



CELEBRATING EXCELLENCE IN MIDWIFERY

RCM ANNUAL MIDWIFERY *Awards* 2016

Compendium of winning entries

Awards ceremony
Tuesday 8 March 2016
The Brewery | London

RCM Alliance partners:



Award sponsors:



WELCOME

“It is a pleasure to celebrate with you these wonderful examples of just how midwives, student

midwives and maternity support workers can be agents of change – for women and families, the services they work in and their profession. I hope you will find inspiration, confidence and encouragement from these teams and projects.

I was delighted to congratulate each of our winners at the ceremony. I would also like to thank everyone again who made the shortlist, our diligent judges and everyone who put forward an entry or nomination. I know that the stories here are only a sample of the innovative, resourceful work taking place in units across the UK. It is so important that you continue to value your work and put it forward for the competition each year.

We have introduced several new categories this year. For the first time, we have recognised the generosity of midwives using their volunteering experience to enrich the maternity care that they provide in the UK.

We have also extended the awards to embrace the wider world of women's experience of maternity by recognising charity initiatives and online resources.

Emma's Diary, our new sponsor for Mums' Midwife of the Year 2016, brought us hundreds of stories from women about the care they received from their midwife. The winners from across the UK demonstrate how compassionate support from midwives can be transformative.

The awards help us to find new leaders, pioneers and challengers in our membership. We look forward to presenting them to a wider audience at our annual conference later in the year and sharing their achievements in local, national and professional media. We could not turn this spotlight on their excellence without the help of our sponsors, especially our RCM Alliance partners, EuroKing, JOHNSON'S®, Slimming World and Pregnacare Vitabiotics.

I would like to thank everyone who has worked hard to make sure the best teams and projects enjoy the recognition they deserve.



The awards help us to find new leaders, pioneers and challengers in our membership

Cathy Warwick

Professor Cathy Warwick CBE
Chief executive



THANKS TO ALL OUR SPONSORS

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WINNER

JOHNSON'S® AWARD FOR EVIDENCE INTO PRACTICE

Blood to baby

HANNAH TIZARD

University of Central Lancashire

The #BloodtoBaby campaign started through social media after sharing self-made optimal cord clamping stickers. Requests for the stickers became overwhelming and, realising the desire for tools to inform women about the benefits of delayed cord clamping (DCC), Hannah started the #BloodtoBaby campaign. A personal investment of £150 enabled her to design the logo, print campaign materials and produce stickers. When resources quickly ran out, she sought external sponsorship that enabled her to build a website.

Market research conducted on social media highlighted that



midwives wanted clear information about the benefits of DCC and tools they could use and give to women to prove a discussion about DCC had taken place.

Individuals and trusts can order materials from the #BloodtoBaby website free of charge.

Johnson's

WINNER

SLIMMING WORLD AWARD FOR PUBLIC HEALTH

Active mothers in Bexley

**SHERRIE BARNES
AND HELEN KNOWER**

Lewisham and Greenwich NHS Trust

This is an antenatal care package that aims to tackle obesity at the same time as providing antenatal care. Antenatal advice takes place within a class, which also includes exercise, parent education and health promotion. It is led by midwives and takes place in a sports centre. Midwives work in collaboration with other agencies and professionals, such as physiotherapists, yoga teachers, health visitors and sports advisors, to incorporate a multi-faceted approach to obesity. Women are encouraged to explore lifestyle changes and professionals learn from attendees about their needs



and any challenges they experience as they embark on a new lifestyle journey. This increases professional knowledge, confidence and competence to support mothers. Women are invited to attend as many sessions as they wish.

**Slimming
WORLD**

RUNNERS-UP

COPING WITH CRYING

Meryl Roberts and Elonwy Evans
NSPCC Swansea

Coping with crying is a simple, evidence-based intervention to keep babies safe. Developed by the NSPCC with Warwick University and Great Ormond Street Hospital, it centres on a short film to help parents to care for a crying baby.

