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RCM
Annual
MIDWIFERY
Awards
2015

Compendium
of winning entries

Awards ceremony
Tuesday 3 March 2015
The Brewery | London

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WELCOME



This year's RCM Annual Midwifery Awards saw a record number of entries. I am delighted to present to you the

winners and their outstanding work from across the UK. Once again our awards event brought together health leaders, maternity teams, mothers and infants for a celebration of all that is excellent in UK midwifery.

Beyond all the excitement on the day, these awards are a gift that keeps giving – providing inspiration, evidence sharing and publicity for midwifery throughout the year. You will have the chance to hear many of the winners speaking about their projects at the RCM annual conference and featured on the website. The winners and their organisations will see their service's profile raised in their local community. We hope these trophies will give confidence to these teams, midwives, student midwives and MSWs to be resourceful and compassionate leaders.

We set the award categories to reflect the wide scope of the midwifery role, and also

our agenda in influencing for excellence in care and supporting our members. Our new postnatal care award highlights the impact continued midwifery care makes for the long-term health of women and newborn. We demonstrate the value of SoMs in supporting midwives in their professional development and safeguarding evidence-based care for mothers and babies. Our MSW award shows how effectively integrated teams enable midwives to provide better care. We celebrate the activists in RCM branches who make the RCM an outstanding professional organisation and trade union.

We could not make this powerful statement about the quality of our profession without the help of our sponsors, especially our RCM Alliance partners JOHNSON'S® Baby, Mothercare, Philips AVENT, Pregnacare Vitabiotics and Slimming World. I would also like to thank our judges and everyone who has worked hard to make sure the best teams and projects receive the recognition they deserve.



These awards are a gift that keeps giving – providing inspiration, evidence sharing and publicity for midwifery throughout the year

Professor Cathy Warwick CBE
Chief executive



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STANDING UP FOR YOU

WINNER

PHILIPS AVENT AWARD FOR INNOVATION IN MIDWIFERY

Wardbook ('Only the Brave')

SARAH STABLES

Barnsley Hospital NHS Foundation Trust and Sheffield Hallam University



The development of Wardbook – a closed online group within Facebook – sought to find a new and innovative way for midwives to communicate. It began as a tentative pilot and now has 121 members on the site.

Popular postings are from the HoM and the contact SoM, because so many people rarely saw these busy individuals. There is a weekly opportunity to ask questions and discuss issues in real time. More regular postings from the wider team communicate changes in the service, improvements to guidelines

or general practice questions, which usually lead to discussions of a reflective nature between midwives.

More recently, Wardbook has evolved into a forum to receive continuing professional development in the form of monthly webchats.



WINNER

JOHNSON'S® BABY AWARD FOR EVIDENCE INTO PRACTICE

Birthplace at our Place

DR TRACEY COOPER AND CHRIS MCDERMOTT

Lancashire Teaching Hospitals NHS Foundation Trust



Chorley Birth Centre (CBC) is offered as an option for all women with uncomplicated pregnancies. It has the facility for partners to stay for 24 hours to help the family bond.

Feedback from women, their families and midwives has been excellent. CBC has been used by the WHO as one of four UK case studies on midwifery and nursing that demonstrate good practice. It has also been used as an example by NICE to help implement the new intrapartum guidelines.

Using the economic analysis from the *Birthplace* study, a profit of

£19,938 in 2013-14 – as a result of 224 births in the year – was potentially achieved. The aim is to increase the number of births to 300, which would provide £26,700 potential profit. CBC currently provides 6% of the total births, up from 2%.



RUNNERS-UP

TRANSCUTANEOUS BILLIRUBINOMETER MONITORING BY COMMUNITY MIDWIVES

**Lesley Owen
Abertawe Bro Morgannwg
University Health Board**

This initiative introduced transcutaneous bilirubinometer (TsB) testing by community midwives at home for babies with visible jaundice in the first two weeks after birth. Judiciously used TsBs can limit avoidable hospital referrals to 6%. TsB results with a structured referral pathway can reduce waiting times in paediatric assessment units by a quarter for babies with jaundice. Midwives and parents have evaluated the project extremely positively. Financial savings are expected from reduced parental travel costs, reduced laboratory costs and better use of doctors' time.

