

# How we can help women feel prepared for pregnancy.



Presentation to  
XX  
Date 2023

Speak with a midwife

# Key information

## National guidance

Women should be offered a first antenatal (booking) appointment with a midwife to take place by 10+0 weeks of pregnancy as outlined in NICE guidance.

Inadequate antenatal care is associated with low birth weight and increased maternal and foetal morbidity and mortality (Partridge et al, 2010 & Raatikainen et al, 2007).

There is a need to ensure health inequalities in maternity care are addressed so that the best possible antenatal care can be accessed for everyone.

## The best start

Booking sooner in the pregnancy journey ensures a personalised approach and the provision of early pregnancy information, for example, public health messages for the woman about folic acid supplementation, accessing screening or stopping smoking.

It is also important to identify women with specific needs or risk factors early on so that appropriate care can be provided from early in pregnancy journey.

## Reducing mortality

Some women are less likely to seek early antenatal care than others, this may exacerbate existing inequalities that contribute to neonatal or maternal mortality.

There is a link between poorer outcomes (maternal morbidity & mortality and neonatal morbidity & mortality) in some of the ethnic groups that book later (MBRRACE reports).

Trusts have been challenged with increasing the rates of women booking earlier in their pregnancy journey. This followed an equity and equality analysis.

# 49%

Of late bookings are in the under 19 age group.

The next highest are the 40+ age group (42%).

# 46%

Of late antenatal bookings (by proportion) are in the most deprived decile. Compared to 25% in the least deprived decile.

# 50%

Of our six Places have wards with proportions of late bookings over 50%. Including Bradford, Leeds and Kirklees.

# 54%

The proportion of late bookings is highest in Black British women and Other Ethnic Groups (53%).

# 60%

Of women attending their antenatal booking appointment do so within the first 10 weeks of pregnancy according to the latest maternity data. This figure may vary between and within regions. National data. (NHS Digital, 2022).

# 35%

Of women across West Yorkshire & Harrogate have so far booked after 10 weeks during 2023 (Sept 2023).



Choose a KPI Group:

Booking Info

Experimental Data

Both the MSDS data submission and data extraction are works in progress. This is experimental data. Please do not share.

Organisation Filter

All

Any questions please direct to Duncan.Cooper4@nhs.net

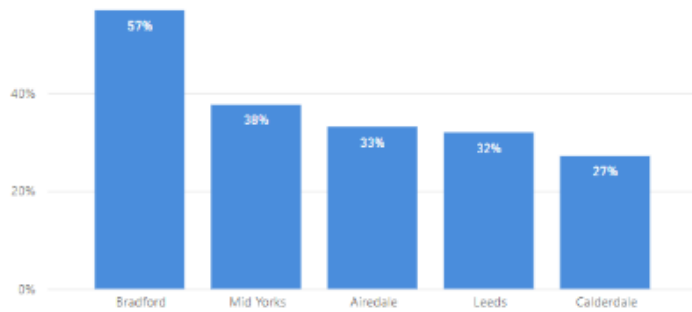
Last refreshed: 09 November 2022

Choose a KPI:

