin-to-skin contact promoted and implemented in Maternity Services in University Hospital Kerry.</li> <li>One-to-One midwifery care provided to women in labour.</li> </ul>	Work commenced in 2019–ongoing
	<p><b>WHAT THIS MEANS FOR WOMEN</b></p> <ul style="list-style-type: none"> <li>Women will be supported and encouraged to be more involved in the decision making about their care, patient prompts will be designed and available to women to invite women to ask questions about their birth preferences and postnatal care.</li> <li>Epidural available 24/7 to women attending Maternity Services in University Hospital Kerry.</li> </ul>	
	<p><b>Maternity Service UHK plan</b></p> <ul style="list-style-type: none"> <li>Funding approved from the National Women and Infant Health programme for a Home-from-home Room in line with the National Maternity Strategy (2016 – 2026), this will include phase one water immersion for pain relief in the 1st stage of labour.</li> </ul>	



## SUPPORT WITH FEEDING AFTER BIRTH

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<p><b>FEEDING:</b> Women said that they require more support and help with feeding their baby.</p>	<p>University Hospital Kerry Maternity Services is implementing quality improvement initiatives to improve women's experience of care after birth; including:</p> <ol style="list-style-type: none"> <li>Improved infant feeding education and support for women in the antenatal and postnatal period, supporting the mother's choice concerning infant feeding.</li> <li>Additional midwives and staff have been employed to respond to the growing demands of the service. Training in breastfeeding support has been provided to improve capacity and support for women in care after birth.</li> <li>Staff will participate in the breastfeeding HSE Land blended learning programme developed by HSE National Healthy Childhood Programme.</li> <li>10 Steps to successful breastfeeding (<a href="http://www.baby-friendly.ie">www.baby-friendly.ie</a>), supporting skin-to-skin contact and responsive feeding are being actively promoted.</li> <li>Lactation Consultant: during COVID-19 the need for infant feeding support was identified and a member of staff was redeployed within the service. UHK Maternity Services has now a Lactation Consultant in post.</li> </ol>	Work commenced in 2020 and ongoing
	<p><b>WHAT THIS MEANS FOR WOMEN</b></p> <ul style="list-style-type: none"> <li>The role of all midwives in supporting women to breastfeed will be actively promoted, to increase support for women breastfeeding.</li> <li>Lactation Nurse/Midwife specialist is available to women in UHK Maternity Services for additional support with breastfeeding.</li> <li>Health information will be provided to women about feeding support available to them in the hospital and the community, including the role of their Public Health Nurse.</li> <li>Community support groups such as La Leche League and Cuidiú are available for women to access breastfeeding support in the community.</li> </ul>	



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<p><b>DEBRIEFING:</b> Women said that they would like the opportunity to discuss labour and birth afterwards.</p> <p><b>ACCESS TO A HEALTH PROFESSIONAL:</b> Women said that they did not have a healthcare professional that they could talk to about their worries and fears.</p> <p><b>MENTAL HEALTH:</b> Women said that they did not receive information when going home about the changes that they might experience with their mental health.</p>	<ol style="list-style-type: none"> <li>1. Improving health information at discharge and improving smoother transitions of care between hospital and community services.</li> <li>2. Promoting the role of all staff and their ability to address worries and concerns.</li> <li>3. Providing women with comprehensive health information on discharge, specifically concerning mental health.</li> <li>4. Part of the induction process for the Obstetric Team involves education on communication and debriefing with Service Users.</li> </ol> <p><b>WHAT THIS MEANS FOR WOMEN</b></p> <ul style="list-style-type: none"> <li>• Women will have the opportunity to participate in postnatal support forums whilst in the hospital through telecare platforms thus providing more personalised health information and advice, an initiative which has been trialled during COVID-19 and will be advanced in 2020.</li> <li>• A proactive campaign will be promoted to support and informing women that they can discuss their worries or concerns that they may have after the birth of their baby. This will facilitate women to voice concerns and to ask questions that they may have following their labour, birth or any aspect of their care.</li> <li>• Women will receive health information about health and well-being after birth including the mental health changes that occur.</li> <li>• Women will receive the 'My Child: 0 to 2 years' book as part of the suite of health information provided to parents of children 0 to 5 years.</li> </ul> <p><b>Maternity Service UHK planning</b></p> <ol style="list-style-type: none"> <li>1. Appointment of a Clinical Midwife Specialist in Perinatal Mental Health.</li> <li>2. National Communication Skills Programme future implementation.</li> <li>3. Postnatal Outreach Infant Feeding Clinics to be provided by Lactation Consultant.</li> </ol> <p><b>Innovation</b></p> <ol style="list-style-type: none"> <li>4. Proposal to provide all mothers and babies in UHK with a Community Midwifery Postnatal Service. The four maternity units in Ireland South provide care for approximately 13,000 births per year. Currently, the postnatal wards can be overcrowded and with reduced midwifery staff, resulting in women in many cases, being discharged early without community midwifery support. Lack of support in the postnatal period can lead to dissatisfaction; complaints and a lack of control and can have a negative effect on the total pregnancy journey (Women's experience of postnatal care in the SSWHG Maternity Services, 2018).</li> </ol> <p>The breastfeeding rates in Ireland (52% at initiation and approx 40% on discharge from Hospital) are overall very low compared to other European countries DOHC (2005) this is due to a large number of factors. The main reason cited by women who stop breastfeeding in the first week of life is lack of professional support (AIMSI 2010). The public health nursing service provides valuable breastfeeding support for new mothers. However, problems encountered in the first 48-hours after transfer home frequently define a mother's decision to continue breastfeeding. Therefore early and frequent breastfeeding support is essential. The community midwives service can assist the woman at home for up to 5-7 days and this appears to improve the rates of breastfeeding (UHW Clinical Annual Report, 2018).</p> <p>Therefore the objective of this proposal is to re-orientate midwifery services in all of the four maternity units towards providing most of the postnatal care in the community, in co-operation with community partners, PHNs and GPs. This proposal is the most achievable aspect of the National Maternity Strategy as it is not dependable on new infrastructure and can be achieved within a very short time frame.</p> <p>Currently, a small proportion of women are visited at home postnatally by midwives from the maternity units. However, the majority of women are unable to have community midwifery support at home if they live in a different catchment or county to where they gave birth, as they cannot avail of the Early Transfer Home Service.</p>	



