RCM Annual Midwifery Awards 2014

Compendium of winning entries

Wednesday 22 January 2014
The Brewery | London
A JOURNEY TO DISCOVER THE MOST DEDICATED, PROACTIVE AND COMPASSIONATE TEAM AND INDIVIDUALS

WELCOME

Our RCM Annual Midwifery Awards take us on a journey to discover the most dedicated, proactive and compassionate teams and individuals working in UK maternity services today. We remind you of all that is best about the core values of our profession and revalidate our energy to keep advancing midwifery. Celebrating our winners helps us to put across our message to the wider health world, the communities we serve and most of all to you, our members, about what midwifery care can achieve and why it matters.

I warmly congratulate all our winners and runners up presented in this guide. Whether a midwife, student midwife or maternity support worker, I hope you will think about the excellent ideas and approaches and reflect on whether they could be applied to your practice needs. You may also be motivated to enter your achievements next year or nominate a colleague for a chance to share in the recognition. The categories this year have recognised the widest range of RCM members’ work in maternity services.

Cathy lowcock
Professor Cathy Warwick CBE
Chief executive

THANKS TO ALL OUR SPONSORS

RCM Alliance partners: Johnson’s, johnson’s baby, mothercare, Slimming World, Vitabiotics, RCM Alliance Partners Award sponsors: Lansinoh, THOMPSON’S, Pampers.

FROM THE EDITOR

Every year the Awards are made possible supported awards. I am delighted so many RCM members from all countries of the UK came forward to nominate a colleague for a chance to share in the recognition. The categories this year have recognised the widest range of RCM members’ work in maternity services.

For the first time we are recognising the contribution maternity support workers and care assistants are making in midwifery teams and a new category also marks the importance of the midwifery supervision role. You will be able to find out more about the winning projects during the year ahead in Midwives magazine, on our website and at RCM Annual Conference.

I am delighted so many RCM members, from all countries of the UK came forward to submit entries or to nominate others and thank you for helping to keep our standards high. I am also very grateful to the judges for their time and expertise in selecting the winners and I would like to thank the hundreds of women who put forward commendations describing how their midwife cared for them.

Every year the Awards are made possible through the RCM Alliance Programme. I would like to thank our Alliance partners, JOHNSON’S® baby, Mothercare, Philips Avent, Slimming World and Vitabiotics, and the other companies and organisations who have supported awards.

Dorothy Finlay and Sheona Brown
WINNER

Maternity Telehealth

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Johnson’s® Baby Award for Evidence into Practice

WINNER

Philips Avent Award for Innovation in Midwifery

Feeding Together

Geraldine Purver and Liisette Harris
Basilion and Thurnlock University Hospitals NHS Foundation Trust

Feeding Together delivers evidence-based maternity care. A focus group of midwives in under 25s (with children under 5) was formed across Scotland’s 13 health boards. A group of midwives met monthly to discuss issues, share information and offer a model of breastfeeding care to families. A focus group of mothers under 25 (a group with children under 5) was formed. The project has led to a 100% increase in local women choosing planned birth outside hospital. The maternity service at OUH has an ongoing focus on pain relief care was challenging on the busy ward. A training package was created to ensure that all staff were briefed in the new initiative, which has empowered midwives to use their experiences in practice to support solutions to a feeding issue.

SHEONA BROWN
DOROTHY FINLAY AND SHEONA BROWN
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Maternity Telehealth

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JOHNSON’S® BABY AWARD

FEEDING TOGETHER

TRANSFORMING CHILDBIRTH

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SLIMMING WORLD AWARD FOR PUBLIC HEALTH

Improving child and pregnancy experience for obese women

PAULINA EWA SPOREK
University of Salford

The Deaf Nest project aims to improve deaf users’ personal experience, equality of access, choice and control over maternity care. It will initially be piloted across north-west England in conjunction with Manchester Deaf Centre and the Deaf Health Champions project. It aims to implement clear pathways and guidance to help midwives remove barriers and to explore ways of making adjustments to meet the needs of deaf families. All materials produced to support this project will be accessible for free via a website (which is currently under construction). It is hoped that support packs, designed to ensure dignity and address a deaf couple’s needs in childbirth, will be made available in each trust.