**VBAC IN WATER PATHWAY
Helen Leonard and Amanda Pachulski
Bedford Hospital NHS Trust**

This pathway was developed when midwives had concerns that some women were choosing waterbirths at home because they felt their choices were less likely to be supported in hospital. It was introduced alongside the installation of a birthing pool for high-risk labours on delivery suite so that these women could also labour and give birth in the midwife-led unit with the prior consent of the consultant obstetrician. The combined projects aimed to offer women on a high-risk pathway equity with low-risk women.

RUNNERS-UP

PROJECT 2%

**Christine Berner and Alison Hutchinson
Mid Essex Hospital Services NHS Trust**

In 2012-13, the trust's CS rate was 3% higher than the national average rate of 25.5%. Project 2% was born with the aim of increasing the normal birth rate by at least 2% by March 2015. The principle was to develop an ethos of shared ownership with each member of the maternity team being set a personal target of 2%. A six-month review in October 2014 showed a decrease of the CS rate on the previous month.

**COMPASSIONATE CONNECTIONS
STORYWORLDS: MAKING IT REAL
– TEACHING PERSON-CENTRED CARE
THROUGH STORYTELLING**

**Sandra Smith and Maria Anderson
NHS Education for Scotland**

This learning tool uses storytelling as a mechanism for reflection, encouraging learners to explore the ways in which personal values influence behaviours and actions. The stories unfold in audio and visual formats through the experiences of two fictional families and the staff who provide their care. An initial pilot, ending in March 2014, showed 96.5% of participants felt the resource would help staff have a deeper insight and understanding of compassionate person-centred care.

WINNER

SLIMMING WORLD AWARD FOR PUBLIC HEALTH

Pregnancy Plus

**KAREN GEORGE AND
MICHELE AHLUWALIA**

Dartford and Gravesham NHS Trust



Local statistics showed a higher-than-average level of obesity with 48% of the obese population in category four deprived (five being the highest level of deprivation), compared to 24% of the general pregnant population.

Pregnancy Plus is a 10-week community health intervention programme, targeting obese pregnant women with a body mass index of $\geq 30\text{kg/m}^2$. The aims are to restrict gestational weight gain and reduce the associated risks of excessive weight gain in pregnancy and lifelong obesity.

The breastfeeding rate has rocketed – among those who attend the course, it is double the rate for obese women who were referred but failed to attend.



touching hearts, changing lives

WINNER

NMSF AWARD FOR BEREAVEMENT CARE

Forever Photos

SAM COLLINGE

University Hospitals of Coventry and Warwickshire NHS Trust



Forever Photos aims to improve the sensitive photography on offer to bereaved parents.

Creating memories is a vital psychological component in helping families come to terms with late pregnancy loss, or loss shortly after birth, and photographs are one means of achieving this.

The initiative aims to make the photographs as sensitive and meaningful as possible. To achieve this, they must be of high quality. Forever Photos is about ensuring midwives have the skills and training required, both

photographically and in their approach, to provide this service to grieving parents, no matter what time of day or night.



Charity no. 1118833

RUNNERS-UP

MATERNITY CHILDREN'S CENTRE PUBLIC HEALTH MIDWIVES OUTREACH TEAM **Nina Khazaezadeh and Anna Walther**

Guy's and St Thomas' NHS Foundation Trust
The midwives have embraced their public health role and contributed to reducing health inequalities in zero to two years by offering enhanced support to vulnerable women and families in their transition to parenthood. This was achieved through focused parenting programmes, one-to-one support, commitment to early prevention programmes, as well as optimising skill-mix collaboration between health, social services, community and voluntary organisation, and consistency in health messages. It is based on positive and mutual respect.

SHINE (SELF HELP, INDEPENDENCE, NUTRITION AND EXERCISE)

Alison Deakins and Jade Moore-Dixon
Weston Area Health NHS Trust

SHINE is about supporting pregnant women with a BMI of 30 or more to reduce weight gain in pregnancy and improve maternal and fetal outcomes. The 12-week course content includes education into behavioural models of change, exploring lifestyle choices, as well as portion control, habits, exercise and the psychological aspects of eating, building self-confidence and promoting self-values.

RUNNERS-UP

IMPROVING THE ENVIRONMENT: AN IMPORTANT KEY TO EFFECTIVE BEREAVEMENT CARE

Sue Rucklidge

Derby Hospitals NHS Foundation Trust

Sue became Derby's first bereavement midwife in 2010. She set up a phone service and arranged for a space so that parents can receive face-to-face support sessions. Since February 2013, she has led a team that constitutes a bereavement link team. As well as providing care to families, the team offers practical and emotional support to other staff who are caring for grieving parents.