MIDWIFERY-LED TRAINING AND IMPLEMENTATION OF A NATIONAL STILLBIRTH PREVENTION PROGRAMME

Sally Giddings and Sally Buller
Perinatal Institute (PI)

Fetal growth restriction (FGR) that goes unrecognised during pregnancy can lead to stillbirth. PI set up regional training workshops to address this. The project resulted in improved detection of FGR and reduction in stillbirth rates in the three NHS regions in which it was implemented.

'MIND YOUR PS & QS' – PROTECTED QUIET TIME IN THE HOUR AFTER BIRTH

Elizabeth Bailey and Alison Searle
University Hospitals Coventry and Warwickshire
NHS Trust and Coventry University

Mind your Ps & Qs is an innovation that aims to eliminate organisational and non-value-adding interruptions to a woman, her birth partner and newborn for the first hour after birth.

RUNNERS-UP

INCREASING UPTAKE OF FLU AND PERTUSSIS VACCINATIONS DURING PREGNANCY

Lesley Owen and Melanie Llewelyn
Abertawe Bro Morgannwg
University Health Board

Community midwives worked to increase the uptake of flu and pertussis vaccinations in pregnant women. An information sheet was developed, posters were designed and stickers placed on community hand-held records to act as a prompt during each antenatal visit. A record was kept of who was offered, accepted or declined, together with their reasoning, if they said 'no'. As a result, vaccination rates increased. For pertussis, the rate rose from 44% in 2012-13 to 78% in 2014-15. For flu, it increased from 36% in 2012-13 to 81% in 2014-5.

PILOTING MATERNAL MENTAL HEALTH AND WELLBEING PATHWAY

Maternal Mental Health Team
Guy's & St Thomas' NHS Foundation Trust

Mental health problems are often unrecognised and untreated in the antenatal and postnatal period, resulting in adverse long-term outcomes for the mother and her family. Maternal mental health was identified as an unmet need and set as a priority for maternity services and Lambeth Public Health. The national guidance and stakeholder consultations were translated to develop and pilot a wellbeing pathway for pregnant women, which was rolled out in phases. This ensured high-quality and equitable services for local women.

WINNER

PREGNACARE AWARD FOR MATERNITY SUPPORT WORKER OF THE YEAR

LEIGH-ANN JOHNSTONE

NHS Lanarkshire

(nominated by AnneMarie Bruce)

Leigh-Ann is passionate about the importance of breastmilk and the wellbeing of the babies in the neonatal unit. She has such a gentle, caring manner that, from her first week in the unit in November 2014, there was a significant rise in the number of babies receiving their mothers' own breastmilk.

Since Leigh-Ann has been in post, initiation rates for all admissions to the neonatal unit have been 57% and, in preterm babies of under 37 weeks' gestation, the average initiation rate is an amazing 83%.

Even though she only works



three days a week, since her employment she has completely changed the ethos in the neonatal unit. The neonatology consultants often remark on how invaluable she is and the positive impact she has had.

Pregnacare
Vitabiotics®

WINNER

THE EVIDENCE BASED MIDWIFERY JOURNAL AWARD FOR EXCELLENCE IN MATERNITY CARE

The Sheffield Breech Birth Service

HELEN DRESNER BARNES AND SARAH MARTIN

Sheffield Teaching Hospitals NHS Foundation Trust

The Sheffield Breech Birth Service has been developed as a collaborative approach between midwives and a consultant obstetrician to provide a dedicated care pathway for parents expecting breech babies.

Women are referred to the team to discuss maternal wishes and they are given open and honest information regarding both modes of birth. There is no agenda to lead mothers in their decision-making. Many women opt for a CS and are happy to have been empowered



with choice. Those who elect for vaginal breech birth are integrated onto the 24/7 caseload, providing continuity and experienced carers. They aim for both midwifery and obstetric presence at each birth, with both having experience of upright breech birth.

EVIDENCE BASED MIDWIFERY

RUNNERS-UP

CHRISTINE HANFORD

Abertawe Bro Morgannwg University Health Board
(nominated by Lesley Owen)

Christine was introduced to work with two community midwifery teams based at Neath Port Talbot Hospital to support mothers during the early days of breastfeeding. She has been pivotal in increasing the breastfeeding rates – there was a 68% initiation rate in 2014, up from 30% in 2011.