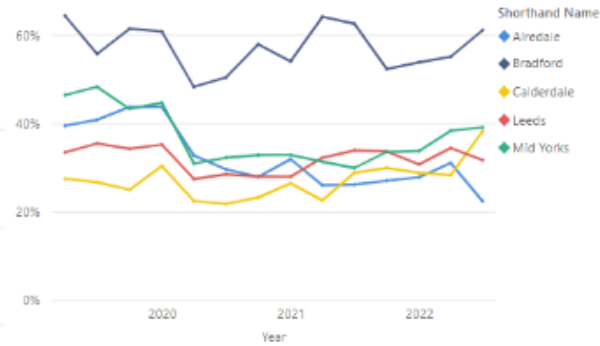
% of Bookings with Gestation > 10 weeks

Denominator- Number of Women: 106K

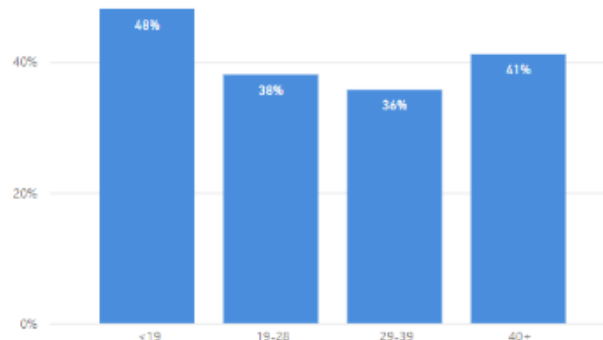
% of Bookings with Gestation > 10 weeks



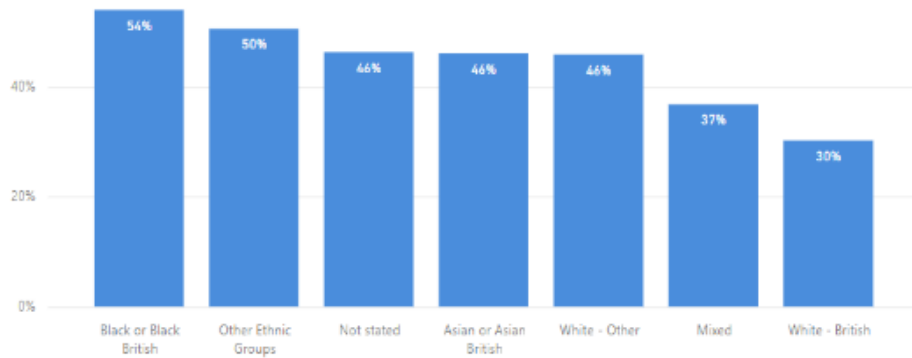
Over Time



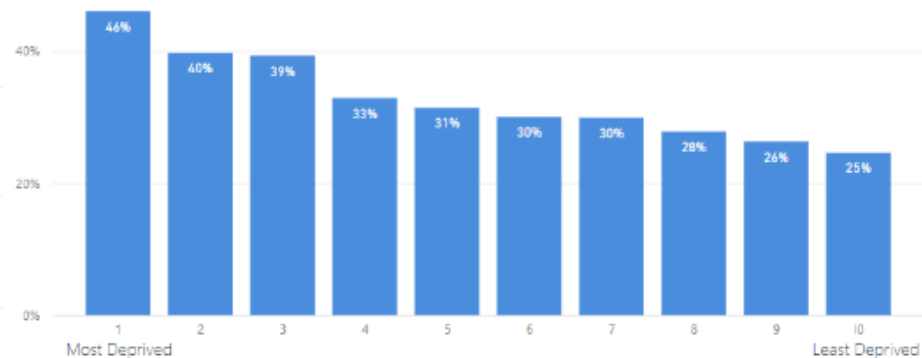
By Age Group



By Ethnicity



By Deprivation of Residence



WY&H LMNS health inequalities dashboard data

## Addressing inequality

- Local data shows that booking rates differ in some parts of the region and are much lower in some groups than in others and this can affect the health of both mothers and babies.
  - It's important we address this inequality and work together to increase awareness of the importance of early booking across West Yorkshire and Harrogate.
- There is variation across region, with average proportions of late booking (>10 weeks' gestation) ranging from 28% in Calderdale, to 58% in Bradford.
  - The proportion of late bookings varies by ethnicity across West Yorkshire and are highest in Black British (54%) and Other Ethnic Groups (53%), and lowest in White British groups (30%).
  - More specific analysis highlights Black African women as having particularly high proportions of late antenatal booking across West Yorkshire.
  - White British women were the least likely group to book late; however, because of the much larger population size, there are still many women booking late from this group. This means there is a significant opportunity to reduce late bookings for this group.



# Priority groups

Whilst the campaign is targeted at all women of childbearing age across West Yorkshire and Harrogate, special focus will be given to groups data tells us are least likely to access pregnancy care before 10 weeks.

- Women from ethnically diverse backgrounds particularly Black/Black British women/ Black African women
- Women from other ethnic groups (including Eastern European women)
- Women from deprived communities
- Vulnerable women – asylum seekers new to the country
- Teenage or mums under 23 and those over 40 years.