SHORTLISTED

BMI AND BEYOND ANTENATAL WEIGHT MANAGEMENT SERVICE
Alta Mclellan and Sally Foster
Lincolnshire Community Health Services

The bumps and beyond initiative was set up in response to a growing number of women booking at Lincoln County Hospital with a BMI over 30. It provides advice and support on limiting weight gain in pregnancy. It involves health trainers and infant feeding coordinators, refers women to exercise clinics and works with a healthy eating coalyier scheme. It has significantly reduced incidences of a variety of complications and 80% of women on the programme kept weight gain between the recommended amount of 5kg to 9kg.

TANNEKE BERWICK AND ENFY ROGERS
West Hertfordshire Hospitals NHS Trust

Debbie Trollope and Faith Meaney
West Hertfordshire Hospitals NHS Trust

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BEREAVEMENT CARE: MAINTAINING A GOLD STANDARD
Tannene Berwick and Enfys Rogers
Abertawe Bro Morgannwg University Health Board

Tannene and Enfys visit families at home and in hospital providing support and counselling, in conjunction with a bereavement support group. This group has charitable status and has raised £35,000, enabling two children’s gardens of memory boxes, quilts and cold cots. While also conducting, literature for parents and siblings, feeding coordinators, refers women to exercise clinics and works with a healthy eating coalyier scheme.

PAULINE HEAD AND JO MURRAY
RCM Poole Branch/ Poole Hospital NHS Foundation Trust

Nominated by Claire Caw

Jillian and Sara have been working together as union learning reps since October 2012. Their first joint venture was a ‘celebrate learning event’ to explore ways of energising their local branch and creating unity with members in neighbouring towns. They’ve created a Facebook page for members of both Poole and Bournemouth RCM branches, formed a choir and regularly put together a newsletter with contributions from stewards, reps and members. They have also run a recruitment day at Poole Hospital and learnt-at-work events, including a ‘What the RCM does for you’ presentation, as well as working with stewards and other workplace reps. Sara regularly offers training in IT for staff and has boosted MSW membership in the branch.

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RCM AWARDS 2014
A GOLD STANDARD

TANNEKE BERWICK AND ENFY ROGERS

ABERTAWE BRO MORGANNWG UNIVERSITY HEALTH BOARD

TANNEKE BE...
THE VULNERABLE FAMILIES MATERNITY TEAM

MARY GARNER AND FLAINE MOORE
NHS Ayrshire and Arran

The Vulnerable Families Maternity Team provides ongoing antenatal and postnatal care to women considered ‘vulnerable’ in Ayrshire and Arran. As well as being the identified health professional for the provision of community care, the vulnerable families midwife (VFM) works as the woman’s advocate and support lifestyle and health changes and parenting plans. This way of working has improved the experience of vulnerable women with complex social needs, providing continuity of care and care. It has also improved both consistency and multi-agency communication.

Anne and Julie are part of the Integrated Health Service Team (IHST), which works with the top 2% of the most vulnerable pregnant women and their families in Wigan. They provide one-to-one support and education to vulnerable clients and make referrals to the appropriate support agencies. This dynamic approach and partnership working has enhanced the provision of practical parenting skills for families with complex needs and has had a significant positive impact on the health outcomes for clients, families and babies. Both Anne and Julie work part time with the IHST and are MSWs.

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The IHST works more effectively in the postal area. These provide new mothers with peer recovery room assessment. The outcome of this approach has enabled MSWs to provide holistic care to women and families while supporting midwives, and has led to 75% of midwives’ time being released to practise midwifery.

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THE EVIDENCE BASED MIDWIFERY JOURNAL AWARD FOR PROMOTING NORMALITY

The promotion of normal childbirth and reduction of CS rates

KIM SHEPPARD AND ANNI LILLEY
Northern Lincolnshire and Goole NHS Foundation Trust

Over the past 18 months, the multidisciplinary maternity team has worked with pregnant women to promote the benefits of a vaginal delivery. They have employed a simple, low cost, effective, evidence-based approach, including user service in discussions about how to give women up-to-date information about current research, and using a variety of tools developed through the Health Innovation and Education Cluster. These include weekly CS reviews, establishing a VBAC clinic, and creating a list of principles that enshrine the promotion of normal childbirth for midwives in the Scunthorpe central delivery suite. This approach has included achieving a CS rate of 16.2% in 2012 (against a national average of 24%) – the second lowest CS rate in the country – and has saved the trust over £61,000.