IMPROVING THE CARE OF BEREAVED PARENTS

Christine Navin

University Hospital of South Manchester NHS Foundation Trust

Since 2005, Christine has introduced several initiatives to support parents who have lost a baby. These include counselling services, free car parking, provision for partners to stay over, cuddle cots – so parents can spend time with their baby, memory boxes and stationery, such as specially designed pre-viable certificates. Each year, 250 to 300 people attend an annual baby memorial service that Christine organises.

WINNER

THOMPSONS MEMBERS' CHAMPION AWARD

NATALIE LINDER

RCM steward, Central Manchester RCM Branch



Natalie has been a workplace representative since 2012, first at Worthing Hospital then, from 2013, at Central Manchester NHS Foundation Trust.

Throughout the recent pay campaigning, she did much to support and encourage members, as well as liaising closely with the RCM headquarters team, working extremely hard in her own time. The RCM regional officer relies on Natalie to provide well-organised, well-attended meetings and to liaise effectively with management and other workplace reps.

Her enthusiasm for the

profession and providing support is evident and her positive attitude in social media reaches members of all ages and experience.



STANDING UP FOR YOU

RUNNERS-UP

LOUISE GARSIDE

RCM learning representative
Calderdale and Huddersfield RCM Branch

Louise is an MSW member and promotes the value of RCM membership by ensuring that the learning needs of all branch members are met. She runs learning events throughout the year that are often attended by neighbouring trusts' members.

IRENE WINDSOR

RCM branch secretary
Camden and Islington RCM Branch

Irene has been an active branch member for many years and has shown huge dedication to the RCM, always striving to promote the organisation wherever she has worked. She is currently secretary of her branch at UCLH and was a strong advocate during the recent pay campaign.

JENNY BROWN

RCM steward, North Manchester RCM Branch

Jenny has regenerated the branch at North Manchester by recruiting two other workplace reps and organising events. She supported members through a difficult transition due to the decommissioning of Rochdale obstetric services (where she herself worked).

She is currently representing members in a consultation of proposed changes to shift and on-call arrangements.



NMSF is Jake's Charity

NMSF is a proud sponsor of the RCM Midwifery Awards and is dedicated to improving maternity care



Funding for Jake's Scholarship is part of the NMSF Award for Bereavement Care. *Jake's Journal* has been created to showcase the incredibly challenging work of bereavement midwives. We hope you are inspired by their stories.

www.jakescharity.org

To donate please text **NMSF29 £5** to **70070**

Charity no. 1118833

WINNER

PREGNACARE AWARD FOR EXCELLENCE IN MATERNITY CARE

24-hour Labour Line

CAROLINE BRUNT AND JANICE MACKENZIE

Hampshire Hospitals NHS Foundation Trust



This midwifery triage service was placed in an emergency operations centre of an ambulance service. The aims included to increase women's confidence to manage the latent phase of labour, reduce admissions to hospital before established labour and improve responses to unplanned births and emergency situations in the community.

Labour Line was launched in 2013 and is staffed by experienced midwives. In the first year, it removed 18,000 inbound calls to the labour wards, freed midwives' time in hospital and the

community, and helped avoid unnecessary 999 calls.

This project touches the lives of around 85% of women that access the maternity service. Evaluation showed that women and their partners felt listened to and rated the midwives as kind, supportive and helpful.



WINNER

THE RCM I-LEARN AWARD FOR MATERNITY SUPPORT WORKER OF THE YEAR

Carol Whitfield

NHS FORTH VALLEY
(nominated by Val Arbuckle)



Carol has been an integral part of improving the care provided to vulnerable women and their families. This has included searching the locality when unable to locate or contact a woman. Colleagues and professionals from partner agencies comment on her ability to develop and sustain relationships with the hardest-to-reach families.

Her special interest in working with women who have learning difficulties means that she is very skilled at adapting available resources to suit the needs.

She was actively involved in a training event for young mothers

hosted by Barnardo's, excelling at engaging with the mothers and encouraging them to participate in practical skill sessions. One young parent commented: 'It was really good to have someone to help me practise with a doll without feeling intimidated or judged.'



