



Developing health promotion standards within maternity services in England

Stockport 
NHS Foundation Trust

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in a Changing World**

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Study purpose

- Explore MW's opinions/practices of HP
- Develop BP standards for:

Smoking

Illicit drug use

Mental health

Diet

Alcohol use

Domestic abuse

Weight

Physical activity

- Audit standards
- Identify gaps in HP practice/knowledge



Methodology

Interviews – Develop standards

- Semi-structured interviews
- 13 midwives from 3 NHS sites in NW.
- Developed BP standards for audit – reviewed by NW HOM's



Audit – Audit standards

- Random sample of 30 women from each trust (90 in total)
- Those given birth between October and December 2009
- From the 5 most deprived wards (based on IMD scores).



**Smoking, Alcohol and
Illicit Drug use**



Smoking

Interview Findings

"I think all pregnant women whether ... cos it's not necessarily that they're the smokers, they might know family that are smokers so it should be everybody gets that information."

"I find it really hard challenging people when they're smoking outside, Cos it's a smoke free site."

- Considered *"hot topic"*
- 'Opt-out' system & CO monitoring implemented in 1 trust
- Emphasis on **targeting partners**/other family members
- **Concerns:**
 - Difficult not to be accusatory
 - Issues re: smoking outside maternity unit: not comfortable challenging them
 - Maybe inappropriate if client recently experienced trauma



Alcohol & Illicit Drug use

Interview Findings

"I think the majority of people who I've ever met who are taking drugs or have a drug problem are already seeking help for their drug problem."

- **Alcohol:** *"grey area"* – conflicting info – should be standardised
- **No standard info** on illicit drugs
- **Emphasis on partners**
- **General assumptions:**
white/middle-class know risks; those at risk already identified
- **Binge drinking:** knowledge - approach, advice, when to intervene
- **Illicit drugs** – knowledge lacking, unconfident, unsure of referral process dependent on severity of drug

"I'm puzzled about binge drinking."

Smoking, Alcohol & Illicit drug use

Audit Findings

Standards			Trust 1	Trust 2	Trust 3
Smoking	↑	Assessed	70%	100%	97%
		Partner/Fam unit Assessed	0%	0%	77%
	↓	100% Reviewed*	30%	50%	13%
		BI/info given*	10%	0%	75%
		Offered referral*	80%	67%	44%
Alcohol	↑	Assessed	80%	100%	97%
		Partner Assessed	0%	0%	0%
	↓	100% Reviewed*	-	-	-
		Info Alcohol consumption	0%	0%	67%
Illicit drugs	↑	Assessed	100%	10%	100%
		Partner Assessed	3%	3%	0%
	↓	100% Reviewed*	0%	33%	-
		BI/info given*	0%	33%	70%
		Offered referral*	0%	33%	-

*of those identified with risk factors



Domestic abuse & Mental Health



Domestic abuse

Interview Findings

"...it's knowing what questions to ask, what information to give them, and where to take it from there."

"...you don't ask every single time when a woman comes apart from booking. You don't ask again."

- Tricky subject/sensitive issue
- Partners presence an issue
- Uncomfortable asking questions – may say wrong thing; where do you draw the line?
- All should be asked but when and where is an issue:
 - Timing of question
 - Relationship not established
 - Only asked once

Mental Health

Interview Findings



"You don't want to, you know, to make situations worse. And again, I think you need some training and some background on what you're looking for."

"I think it's a really hard subject, mental health. I think it's a specialised subject and I think it should be left to the professionals"

- Specialist subject – leave to professionals
- +ve mental health: Not discussed unless asked; need standard advice
- Importance of including the partner/family unit
- Training issue – knowledge of different conditions and medications

Domestic Abuse & Mental Health

Audit Findings

Standards			Trust 1	Trust 2	Trust 3
Domestic Abuse	↑ 100%	Assessed	7%	0%	43%
	↓	Offered referral*	100%	-	100%
Mental Health	↑ 100%	Assessed	13%	7%	100%
		Info given on positive mental health	33%	0%	33%
	↓	Offered referral*	75%	50%	30%

*of those identified with risk factors

A close-up photograph of a person's hand holding a clear glass plate. The plate is filled with a variety of fresh fruits and nuts, including a yellow banana, a red apple, a green apple, an orange, and several walnuts. The background is a soft, out-of-focus light blue. Overlaid on the right side of the image is the text "Weight Diet & Physical Activity" in a white, bold, sans-serif font with a blue outline.