# 'Speak with a midwife' campaign development

The campaign has been:

- Developed using behavioural insights to identify relevant barriers and facilitators that influence early pregnancy care decisions
- Co-produced with local women representative of our diverse communities
- Designed to make it easy for women to understand where they will be going, who they will see, what will happen during the first antenatal appointment and how to book.





## Research told us

- For women, initial or continued use of antenatal care depends on a perception that doing so will be a positive experience. This considers factors such as being free (or affordable), and that care will be caring, supportive, culturally sensitive, flexible, respectful of women's need for privacy, and that there will be adequate time to provide the information needed (Downe et al, 2019)
- Wider research suggests women will attend antenatal care if they experience it will be a positive, caring experience in relation to their needs and if they can overcome barriers in access
- Factors such as social norms around attendance and beliefs in the value of antenatal care are important.



## Local insight told us

Women often lacked detailed knowledge of the benefits to mum and baby of early booking and there was mixed understanding of the term 'antenatal care', with most groups being more familiar with the terms 'pregnancy care' or 'midwife care'. There were also gaps in knowledge of the 'book by 10 weeks' message.

Themes included the importance of building a trusting relationship from the beginning of the pregnancy care pathway, listen to me, don't judge me and treat me with respect.

### **Barriers to access antenatal care** (vary for different groups)

- Fears regarding the pregnancy
- Poor previous experiences of health care
- Lack of understanding about the purpose of antenatal care
- Lack of knowledge about how to access care
- Income barriers
- Misperceptions over entitlement to care, or simply being unaware of the pregnancy
- Difficulty in communicating were further barriers for some groups
- My culture might see childbirth as less medical than you are used to



# 'Speak with a midwife'

The co-produced campaign is built on:

- Simple straightforward English language. Use of visuals to explain
- Inclusive, non-judgemental approaches to personalised care
- Explanation of the pregnancy pathway and where antenatal booking fits in
- Raising awareness of the importance of early pregnancy care and benefits this can bring (e.g., folic acid supplements and wellbeing support).



**We can all support  
the women we work with.  
Here are just a few of  
the things we should  
be talking about.**



The image features four hands holding pregnancy tests against a bright yellow background. The tests are arranged in a circle around the central text. Each test has a white handle with a colored tip: pink (top-left), teal (top-right), blue (bottom-left), and yellow (bottom-right). All tests show two red lines in the window, indicating a positive result. The hands are of various skin tones, representing diversity.

**What we could  
be saying...**

# Benefits of early booking

Finding out you're pregnant can be an emotional time. It is vital that no matter how someone might be feeling, they know we are there to support them. We need to communicate the importance of speaking to healthcare professionals early, with a complete lack of judgement.

## Promote the specific benefits of early pregnancy care which includes;

- Early obstetric referral
- Early specialist care
- Folic acid supplementation
- Safeguarding support
- Diet, exercise and health advice
- Smoking cessation support
- Timely screening tests
- Medication review

## We should

- Sound sensitive, reassuring and impartial
- Recognise the emotional nature of the experience and subject matter
- Remind people that support is available to anyone
- Communicate the health benefits of making that first appointment straight away

## Avoid

- References to the consequences of booking after 10 weeks
- Assuming that our target audience is feeling positive about their pregnancy
- Language that prioritises health of the 'baby' rather than the woman



# Common questions...

1

## When should I start pregnancy care?

You can book an appointment with a midwife as soon as you find out you're pregnant.

2

## Why should I start pregnancy care as soon as I find out I'm pregnant?

It's best to see a midwife as early as possible. You will get the information you need to support you to have a healthy pregnancy. Some tests to check for any health risks or conditions should be done before you're 10 weeks pregnant.

3

## How can I book my first pregnancy care appointment?

Visit [www.speakwithamidwife.co.uk](http://www.speakwithamidwife.co.uk) to find out how to book an appointment near you.

4

## Where will I have my pregnancy care appointments?

Your pregnancy care appointments can take place at a community venue, your GP practice, or a hospital.



# Your pregnancy journey

**1** You can book an appointment with a midwife **as soon as you find out you're pregnant**. You should try to have your **first appointment before ten weeks**.