Christine has set up maternity care assistant reflection sessions with peers who work at other health boards. This provides a platform to share good practice, resolve issues and update all maternity care assistants in breastfeeding literature and research.

SALLY MORGAN

Tameside Hospital NHS Foundation Trust
(nominated by Anita Fleming)

Sally has raised the profile and developed the MSW role at Tameside Hospital. She established an MSW forum and generates enthusiasm and inspires her MSW colleagues. Sally has also organised away days for MSWs to focus on engagement and role development and is planning an event in April for MSWs from across the region. Sally demonstrates strong leadership skills, commitment and resilience. She never gives up and is so proactive in finding new ways to engage her colleagues.

RUNNERS-UP

EARLY INTERVENTION

Katy Crabbe and Rachel Holmes
Salisbury NHS Foundation Trust

A process has been developed for emotional and social needs assessment at the booking appointment that moves away from the reporting of risk factors without a clear plan. Instead, midwives are asked to consider the issues that might create a need or risk for the unborn baby and, in partnership with parents, the proforma is completed with a plan for the pregnancy, birth and post birth.

STOCKPORT BREASTFEEDING SUPPORT

Sarah Mckie
Stockport NHS Foundation Trust

In 2006 in Stockport, 69% of women initiated breastfeeding and 42% continued to breastfeed. Following interventions, by 2014, 74% initiated breastfeeding and 50% continued to breastfeed. Enhanced assistance is provided by a telephone breastfeeding support, bespoke training for peer supporters, peer support on the ward and community setting, and tongue-tie assessment.

SPOT ON

Camilla Picknett and Lynda Fairclough
York Teaching Hospitals NHS Foundation Trust

The antenatal and newborn screening team began a proactive programme to minimise unavoidable blood spot repeats as part of a public health initiative in 2015. It has enabled increased efficiency, cost improvement and improved clinical standards.

WINNER

THE RCM I-FOLIO AWARD FOR PARTNERSHIP WORKING

Shared governance in maternity

JOSHUA DOWNEY

AND KATIE JONES

Nottingham University Hospitals NHS Trust



The purpose was to change organisational culture, bring decision-making to frontline clinical staff, and encourage partnership working between frontline staff and management. The trust also wanted to offer career development, which would enable an increase in staff engagement.

The shared governance is a process of devolved midwifery management that places staff councils at the centre of the decision-making process and sees managers having a facilitative

leadership role. Midwives and MSWs volunteer to be part of a Unit Practice Council.

Councils are made up of frontline staff only and they lead by prioritising the ideas and projects that they see as most important and meaningful for their areas, always with a view to improving patient care.



WINNER

EUROKING AWARD FOR BETTER BIRTHS

Home birth

MARION WILYMAN

AND KATE STRINGER

Brighton and Sussex University Hospitals NHS Trust



Brighton and Sussex University Hospitals NHS Trust has tripled its home birth rates to 9.1% (July 2015). The rate had previously fallen because the trust had been unable to maintain a round-the-clock service. To address this, they changed shift patterns to include dedicated home birth shifts, moving away from an on-call system.

Success of the reconfiguration was influenced by encouraging ownership of the whole community midwifery team, which was achieved through an in-depth consultation process. The benefits to collective teamworking have been immense, with both the

obstetric and community departments enjoying improved team cohesiveness and communication, which ultimately has improved the quality of care for women and their families.

Multidisciplinary and collaborative working has been greatly improved, following the introduction of a home birth protocol.



RUNNERS-UP

HAVING A BABY PROGRAMME

Anne Smith and Tracey Hudson

Barnsley Hospital NHS Foundation Trust

The programme is a multi-agency service redesign of antenatal classes to support the health and wellbeing of parents-to-be from early pregnancy to parenthood, with input from midwifery, children's centres, health visiting and infant-feeding services.