RUNNERS-UP

SAFEGUARDING CARE OF THE PREGNANT WOMAN AND HER FAMILY WHERE FGM HAS BEEN IDENTIFIED

Sally Burns and Beverley Tinsley

The Dudley Group NHS Foundation Trust

The trust has developed an FGM guideline that contains a pathway to ensure staff offer a sensitive, seamless service to pregnant women, their newborns and the extended family, as appropriate. It also runs workshops several times a year. The aim is to educate and empower staff to discuss the subject with an empathetic approach, so that they can offer a personalised maternity service.

THE ENHANCED MIDWIFERY CARE PROJECT

Lesley Tones and Mags Deakin

Tameside Hospital NHS Foundation Trust

This project aims to provide flexible, individualised care for women in one of the most deprived boroughs in England, who may otherwise have difficulty engaging with services. Many of them have complex needs requiring multi-agency collaboration. In 10 months last year, the project supported 276 pregnant women, babies and their families. The enhanced support available helps women with mental health, domestic abuse, substance misuse and safeguarding and child protection issues, as well as asylum-seekers, refugees and those subjected to FGM.

RUNNERS-UP

CLAIRE WILLIAMS

Dorset County Hospital NHS Foundation Trust
(nominated by Dr Jo Hartley)

Claire volunteered to become an infant-feeding specialist to help mothers struggling to breastfeed even though there was no extra funding and in the face of disapproval from some colleagues. She became self-managed, visiting all the postnatal women on the days she was working, agreeing care plans and liaising with paediatricians. She phoned mothers after discharge, and breastfeeding groups that were on the point of closing became full. A year on, the funding for a Band 3 role is available and Claire has two others helping her.

JANET HUTCHINSON

Kingston Hospital NHS Foundation Trust
(nominated by Gina Finnerty)

In 2013, the trust held an in-house *Dragon's Den*-style competition and Janet presented a business plan for providing an enhanced package of postnatal support for families, with any money raised being used to support vulnerable families. The trust intends to implement her plan in the near future. When she was studying for a foundation degree, she introduced a system to check all bloodspot samples in newborn bloodspot tests before dispatch, thereby reducing a high avoidable repeat rate.

WINNER

THE MIDWIVES MAGAZINE AWARD FOR MENTOR OF THE YEAR

CATE WOODCOCK

Dartford and Gravesham NHS Trust
(nominated by Amanda Doherty)

Cate tailors her mentorship to the student's needs. For example, a discussion at the start of the placement revealed that Amanda found it daunting communicating with doctors, so Cate helped her to overcome it with structured support and advice. As well as helping her own students, Cate makes herself available to others too and organises skills sessions and interview workshops.

She is keen to instil in her students the importance of providing evidence-based, high-quality care and consistency in basic midwifery skills.



The judges said: 'Not only did Cate provide great ongoing support for Amanda, appropriate for her stage of training, but she also made herself available to other students ahead of key stages in their programme.'

MIDWIVES

WINNER

THE PRESIDENT'S AWARD FOR PARTNERSHIP WORKING

One out of four GERALDINE BUTCHER AND MARY ROSS-DAVIE

NHS Education for Scotland

One in four women in the UK will have experienced a form of sexual violence at some point in their lives, even though half will choose to avoid disclosure. As a result, intimate examinations and discussions can be a particular challenge and this project was about providing sensitive care to all, whether or not they have disclosed abuse, to avoid re-traumatising women.

It has involved the development of a short guide to best practice for those working in maternity services, training, four films that tell women's stories, a short e-learning



resource and local workshops. All resources were developed through a strong multi-agency partnership that placed the voices of women at the centre. The aim is to promote a universal-precautions approach to care.



RUNNERS-UP

JUSTINE EADIE Blackpool Teaching Hospitals NHS Foundation Trust (nominated by Jenny Gornall)

'Selfless, passionate and inspirational' are the words used to describe Justine. Jenny says that her mentorship has resulted in those learning under her growing in confidence, and gaining independence, while knowing the support was there if needed, and benefiting from her knowledge and skills. When her student was nervous about venepuncture, Justine offered her own veins for practice. Her enthusiasm and commitment to midwifery has been inspirational to her students.