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## SPECIALISED CARE

WHAT WOMEN SAID ABOUT THEIR EXPERIENCE OF MATERNITY CARE	LISTENING, RESPONDING & IMPROVING	TIMESCALE
<p><b>EMOTIONAL SUPPORT:</b> Women identified the need to have someone to talk to and to provide emotional support during this difficult time of their newborn baby being in the Neonatal care unit.</p>	<p>University Hospital Kerry Maternity Services is currently implementing quality improvement initiatives to address the woman and her partner's emotional support needs whilst their baby is in the specialist care unit. The following initiatives are in place:</p> <ol style="list-style-type: none"> <li>1. Health information is provided for all women and their partners about what they can expect and how to cope when their newborn baby is admitted to the Neonatal or Specialised Care Unit.</li> <li>2. Social support networks – the Role of Irish Neonatal Alliance will be actively promoted.</li> <li>3. A proactive campaign is being promoted informing women that they can discuss any worries or concerns that they may have whilst their baby is in the neonatal unit.</li> <li>4. Chaplaincy services and PALS support is offered in the Maternity Services of UHK.</li> </ol> <p><b>WHAT THIS MEANS FOR WOMEN</b></p> <ul style="list-style-type: none"> <li>• Women will know where they can access emotional support during a difficult time when their new baby is in the Neonatal or Specialised Care Unit.</li> <li>• Social support networks and community supports such as the Irish Neonatal Alliance will be shared with all women and families as appropriate.</li> <li>• Formal pathways are in place between Ireland South Women and Infant Directorate within the neonatal setting concerning the transfer of care.</li> </ul> <p><b>Recruitment in Neonatal care since 2020</b></p> <ul style="list-style-type: none"> <li>- 4 Consultant Pediatricians, with Clinical Lead Consultant Pediatrician.</li> <li>- 4 newly appointed Neonatal Nursing staff.</li> </ul> <p><b>Maternity Service UHK plan</b></p> <ol style="list-style-type: none"> <li>1. Advanced Midwife/Nurse Practitioner or Clinical Skills Facilitator in Neonatal care.</li> <li>2. Communication skills to be facilitated for the multidisciplinary Neonatal team in line with the National Communication Healthcare Programme.</li> <li>3. Antenatal Shared Care Messaging via Health-link for GP – project commenced.</li> </ol>	<p>Work commenced in 2019 and ongoing</p>



## OVERALL EXPERIENCE

WHAT WOMEN SAID ABOUT THEIR EXPERIENCE OF MATERNITY CARE	LISTENING, RESPONDING & IMPROVING	TIMESCALE
<p><b>CULTURE:</b> Women identified the need to build on a healthy culture of care and advocacy.</p> <ul style="list-style-type: none"> <li>• Dignity and respect</li> <li>• Organisational culture</li> <li>• Advocacy for Women in Maternity Care.</li> </ul>	<p>University Hospital Kerry Maternity Services is implementing quality improvement initiatives to improve women's overall experience of maternity care.</p> <ol style="list-style-type: none"> <li>1. The new independent Patient Advocacy Service is being promoted in UHK and women will be informed of the support available to them through the PAS, should they wish to make a complaint or address an advocacy-related issue.</li> <li>2. Staff and Managers in Maternity Services in University Hospital Kerry have participated in the National Healthcare Communication programme, designed to build staff competency and skills in responding to healthcare complaints and advocacy related issues. A further team from Maternity Services in University Hospital Kerry will participate in the training in Quarter 4 – 2020.</li> <li>3. A women's forum designed to hear '<i>what matters to you</i>'/women and key stakeholders in maternity care in maternity care was hosted in 2019 and will be repeated in 2021, all feedback received from women at this forum was used to inform improvement priorities at a local level.</li> <li>4. A communications plan, profiling how Maternity Services in University Hospital Kerry responded to the findings of the National Maternity Experience Survey 2020 will be promoted at a local level. Women will be encouraged to give feedback on an ongoing basis.</li> <li>5. Evaluation of the initiatives outlined above will be conducted to measure progress annually.</li> </ol> <p><b>Maternity Services UHK innovation</b></p> <ol style="list-style-type: none"> <li>1. Senior Management meets with women daily to receive feedback on Maternity care, hygiene standards and food quality.</li> </ol>	<p>Work commenced in 2018 and ongoing</p>
	<p><b>WHAT THIS MEANS FOR WOMEN</b></p> <ul style="list-style-type: none"> <li>• Women will be provided with better information about how to provide feedback about their experience.</li> <li>• Women will know about the new Independent Patient Advocacy Service and about how to make a complaint or report patient advocacy related issue.</li> <li>• Women will understand that their feedback makes a difference and that the Maternity Services in University Hospital Kerry are Listening, Responding and Improving Maternity Care Services for Women.</li> </ul> <p><b>Maternity Service UHK plan</b></p> <ol style="list-style-type: none"> <li>1. The Values in Action Programme is being considered as an initiative that will be developed in University Hospital Kerry.</li> <li>2. Patient stories are currently being reviewed as part of a quality initiative in Maternity Service UHK.</li> </ol>	