'MAKING EVERY CONTACT COUNT' WITHIN MATERNITY SERVICES

Lynne Young and Rachel Johnson

South Tees NHS Foundation Trust

Implementation of walkarounds within all clinical areas by senior midwives, consultants and lay representatives from the family and birth forum has enabled the capture of the real-time patient experience, in order to enhance the care provided.

EFFECTIVE PARTNERSHIP WORKING TO SUPPORTING WOMEN'S PERINATAL MENTAL NEEDS

Perinatal Mental Health Team

University of Hull and Humber NHS Trust

In 2010, a perinatal mental health (PMH) liaison team became operational in Hull and East Yorkshire. The service emerged from the work of a Maternal Mental Health Strategy Group. It supports consistent prediction/detection within maternity, pathways for women, training for midwives, and PMH clinics.

RUNNERS-UP

MANAGING THE LATENT PHASE OF LABOUR

Philippa Cox

Homerton University Hospital NHS Foundation Trust

This is an initiative to provide better care and analgesia for women in the latent phase of labour.

It includes the development of guidance for midwives, improved patient information, and the use of oramorph to provide analgesia for women. The aim was to support women who were not in established labour to go home.

COMMUNITY GROUP PRACTICES

Victoria Cochrane and Shereen Nimmo

Imperial College Healthcare NHS Trust

Since April 2014, women living within Imperial's area have their antenatal and postnatal care provided locally in either a children's centre, or at home. Women have a named midwife and receive the benefits of continuity of carer and care, with each midwife having their own caseload.

POST-DELIVERY DEBRIEFING

Maureen McSherry and Carole Burns

NHS Lanarkshire

The project aims for 95% of women to say staff took account of their personal needs and preferences during labour and birth and were given understandable information from the midwife at delivery. A debriefing bundle has been developed to help ensure this. So far, results have shown that 85% of women are positive, up from 40% previously.

WINNER

JOHNSON'S® AWARD FOR MENTOR OF THE YEAR

KIRSTI REDFERN

Central Manchester University Hospitals NHS Foundation Trust
(nominated by Shannon Hogan)

Shannon had experienced some challenging times before beginning her delivery suite placement and was apprehensive about continuing the course, while reluctant to seek help.

When on delivery suite, she explained her situation to Kirsti who encouraged her to seek support. Kirsti suggested Shannon speak to her academic advisor, the practice learning facilitator and other student support services.

During the placement, Kirsti encouraged Shannon to immerse herself fully in all the learning opportunities she could provide



for her. She also helped to rebuild Shannon's confidence in clinical practice. The experience helped her remember why she wanted to be a midwife.

Johnson's®

WINNERS

THOMPSONS MEMBERS' CHAMPION AWARD

JENNIFER BROWN

Steward, North Manchester RCM branch

Due to Jenny's hard work, members can see that the RCM can make a difference in the workplace. Her positive attitude helps to gain a fair deal through negotiations and representation for members.

During the pay campaign, members were proud of the commitment Jenny made to be their voice at Westminster and on TV. She has been active in publicity for the TUC's 'Right to Strike' campaign.

Jenny has reorganised and rejuvenated the North Manchester branch, recruiting new branch officials and workplace reps and helping to amalgamate two site branches into one.



ANN GILLOTT

Steward, Sheffield RCM branch

Ann was elected as an RCM steward in 2007 and has worked tirelessly in the role ever since. She is well-known in the workplace, and has protected members' interests through organisational change, redeployment, and bullying and harassment issues.

She represents the RCM at the trust JNCC and is involved in policy development, and working groups. She also has an excellent partnership with representatives of other NHS trade unions.

Ann has good relationships with HR and senior managers, and is always working towards an acceptable outcome for her members, even in the most complex and challenging cases.

RUNNERS-UP

MARI DAVIES

Abertawe Bro Morgannwg University Health Board
(nominated by Melissa Out)

Mari was Melissa's mentor for a four-week placement on the pre- and postnatal ward in Bridgend, which culminated in her year two summative assessment. Mari is aware of which competencies are difficult to collect evidence for and has designed an audit of the MEWS charts used on the ward to help her students attain the necessary proof. Melissa says that, when Mari is not teaching, she is leading by example. She shows a high level of professionalism and respect to women, their families, and other healthcare professionals.