PATRICIA ASHWORTH Pennine Acute Hospitals NHS Trust (nominated by Victoria Clegg)

Patricia helped upskill and reassure Victoria who had had a bad experience on her previous placement. She was open to questions and able to back up her practice with evidence. By asking Victoria about her strengths and weaknesses, Patricia encourages reflective practice and, at the end of each day, she ensures anything that was unclear or confusing has been covered. She also tests Victoria's knowledge, but always in private.

RUNNERS-UP

HIGHLY COMMENDED THE INTEGRATION OF BREASTFEEDING PEER SUPPORT SERVICE WITHIN THE MATERNITY UNIT Kathryn Ashton and Elinor Halliwell Wrightington, Wigan and Leigh NHS Foundation Trust

In 2009-10, Wigan had one of the lowest breastfeeding rates in the country, with under a third of mothers breastfeeding when they left the maternity unit. A borough-wide initiative began in the form of the Breastfeeding Network Peer Support Service, which works with a range of professionals to ensure excellent support to mothers. Now, 88% of mothers leave the unit breastfeeding, with 75% still doing so at 10 days.

COAST AND RYEDALE ANTENATAL EDUCATION INITIATIVE Lynda Fairclough and Simone Wilkinson York Teaching Hospital NHS Foundation Trust

This collaborative project was developed in 2013 to enhance the antenatal education provision in Scarborough, Bridlington, Whitby and the Ryedale locality. A focus group illustrated that parents wanted a greater understanding of the broader services available to them. The new programme began in 2014 and the partnership working has enabled midwifery to sustain antenatal education in the community and provide parents with more access to other areas of support.

WINNER

THE BETTER BIRTHS AWARD FOR POSTNATAL AND NEWBORN CARE

Partners/companions staying overnight project

LOGAN VAN LESSEN AND MARIA LEYDEN

Whittington Health NHS Trust



Although 95% of women were keen to see a scheme in which their companion could stay overnight, only 40% of staff felt the same. But, after the three-month pilot, staff reported a reduction in the call bells and no increased workload.

The postnatal ward is a Nightingale with restricted space between the beds separated by curtains with some side rooms available. Partners were offered a chair by the bed and access to a visitors' toilet. Tea and coffee were also available.

Once the project was made permanent, recliner chairs were purchased to improve the levels of comfort.

The scheme has led to a reduction in complaints from women about postnatal care by 33% and there are persistent high satisfaction scores for postnatal experience.



WINNER

THE EVIDENCE BASED MIDWIFERY JOURNAL AWARD FOR SUPERVISOR OF MIDWIVES

Zoe Meneilly

SOUTH EASTERN HEALTH AND SOCIAL CARE TRUST

(nominated by Elaine Madden)



Midwives were unsure of the difference between patient group directions (PGDs) and exemptions, and many were using PGDs that were out of date. Zoe set up a working group to do a complete overhaul of the list of maternity PGDs and agreed with the governance pharmacist how midwives should record medicines given under exemptions.

She devised and delivered training, running a series of sessions across the entire trust, and was instrumental in the midwives' expert reference group being formed.

Zoe also designed a pocket-sized guide to PGDs and exemptions, so midwives had the information at their fingertips. Made on her own printer and laminator, they proved so popular that she received requests from other trusts for 'the little medicine cards'. Still in use, they are now made professionally.



EVIDENCE
BASED
MIDWIFERY

RUNNERS-UP

TOTALLY COMMITTED IN KEEPING MUM AND BABY TOGETHER – THE NEW MODEL OF TRANSITIONAL CARE

**Samantha Parry and Valerie Irving
Liverpool Women's NHS Foundation Trust**

This initiative has enabled mothers to care for their baby, who would have otherwise required admission to the neonatal unit (NU). The NU was receiving a high number of near-term admissions with hypoglycaemia and low birthweight. It was estimated that a service designed specifically to include and manage the care of these babies could reduce the admission rate by at least 50%. The new model of care has achieved this while helping mother and baby bond by keeping them together.

THE EFFECTS OF KANGAROO CARE FOR WOMEN HAVING AN ELECTIVE CS

**The Kangaroo Care Project Team
Maidstone and Tunbridge Wells NHS Trust**

A special garment – KangaWrapKardi – was designed as part of a randomised controlled trial to investigate the effects of kangaroo care on breastfeeding rates after CS. The KangaWrapKardi helps women confined to bed to facilitate kangaroo care. A partnership with community interest company Trade4life has meant that bringing KangaWrap products to market has raised more than £13,000 for maternal and child health projects in low-income countries.