**Weight
Diet &
Physical
Activity**



Weight

Interview Findings

"I don't think it's an area that any of us are very well informed about. I think we need more information on that."

"...normally we don't necessarily weigh them, we just ask them what their last weight, what did they weigh before they got pregnant. Most women have an idea."

- Sensitive issue / "grey area"
- Women asked instead of weighed
- ↑ BMI's: discussed when asked
- Some MW's unsure about referral process – no access to dieticians
- Underweight's – no problems discussing/referring
- Training issue:
 - do not know what to say;
 - not comfortable discussing;
 - do not know where to refer



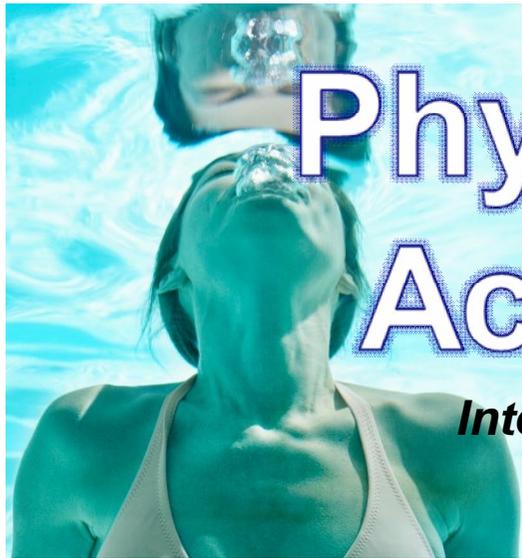
Diet

Interview Findings

"I think we've all got different levels of knowledge as to what a good diet is and what's good nutrition...are we fully trained as in to giving this to women who are now having a baby? I think is a different issue. And no, I don't think we are."

"...we also talk about trying to drink full fat milk"

- Assess diet 'type'
- Foods to avoid discussed; dietary advice for those with limited diets
- Often up to the client to ask
- Clients knowledge lacking
- Healthy start: often not discussed until later in pregnancy yet qualify at 10 weeks
- Referrals: no access to dieticians
- Training issues: risk of giving conflicting advice



Physical Activity

Interview Findings

“Just briefly tell them what’s safe to do and what’s not safe, but I probably only tell them that if they say they do exercise, if they don’t exercise then I would probably not discuss it with them.”

“I don’t think it’s an area that any of us are very well informed about. I think we need more information on that.”

- MW’s suggest not to take on any new exercise
- MW’s admitted:
 - do not spend time on it
 - do not promote it
 - Wait for client to ask
 - Discussion only with those who exercise
- Focus on preventing injury
- Issues with: signposting; being hypocritical
- “Grey area” – evidence lacking
- Training issue – risk of conflicting advice.

Weight, Diet and Physical Activity

Audit Findings

Standards			Trust 1	Trust 2	Trust 3
Weight	↑ 100%	Assessed/BMI calculated	97%	100%	97%
	↓	BI/info given*	0%	0%	0%
Diet	↑ 100%	Assessed	100%	100%	10%
	↓	Reviewed	3%	7%	0%
	↓	BI/info given on HE	17%	55%	97%
Physical Activity	↑ 100%	Assessed	0%	0%	0%
	↓	BI/info given	13%	3%	87%

*of those identified with risk factors



Summary and Other Findings

Interviews:

- Big **discrepancies** between current practice and perceived best practice
- Importance of establishing a **relationship**
- Emphasis on assessing the **family unit**
- **Time** - biggest obstacle
- Midwives' **own risk factor status**
- **Training** issues

Audit:

- **Standards** proposed – generally poorly met
- Assessing **family unit** – not evident
- **Documentation issues** – assessment not documented electronically unless client has risk factor; not all HP documented



Recommendations

A pregnant woman in a white dress is shown from the waist up, holding a large orange and yellow flower. Her hands are resting on her belly. The background is bright and slightly blurred.

1. **Annual training programmes** to cover all HP risk factors and all elements of HP (advice, brief intervention, referral).
2. **Referral pathways** reviewed to ensure services in place for all risk factors.
3. **Routine antenatal questioning** for domestic abuse and physical activity with documentation.
4. **Review and document** progress for clients who present with any of the risk factors.
5. **Introduction of HP ICP** with prompts and guidance on HP issues.

Acknowledgements



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A full report can be found on the GM Public Health Practice Unit Website at:
<http://www.gmpublichealthpracticeunit.nhs.uk/supra-district-audit/reports-for-2010/>