JOSH RAVAL

University Hospitals of Leicester NHS Trust
(nominated by Sophie Hedley)

Sophie says that her mentor supported her through a placement when she had lost confidence and was distressed about her perceived lack of progress. Sophie describes how Josh encouraged her to think and work more independently; giving her time to make decisions herself. Sophie says that Josh continued to be supportive on further occasions when she worked with her, after the placement had ended. Josh will be Sophie's inspiration when the time comes for her to mentor students of her own, she says.

RUNNERS-UP

AMANDA ANDREWS

Steward, Barrow-in-Furness RCM branch

Amanda has been an accredited workplace rep for only a year and, in this time, has demonstrated commitment and confidence. She is flexible and responsive to members' needs, often meeting with them at short notice and outside her working day. The nature of the issues in Barrow has meant that Amanda has handled a number of cases of complex sickness absence. She has demonstrated an ability to support and represent members under the most difficult circumstances.

SALLY GOODWIN

Branch secretary and learning representative, Sherwood Forest RCM branch

Sally regularly speaks to colleagues to identify individual and collective needs, and works closely with her HoM and practice development midwife. She finds a way to meet those needs by arranging education over and above that provided by the trust. Her activities have included arranging workshops for MSWs, using these as opportunities to recruit members. In her spare time, Sally is a member of the editorial board of Emma's Diary website.

T THOMPSONS
SOLICITORS

STANDING UP FOR YOU

WINNER

THE PRESIDENT'S VOLUNTEER AWARD

Supporting pregnancy through cancer and beyond

NICOLETTE PEEL
University of Salford

Nicolette is co-founder and chair of Mummy's Star, a charity supporting women diagnosed with cancer during pregnancy or within a year postnatally. She is also a third-year student midwife.

Mummy's Star was developed in response to a perceived lack of resources in the area of cancer and pregnancy. Little was known about the issues surrounding this relatively rare diagnosis.

The founding members, Nicolette included, have experience of cancer in pregnancy or within a year of a birth. Their collective experiences identified the need for increased support for women and

families in this devastating, isolating situation.

Nicolette's work includes ensuring women are signposted to support services; advocating for change for affected women; approving emergency financial grants; and facilitating peer support via administrated internet forums.



WINNER

BEST CHARITY INITIATIVE AWARD

HealthE mum-to-be
Epilepsy Action

Epilepsy Action represents and promotes the interests of the 600,000 people living with epilepsy in the UK.

In women with epilepsy, changing seizure patterns and certain epilepsy medicines can cause risks in pregnancy, but Epilepsy Action's HealthE mum-to-be initiative, which launched in 2013, aims to improve the care and advice given to women with epilepsy by sharing expertise and best practical protocols with midwives and obstetricians.

It can boost the confidence of pregnant women with epilepsy by increasing their access to peer-to-peer support, advice and information through the *Pregnancy diaries*, a one-edition magazine

that follows the pregnancies of women with epilepsy.

The initiative makes mothers-to-be aware of the issues that may affect their pregnancy, and equips medical professionals with the information and resources they need to support women of child-bearing age.



RUNNERS-UP

TEACHING MIDWIFERY IN BANGLADESH

Anna Kent Alam
Hope Foundation for Women and Children of Bangladesh

Anna has volunteered as a midwife for several years with Médecins Sans Frontières. She collaborated with the organisers of Bangladesh's first midwifery course to complete a voluntary placement in 2015, teaching student midwives emergency obstetric skills. At Hope Hospital, Cox's Bazar, Bangladesh, student midwives are recruited from rural areas. The goal is for them to practise in their rural home villages and enable more women to have access to basic maternity care, directly reducing the maternal mortality rates in Bangladesh. The first cohort qualifies this year.