RUNNERS-UP

SUPERVISOR OF MIDWIVES TEAM Frimley Health NHS Foundation Trust (nominated by Suzie Cro)

A proactive approach to providing safe care after a clinical incident has been developed in the form of birth reflection and the local supervising authority (LSA) local action plan (LAP). Following a clinical incident, a SoM will review the case within 48 hours. The midwife and her named supervisor will put together an interim LSA LAP, with the midwife setting the agenda and timescale. Only if a midwife does not recognise an obvious mistake will the SoM guide the LAP.

MAIRI MILNE NHS Highland (nominated by Ella Schofield)

Mairi's role is integral to the safety of maternity services in a geographically large and remote area. She needs to ensure midwives are confident to provide intrapartum care in a low technology setting – a transfer to the obstetric unit can entail a three-hour drive for women. When a pre-term neonate needed transfer, bad weather forced the paediatric retrieval team to cancel flights by helicopter and plane, arriving by road 10 hours later. Throughout, Mairi worked alongside two local midwives to save the baby.

WINNER

THE RCM STUDENT MIDWIFE AWARD

ANNMARIE THOMAS
Swansea University

Annmarie founded and continues to lead the student midwifery society. The society's Twitter page was recently included on a midwifery inspiration list. It engages members, as well as developing relationships with neighbouring health boards and eminent professionals.

Annmarie has been involved in evaluating the curriculum at Swansea University, leading to several key amendments in the past two years. This includes the All Wales Pre-Qualifying Skills Passport being added to the curriculum. It involved overcoming health board resistance to changing of policies and guidelines, so that students will now have the opportunity to



practise and develop specific skills prior to completion of the pre-registration programme. As part of it, she directly approached the chief nursing officer in Wales to lobby for her support in getting it instituted across the whole of Wales.



WINNER

LANSINOH AWARD FOR TEAM OF THE YEAR

Midwifery Management Team

JULIE FOGARTY
Countess of Chester Hospital
NHS Foundation Trust

This team comprises managers from labour ward, mixed antenatal and postnatal ward, antenatal outpatient services, community midwifery and practice development midwife. They all work together to ensure shared vision, exchange of ideas, workload and expertise.

The team has also implemented innovative ways of work, such as having a manager of the day, so that one person is reacting to issues that need instant resolution, allowing other team members to focus on their original schedule.

Team spirit has been added to the 6Cs with the seventh being a



contract regarding teamwork.

The team has contributed to service development year on year with the last 12 months demonstrating the culmination of numerous projects, such as establishing a VBAC and birth options clinic, the opening of a two-bedded birthing unit and evening clinics in the community.



RUNNERS-UP

ROSIE HOTCHIN
Sheffield Hallam University

After a psychology degree, Rosie worked with adults and children with learning disabilities and mental health problems. On her course, she has presented to fellow students about the signs and symptoms of perinatal mental health and the support available to these women. She has made great contributions to student life, such as founding and chairing the midwifery society and working with health students to develop a scenario to showcase to the Department of Health the importance of simulation in emergencies training.

MIDWIFERY SOCIETY
University of Bradford

Part of the reason for establishing the society was the lack of integration between cohorts, so much work has been done to bridge this gap and create a supportive collective for everyone. This has included efforts to bring learning to Bradford, including key national speakers and professionals from neighbouring trusts to ensure all students benefit, even those unable to travel to study days. Within the university, the society has supported potential applicants at open days and run pre-interview Q&A sessions.

RUNNERS-UP

THE FAMILIES DIVISION
Nicola Parry and Louise Dowell
Blackpool Teaching Hospitals
NHS Foundation Trust

The Families Division developed an integrated care network through hospital reconfiguration. The teams now include a range of services, such as hospital and community midwifery, neonatal outreach, safeguarding, speech and language therapy and looked-after children services. Once discharged from hospital care, a family receives care from universal services, such as health visiting, or targeted services like physiotherapy. By the effective integration of teams, the Families Division provides a service that fits the community's needs.

RESEARCH MIDWIFERY TEAM
Cara Taylor and Wendy Taylor
Central Manchester University Hospitals
NHS Foundation Trust

This team delivers individualised care in high-risk clinics aligned to research interests: fetal growth restriction, systemic lupus erythematosus, pre-term labour, diabetes and the reduction of stillbirth. Specialist clinics give the patients an opportunity to be recruited to studies that may have a direct impact on their own clinical care, future pregnancies and pregnancies worldwide. Midwives care for their own caseload in the high-risk clinic and are a direct contact for women from pre-conception through to the postnatal period.