SHORTLISTED

HULL AND EAST YORKSHIRE HOSPITALS NHS TRUST ST PETER’S SUPREME TEAM

Nominated by Lorraine Cooper

The team of SoMs has been fundamental in leading the development of the new midwifery led and co-located Women’s Hospital in Hull. They facilitated engagement with women and staff to inform the service provision and development, particularly in relation to the development of the MLU. Following these sessions, they have produced a DVD resource for use by SoMs mainly reflecting the experience of midwives in the team as well as having a strong visible presence in the unit.

SHORTLISTED

LEOPOLD TEAM

Rebecca Smith and Naz Active
The Leeds Teaching Hospitals NHS Trust

The Leopold Team provide an enhanced pathway of antenatal, birthing and postnatal care for midwifery-lead births and to improve the availability of supportive services. After discharge, families are encouraged to seek continued support from the team by attending a weekly café run by Leopold NHS and attended by a midwife whenever possible.

WINNER

THE PRESIDENT’S AWARD FOR SUPERVISORS OF MIDWIVES

Pauline Creaney, Michelle Wedell, Jean Watson, Maggie Reeves and Nola Wetley
NHS LANARKSHIRE AND THE UNIVERSITY OF THE WEST OF SCOTLAND

Nominated by Debra Bankin

The SoM team in NHS Lanarkshire set out to engage with midwives and gain their views and suggestions for improving the standards and process of documentation and feedback. After evaluating the existing documentation and community settings, the standards of documentation did improve, with areas of good and poor practice highlighted. The team identified that peer reviewers were reluctant to offer constructive feedback when improvements were required. To address this, they developed an objective user-friendly tool to provide feedback on performance. The team has demonstrated leadership and innovative, as well as commitment and endurance in trying and testing new ways of working to improve maternity services in response to midwives’ views.

PAMPERS STUDENT TRAVEL AWARD

LISA CECERE
South Bank University

Lisa will be spending her four-week elective placement in the Peruvian Amazon, gaining an insight into the healthcare provision for women living in marginalised indigenous communities. She will spend part of her placement in the maternity services at the small Roman Esgualando Pando Hospital in Villa Rica in the Pasco region, and will also explore traditional midwifery practices by interviewing indigenous women of Yanahua and Ashaninka ethnicity living in rainforest communities surrounding Villa Rica. A national annual awareness week for safe motherhood will also take place during the period she plans to be there. Lisa hopes returning to this region will help build her confidence in practicing in a culturally diverse environment and in caring for marginalised and disadvantaged people.

SHORTLISTED

THE RAPID ACCESS CLINIC FOR BABIES

Sue Cooper and Helen Baston
Sheffield Teaching Hospitals NHS Foundation Trust

The Rapid Access Clinic for Babies has established a strong relationship with midwives and other healthcare professionals involved in feeding management and clinical assessment for babies with weight loss or jaundice. This service is delivered face-to-face to every weekday with a multidisciplinary team, including one of three part time infant feeding midwives. Telephone advice for community midwives is available every day. They are known for their enthusiasm and commitment to raise awareness of the benefits of initial and continued breastfeeding. They enable staff to develop skills, provide continued support, advice and updated documentation.
OVERALL WINNER

OUR DAUGHTER

REJOICE IN OUR SON

CAROLINE HELPED US

and for that I am forever grateful.’

our son whilst remembering our daughter

and my family. Caroline helped us rejoice in

also. She really took time to understand me

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For my son’s birth, Caroline volunteered to

helping us to keep strong during the delivery.

comforting and compassionate at all times,

14 months before our son’s birth. She stayed

during the delivery of our stillborn daughter

– if it wasn’t for her we

would not have our

daughter with us today.’

Louise says: ‘Caroline showed extraordinary
care and support in the days preceding and
during the delivery of our stillborn daughter

14 months before our son’s birth. She stayed

with us beyond her shift and was extremely

comforting and compassionate at all times,

helping us to keep strong during the delivery.