PROTECTING AND ADVOCATING FOR THE MATERNITY HEALTH OF WOMEN IN IMMIGRATION DETENTION

Phoebe Pallotti and Morag Forbes
Medical Justice

Phoebe and Morag have been volunteering as midwifery medico-legal advocates for over two years. They respond to requests from women in immigration detention – usually Yar's Wood IRC – and try to provide immediate support and answer their questions. After a thorough assessment, in person if possible, they write medico-legal reports to detail their pregnancy health needs. They both have full-time jobs and cover this service in their own time.

RUNNERS-UP

BIRTH2

Baby Lifeline Ltd

Baby Lifeline is dedicated to improving care for babies and mothers across the UK and internationally. The charity started developing training in 1995, and has since trained over 11,000 healthcare professionals. The most recent initiative, BIRTH2 UK maternity training, trains healthcare professionals in key areas where things have gone wrong in the past; alleviating clinical negligence claims and preventing avoidable harm.

MUFFINS FOR MIDWIVES

Maternity Worldwide

Maternity Worldwide works in developing countries to help women and girls access high-quality maternal health care in order to give birth safely. The initiative Muffins for Midwives takes place every May to celebrate IDM and calls on midwives and supporters to host a cake sale, tea party or coffee morning to raise money, which goes directly to sponsoring the training of midwives in Africa.

PREGNANCY SICKNESS SUPPORT

Pregnancy Sickness Support is a UK charity for pregnancy sickness and hyperemesis gravidarum. The charity's support network aims to improve women's experiences while suffering varying degrees of pregnancy sickness and provides support from volunteers who have first-hand experience of the condition and specific training. The network provides accurate information and reduces isolation.

WINNER

BEST ONLINE RESOURCE FOR MUMS AND MUMS-TO-BE

Baby Buddy – the app for mums and mums-to-be Best Beginnings

Baby Buddy is described as an electronically delivered health intervention. The Baby Buddy app supports and guides women through pregnancy and for the first six months of their child's life.

It provides tailored information and interactive, health-promoting features designed to inform and empower expectant and new mothers to encourage them to use local services and to help make 'every contact count'.

The content of the free app has been developed to offer friendly, easy-to-understand and evidence-based information, which has been verified by



parents and professionals to ensure it is supportive, engaging and empowering.

Baby Buddy has been downloaded over 50,000 times since its launch in 2014.

WINNER

THE RCM I-LEARN STUDENT MIDWIFE AWARD

ELA YUREGIR

Liverpool John Moores University

Since starting the course, Ela has stood out as a proactive, helpful and hardworking student who strives to improve the experience of student midwives, health professionals, service users and families.

She is a course representative for her cohort and also student quality ambassador at Liverpool Women's Hospital, and massively contributes to enhancing student learning while in practice.

Ela set up the Liverpool John Moores University Midwifery Society, successfully ran two study days, including one that saw student and registered midwives, nurses and lecturers attend from across the country.

The society also screened the



documentary *Microbirth* and won the Liverpool SU Loves You Award for best academic society in 2015.

Ela also won outstanding contribution to the workplace at the University School Awards in 2014.



RUNNERS-UP

ICPSUPPORT.ORG

ICP Support

The ICP in ICP Support stands for intrahepatic cholestasis of pregnancy – the most common liver condition of pregnancy. A research-based charity, ICP Support provides free evidence-based information and advice via its website, enabling women and their families affected by ICP to seek appropriate care. Resources include ICP symptoms, risks, and how it is treated, as well as links to support groups.

MAKING MATERNAL HEALTH MATTER

Tommy's

This campaign raises awareness of mental health in pregnancy and has a suite of online resources to support pregnant women. The campaign consists of a Wellbeing Plan – a tool to allow women to consider their mental health during the normal antenatal care process – as well as online resources to answer questions and provide tips for coping.

DIABETES IN PREGNANCY

Tommy's

Tommy's has created free comprehensive information about both gestational diabetes and pregnancy with existing type 1 or type 2 diabetes. The aim of the online resources is to empower women with knowledge to feel confident in managing their diabetes to try to reduce the risk of pregnancy complications.