**2** You will be offered **routine blood tests, screening choices** and advice on what foods to avoid.

**3** If anyone in your household smokes, you will be offered **support to stop smoking** throughout your pregnancy.

**Please note:** There might be some variations in timings for each of our six Trusts across West Yorkshire and Harrogate.

**1** At around **20 weeks** a scan will check your baby's development.



**2** You will be offered a **Whooping Cough** and other **seasonal vaccinations**.



**3** You can ask your midwife for a **certificate confirming your pregnancy** to give to your employer.

**4** Most women **feel their baby move** between 18 and 24 weeks.



**1** **Prepare your birth plan** and pack a bag with the things you will need for the birth.



**2** Seek information to help you make choices about **feeding your baby**.



**3** You will be offered **routine blood tests** to check you and baby are healthy.

**1** A midwife will look after you then a Health Visitor will visit you at home to help you, your baby and your family stay healthy.



**2** Your baby will be offered: vitamin K, a physical examination (within 72 hours), a hearing screening test and possibly a BCG vaccination.

**3** You'll be given a personal child health record which your midwife, Health Visitor and you can fill in.

**1** You will be offered a **blood spot test**, which tests your baby's blood for nine rare, but serious, health conditions. A **hearing screen** will also be arranged if you had your baby at home.



**2** Register the birth within **42 days** - visit [www.gov.uk](http://www.gov.uk) for details.

Speak with a midwife



Visit [speakwithamidwife.co.uk](http://speakwithamidwife.co.uk) or scan the QR code to book your first care appointment and talk about your options and choices.



# speakwithamidwife.co.uk

A campaign landing page with prominent booking information is available at: [speakwithamidwife.co.uk](https://www.speakwithamidwife.co.uk)

West Yorkshire Health and Care Partnership

Search this website

Accessibility tools

West Yorkshire Health and Care Partnership

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# Pregnant and feeling prepared?

Speak with a midwife

However you're feeling, get the care you need using the information below.

It's important to register for pregnancy care and book an appointment with a midwife as soon as you find out you're pregnant. They will talk with you about your options for care, answer any questions you have, and give useful information to help you have a healthy pregnancy.

Place	Book by phone	Book online
Calderdale and Huddersfield NHS Foundation Trust	Call 01422 261051 or 01484 255731 and leave a message, clearly stating your name and phone number. A member of the team will get back to you within 3 days.	<a href="#">Book or register yourself with My Pregnancy Hub</a> and <a href="#">book online</a> .
Leeds Teaching Hospitals NHS Trust	Speak with your GP practice. They can give you the contact details of your area's maternity team.	<a href="#">Book or register yourself with My Pregnancy Hub</a> and <a href="#">book online</a> .
Mid Yorkshire Teaching NHS Trust	Speak with your GP practice. They can make you an appointment with the midwife.	Mid Yorkshire Teaching NHS Trust will not be taking bookings until 16 October 2023. Please speak with your GP practice for appointments before this date.
Harrogate and District NHS Foundation Trust	If you have any difficulties using MyPregnancyHub to book online, please call the Antenatal Clinic on 01423 553063, Mon-Fri, 9am-5pm.	<a href="#">Book or register yourself with MyPregnancyHub</a> and <a href="#">book online</a> .
Bradford Teaching Hospitals NHS Foundation Trust	Speak with your GP practice. They can make you an appointment with the midwife.	<a href="#">Book or register yourself with MyPregnancyHub</a> and <a href="#">book online</a> .
Airedale NHS Foundation Trust	Call 01535 252411 or 01535 252412, Mon-Fri, 8.30am-4.30pm.	<a href="#">Book or register yourself with MyPregnancyHub</a> and <a href="#">book online</a> .

Cookie options

Show accessibility tools

# About the campaign

## What is pregnancy care?

Pregnancy care is the care an individual receives while pregnant and helps to make sure that they and their baby are as healthy as possible. At early pregnancy care appointments specifically, a midwife will share useful information, discuss options and choices, as well as answer any questions. Speak with a midwife has been co-produced with local women representative of our diverse communities.