For my son’s birth, Caroline volunteered to

be with us from the beginning of my

induction despite not being on shift. Caroline
dealt with the practical issues which caused

me great anxiety and cared for my husband

too. She really took time to understand me

and my family. Caroline helped us rejoice in

our son whilst remembering our daughter

and for that I am forever grateful.’

REGIONAL WINNERS

NORTHERN IRELAND

Joan Ellard (Liverpool

Women’s NHS Foundation

Trust) nominated by

Karen Geever

‘Joan is a truly special

lady and I am honoured

she brought our baby into

the world.’

NORTHERN IRELAND

Eileen McCamie

(Southern Health and

Social Care Trust)

nominated by

Maria McGeary

‘We owe it all to the world

– if it wasn’t for her we

would not have our

daughter with us today.’

SOUTH AND MIDLANDS

Vivienne Cutler

(Great

Western Hospitals NHS

Foundation Trust)

nominated by Maggie

Powick

‘Vivienne made our birth

experience a positive one

– we will not choose

anyone else when we have

another child.’

Wales

Elisabeth Lancaster

(Hywel

Dda Health Board)

nominated by Rhian Clark

‘I would be proud if I

could help one person like

Elisabeth has helped me –

she’s an inspiration.

JOINT WINNERS

MOTHERCARE AWARD FOR MATERNITY SERVICE OF THE YEAR

Downpatrick Community Midwifery Unit

Nominated by BREEGHA HUGHS, director RCM Northern Ireland

In order to ensure continuity of choice and local care for women in this isolated area of Northern Ireland following the closure of the local obstetric unit in 2003, the maternity team in Downpatrick maintained a 24-hour service by working in the community during the day and out-of-hours in the A&E department of Downe Hospital. This meant women were saved a 50-mile round trip to Belfast. They led a high-profile campaign for a change in health service policy, which resulted in Northern Ireland’s first freestanding community midwifery-led unit (this opened in March 2010), which now has a midwife present during the day and an out-of-hours on call system. The number of births has risen to just over 100 by year three and the maternal transfer rate is less than 2%. Team leader Teresa McDowell (pictured) and the whole midwifery team have worked tirelessly to promote the unit and, throughout the development process, have been willing to adapt to ensure a safe, high-quality service for women and families.

East Lancashire Hospitals’ NHS Trust maternity services

Nominated by JACQUE GERARD, director RCM England

This service has demonstrated an exemplary forward-looking and innovative approach to provision of maternity services by improving normal birth rates and reductions in CS, and increasing choice for women. They have developed freestanding and alongside birth centres with a focus on normality and midwife-led woman-centred care. They also have a very happy team who work very closely with the local Maternity Service Liaison Committee, H&H Anita Flemming (pictured with postnatal manager Erica Dingle) is a strong leader who has a very proactive approach to supervision. The service hosted its first national conference in 2012, which shared examples of best practice, models of care and the philosophy of normality with midwives across the region. In addition, East Lancashire Hospitals NHS Trust was the first in the country to implement the National Baby Friendly Initiative award; this is a maternity service hosted its first national conference in 2012, which shared examples of best practice, models of care and the philosophy of normality with midwives across the region. In addition, East Lancashire Hospitals NHS Trust was the first in the country to implement the National Baby Friendly Initiative award; this is a maternity service that goes the extra mile and produces innovative ideas year on year.

NHS Forth Valley Health Board maternity services

Nominated by GILLIAN SMITH, director RCM Scotland

Forth Valley have a consistent and constant approach to service development, with women and children and families at the very core of everything they do. HoM Gillian Morton (pictured with deputy HoM Gail Bell), encourages her team to strive for that bit extra, creating an environment that encourages learning and development in which every individual flourishes. The Pre-Birth Planning Service has expanded and developed, maternity triage has implemented the national tele-health templates, and ‘Zaky hands’ are in use for pre-term and sick babies. 50% in Forth Valley developed an award-winning ‘buddying’ system to improve the monitoring of babies during labour, and Gillian and two colleagues are undertaking a research proposal into improving experiences of care in early labour. The Forth Valley Royal Hospital has also achieved a prestigious Baby Friendly Initiative award; this is a maternity service that goes the extra mile and produces innovative ideas year on year.