RUNNERS-UP

CARDIFF MIDWIFERY SOCIETY

Cardiff University

Student midwives initiated the Cardiff University Midwifery Society in 2013. The values of the society are to promote learning, positive experiences and peer support to all cohorts on the Bachelor of Midwifery programme, as well as bringing together qualified midwives, academics and researchers in midwifery. The pinnacle of an exciting and inspiring two years was the inaugural All Wales Student Midwife Conference in May 2015.

JANE ASHTON

King's College London

Janey has developed an innovative new course for student midwives at King's College London on infant massage and touch in practice. This covers topics such as touch following sexual abuse, issues of consent and kindness, and compassion in midwifery practice. Janey has liaised closely with HoM Dr Elsa Montgomery to develop the new course and has been involved in co-presenting Dr Montgomery's research at conferences and on BBC Radio 4.

JESSICA LAIDLAW

University of South Wales

Jessica has emerged as an enthusiastic and excellent student midwife, playing a significant role in the planning and launch of the University of South Wales Midwifery Society. Participation in the development of the society has seen a buddy system strengthened, further developing a student peer support system.

WINNER

THE MIDWIVES MAGAZINE AWARD FOR TEAM OF THE YEAR

St Mary's Potential Victims of Trafficking (PVoT) Response Team

MARIE ZSIGMOND AND AMANDA LEWIS

St Mary's Hospital, Central Manchester University Hospitals NHS Foundation Trust



In June 2013, a number of referrals from community midwives highlighted a growing suspicion about human trafficking.

A multi-agency group was formed to address the problem. Since then, there have been 38 referrals of PVoT to safeguarding at St Mary's Hospital. Prior to this date, there were none.

In July 2015, eight foreign women and their seven children were rescued by police probing

a marriage scam, with 12 men arrested. The initial information collated and shared by the safeguarding midwifery team was crucial.

(Pictured: Amanda Lewis and Siobhan O'Neill)

MIDWIVES

WINNER

THE RCM AWARD FOR MIDWIFERY SERVICE OF THE YEAR

LEWISHAM AND GREENWICH NHS TRUST

Bringing teams together, particularly as a result of NHS reconfigurations, can be tough. Following the merger of Lewisham with Greenwich two years ago, the maternity leadership teams were determined to provide a successful service for local women in each borough. Despite the barriers and cultural differences, they have successfully merged to become a strong maternity team.

The service has two midwife-led centres and obstetric units, one on each site. The influence of a consultant midwife at each obstetric unit helps support women with birth choices, which has seen a reduction in elective CS overall.



Innovations include the development of an electronic midwife called Edie, the e-midwife. This virtual midwife enables women to ask questions via email or Twitter and a qualified midwife will respond within 48 hours.

(Pictured: Helen Knowler and Jackie Moulla)



RUNNERS-UP

EMBEDDING LESSONS LEARNED IN MATERNITY MATTERS

Margaret Rogan and Gillian Morrow
Belfast Health and Social Care Trust

A continuing programme of training was developed to disseminate feedback and learning from the Adverse Labour Event Review Team. Maternity Matters is a regular, appropriate and purposeful one-day training programme across and within disciplines for relevant frontline practitioners.

TRANSITIONAL CARE PROJECT

Linda Ibbetson and Ann Bowes
County Durham and Darlington NHS Foundation Trust

The team formed to explore current service provision to vulnerable babies during transitional care. The result was a holistic approach to care with the neonate at the centre. This required the development of packs, pathways, charts, tools, training and development for staff.

MIDWIFERY PRECEPTORSHIP PROGRAMME

Derby Teaching Hospital Midwifery Team
Derby Hospitals NHS Foundation Trust

This 16-month programme of support and education aims to ensure a smooth transition from student to midwife. A programme of rotation was introduced to include the existing two areas, as well as primary care and antenatal services.

RUNNERS-UP

BRADFORD TEACHING HOSPITALS NHS FOUNDATION TRUST

Bradford maternity services is a large, busy inner city unit with 6000 births and 70% BME women. The demographic presents challenges and opportunities. It launched a positive engagement process called Make Every Day a Good Day and a multidisciplinary Team Dynamics group was established to sustain ongoing work over five years. Its philosophy is to make all women and families feel welcome and safe.