OVERALL WINNER

JOHNSON'S® BABY MUMS' MIDWIFE OF THE YEAR AWARD

National UK winner and England South and Midlands

KAREN SWAN

United Lincolnshire Hospitals NHS Trust
Nominated by **ZENA BARCLAY**



Zena says: 'Karen was incredibly supportive before, during and after the birth of our daughter. Complications during my previous pregnancies meant I was very nervous this time around. Karen provided me with the reassurance and care that I needed at every stage of my pregnancy and into motherhood.'

'When I was experiencing breastfeeding difficulties, Karen was quick to diagnose tongue-tie. The emotion of grief at not being able to feed my child was one that she recognised and helped me with. I began to view Karen's visits as a lifeline. Following every visit, I felt revitalised and ready to keep trying.'

'To say that Karen went above and beyond the call of duty is an understatement. Her humour, professionalism, knowledge and skill are everything that a woman could ask for from her midwife.'

'She is exceptional. I wish every pregnant woman or new mum could have a midwife like Karen.'



Johnson's
baby

REGIONAL WINNERS



ENGLAND LONDON AND SOUTH EAST
Debbie Harris
Western Sussex Hospitals
NHS Foundation Trust

Nominated by Rebecca Morgan
'Debbie quite literally saved my life and the life of my baby. She is truly amazing!'



ENGLAND NORTH
Joanne Price
St Helens and Knowsley Teaching
Hospitals NHS Trust

Nominated by Lindsey Gaskell
'Joanne was very supportive and caring, but, most importantly, she was fun and made the experience a special one!'



NORTHERN IRELAND
Jackie McClean
South Eastern Health
and Social Care Trust

Nominated by Louise Bailey
'The care and support that Jackie gave me in the first few days were invaluable. She is a very special person!'



SCOTLAND
Suzanne Brailsford
NHS Ayrshire and Arran

Nominated by Samantha Butcher
'Suzanne is the kind of midwife that everyone hopes for. She's a credit to the profession!'



WALES
Julia Rogers
Powys Teaching Health Board

Nominated by Carla Kenyon
'Julia is a truly special lady. The care and support she gave me was invaluable!'

WINNER

MOTHELCARE AWARD FOR MIDWIFERY SERVICE OF THE YEAR

Leighton Maternity Services (Mid Cheshire Hospitals NHS Foundation Trust)

Over three years, the maternity service has improved beyond recognition with increased client and staff satisfaction. From low staff morale, poor client reviews and no waterbirths, the service now has 92% of women who say they are 'extremely likely' to recommend the unit and 87% of staff are proud to work there. At the new alongside midwifery-led unit, 30% of births are in water. A CQC survey of women's experiences of maternity services 2013 placed Leighton Hospital the fourth best maternity unit in the country.

The judges said: 'Management



and leadership are visible and impressive. There is good relationship building with users and staff, GPs and commissioners. They've shown great courage in addressing difficult challenges head-on and have helped the staff to believe in themselves.'

(Pictured: Claire Roberts and Pam Cornwall).

mothercare

RUNNERS-UP

BASILDON MATERNITY (BASILDON AND THURROCK UNIVERSITY HOSPITALS NHS FOUNDATION TRUST)

A difficult few years were addressed by a restructure of the management team and increased funding to ensure a midwife/births ratio of 1:28. An enhancement on the bank rate meant it has been possible to avoid using agency midwives for three years. The presence on the clinical floors every day of the HoM, matrons, managers, supervisors and specialists ensures that an open-door policy thrives. A recent CQC review of the service resulted in a grading of 'outstanding' in both the 'responsive' and 'well-led' categories.

HAMPSHIRE HOSPITAL NHS FOUNDATION TRUST

When the trust amalgamated two hospitals that were 24 miles apart, women were not always able to access a midwife in a 24-hour period for the support and information they needed. So a new model of care was established for women from conception to birth to provide access 24/7 to experienced midwives. Labour Line gives support and advice by telephone whenever it is needed. Women and their partners report feeling better supported.

RCMAWARDS.COM



Congratulations to all our winners