CARDIFF AND VALE UNIVERSITY HEALTH BOARD

Midwives and MSWs are encouraged to lead service change and the development of new services. This includes a Happy Birth Project, which involves a tree made out of handprints – grown-up prints from staff and the parents and balloons for the babies born. This promotes a positive environment, as well as a visual reminder to staff and parents of the care provided.

HARROGATE AND DISTRICT NHS FOUNDATION TRUST

Harrogate midwives are extremely proud of the service they provide at a small friendly unit with almost 2000 births a year. The refurbishment of the maternity unit has included a new birth pool that has seen the waterbirth rate increase from 1.7% to 6.7%. A Facebook group has prompted great engagement with users.

OVERALL WINNER

EMMA'S DIARY MUMS' MIDWIFE OF THE YEAR AWARD

England – South region

KIM MORLEY

Hampshire Hospitals NHS
Foundation Trust

(nominated by **Clair Cobbold**)



The judges said: 'This midwife has used her unique knowledge and experience to support the nominating mother with her complex medical needs.

'Following a previous traumatic experience, the midwife acted as an advocate for the mum, putting her and her family at the centre of care.

'The outstanding care provided not only gave the mum a new, positive outlook of pregnancy and birth, but contributed to her medical condition now being better controlled.'

MUMS' MIDWIFE
OF THE YEAR
Award
2016

Emma's
Diary

REGIONAL WINNERS

ENGLAND – LONDON REGION

HILARY SCOTT

Kingston Hospital NHS Foundation Trust

(nominated by *Gillian Breen*)

'This is a wonderful example of a midwife who went above and beyond her duty in terms of supporting the nominating mum and her husband during a very long and intense labour. At all times, the care and attention that Hilary gave to the couple kept them both at ease and resulted in an experience that left them feeling as though they had a "momentous birth".'



ENGLAND – MIDLANDS AND EAST REGION

CLAIRE SOUTH

The Dudley Group NHS Foundation Trust

(nominated by *Lucy Goodway*)

'This midwife provides an excellent example of care throughout a pregnancy that sadly ended in a stillbirth, supporting the family emotionally throughout the traumatic event and the grieving process. Having maintained contact, she was there to guide the nominating mum through her subsequent pregnancy showing empathy and compassion through a stressful time, right up until the birth of her rainbow baby.'



ENGLAND – NORTH REGION

GILLIAN COULTHARD

Gateshead Health NHS Foundation Trust

(nominated by *Samantha Murdoch*)

"'Where there's life, there's hope'" were the words used by this midwife, providing comfort and strength to the nominating mother. During an extremely high-risk pregnancy and traumatic period in the mum's personal life, this midwife was a constant and ensured both parents were informed and supported throughout.'



NORTHERN IRELAND

DONNA MCLOUGHLIN

Southern Health and Social Care Trust

(nominated by *Aine Cunningham*)

This is a winner who gave personalised, seamless care and demonstrated empathy with outstanding support to a mother and her partner, who had a very sad outcome of pregnancy. Continuity of carer was a key factor in terms of the mother having confidence during labour at a very stressful and difficult time. The midwife was said to be 'a guardian angel looking after us and our son in every way.'



SCOTLAND

MARIE CARROLL-SMITH

NHS Lanarkshire

(nominated by *Lynn McDowall*)

'Dealing with a stillbirth is one of the most challenging situations a midwife can face. Marie has demonstrated immense compassion while balancing her professional duty. The care she provided supported mum, dad and the wider family throughout this tragic event and helped them recover with some positive memories.'



WALES

BRYANY TWEEDALE-BEND

Abertawe Bro Morgannwg University Health Board

(nominated by *Laura Geary*)

'Described by the nominating mum as "my community midwife", this midwife provided continuity of care, supporting an anxious mum and developing a positive relationship. She was always at the end of the phone and empowered the mum with the right advice and support to do the best for herself and her baby.'