**The campaign has been developed using behavioural insights to identify relevant barriers and facilitators that influence early pregnancy care decisions, it aims to:**

- Support individuals' to better understand the benefits to mum and baby of early booking in a warm, trustworthy, and empathetic way
- Share practical information about what pregnancy care entails
- Promote choice and options that comes from starting a conversation with a midwife
- Show how to book an appointment with a midwife in a straightforward way.

## Call to action

Once you've found out that you're pregnant, the most important thing is to start a conversation and speak to a midwife. Pregnancy care appointments are safe, confidential and accessible to everyone. Find an appointment that suits you at [www.speakwithamidwife.co.uk](http://www.speakwithamidwife.co.uk)



# Midwives supporting the campaign

“Every pregnancy journey is different, but seeing a midwife early is proven to deliver better outcomes for both mum and baby. Once you’ve found out that you’re pregnant the most important thing is to make contact and start a conversation.

Midwives are here to help even if you are unsure of whether to continue with the pregnancy. Pregnancy care appointments are safe, confidential and accessible to everyone. Come talk to us.

Find an appointment that suits you at [speakwithamidwife.co.uk](https://www.speakwithamidwife.co.uk)”

**Jenny Roddy, Consultant Midwife at Health Equity at Leeds Teaching Hospitals NHS Trust**



[www.speakwithamidwife.co.uk](https://www.speakwithamidwife.co.uk)

“A positive pregnancy test can mean different things for different women, depending on their circumstances. They may be excited, surprised, nervous or confused or experience a mix of emotions. But however they feel, it’s important that they speak to a midwife as soon as possible to make sure they get the care they need.

We know from local data that early booking rates differ in some parts of the region and are much lower in some groups than in others. This can affect the health of both mothers and babies, so we want to make sure that we’re addressing this inequality.

That’s why we’re working with our healthcare colleagues and maternity partnerships to increase awareness of the importance of early booking.”

**Sara Hollins, Director of Midwifery at Bradford Royal Infirmary**



# Resources

## The campaign toolkit includes:

- A4 posters (digital and print-ready versions)
- A5 flyer
- Postcard & business cards
- Social media graphics and copy to sit alongside the posts
- Graphics to use on platforms including WhatsApp and Facebook
- A pregnancy pathway infographic
- A guide for developing creative content with organisations such as community radio stations
- Suggested website and newsletter content
- Website banners for you to add to your own websites and link through to: [speakwithamidwife.co.uk](https://speakwithamidwife.co.uk)
- Artwork for digital screens
- Media release

Available to download: [Communication resources :: West Yorkshire Health & Care Partnership \(wypartnership.co.uk\)](https://www.wypartnership.co.uk)





# Speak with a midwife

For resources and more information contact:

**Name, Job title**

[name@wyhcp.co.uk](mailto:name@wyhcp.co.uk)

or visit [www.speakwithamidwife.co.uk](http://www.speakwithamidwife.co.uk)



# References

## Page 2

The six hospital Trusts across West Yorkshire and Harrogate:

- Airedale NHS Foundation Trust
  - Bradford Teaching Hospitals NHS Foundation Trust
  - Calderdale and Huddersfield NHS Foundation Trust
  - Harrogate and District NHS Foundation Trust
  - Mid Yorkshire Teaching NHS Trust
  - The Leeds Teaching Hospitals NHS Trust
- 
- The WY&H LMNS [equity and equality analysis plan here](#)

## Page 5

- WY&H LMNS health inequalities dashboard data available on the NHS Futures page. Breakdowns by ethnicity, deprivation and ward are available here: <https://future.nhs.uk/WYICBBusinessIntelligence/view?objectID=38488496>
- MBRRACE reports [MBRRACE-UK: Mothers and Babies: Reducing Risk through Audits and Confidential Enquiries across the UK | MBRRACE-UK | NPEU \(ox.ac.uk\)](#)

## Page 6/7

- [Summary of local insight findings, recommendations, and next steps](#)
- [Book by 10 weeks rapid literature review](#)

Additional slides if helpful  
when localizing the  
presentation

**“I got so much peace  
of mind from speaking  
to a midwife early  
in my pregnancy.”**

**Lucy Smith**  
Location



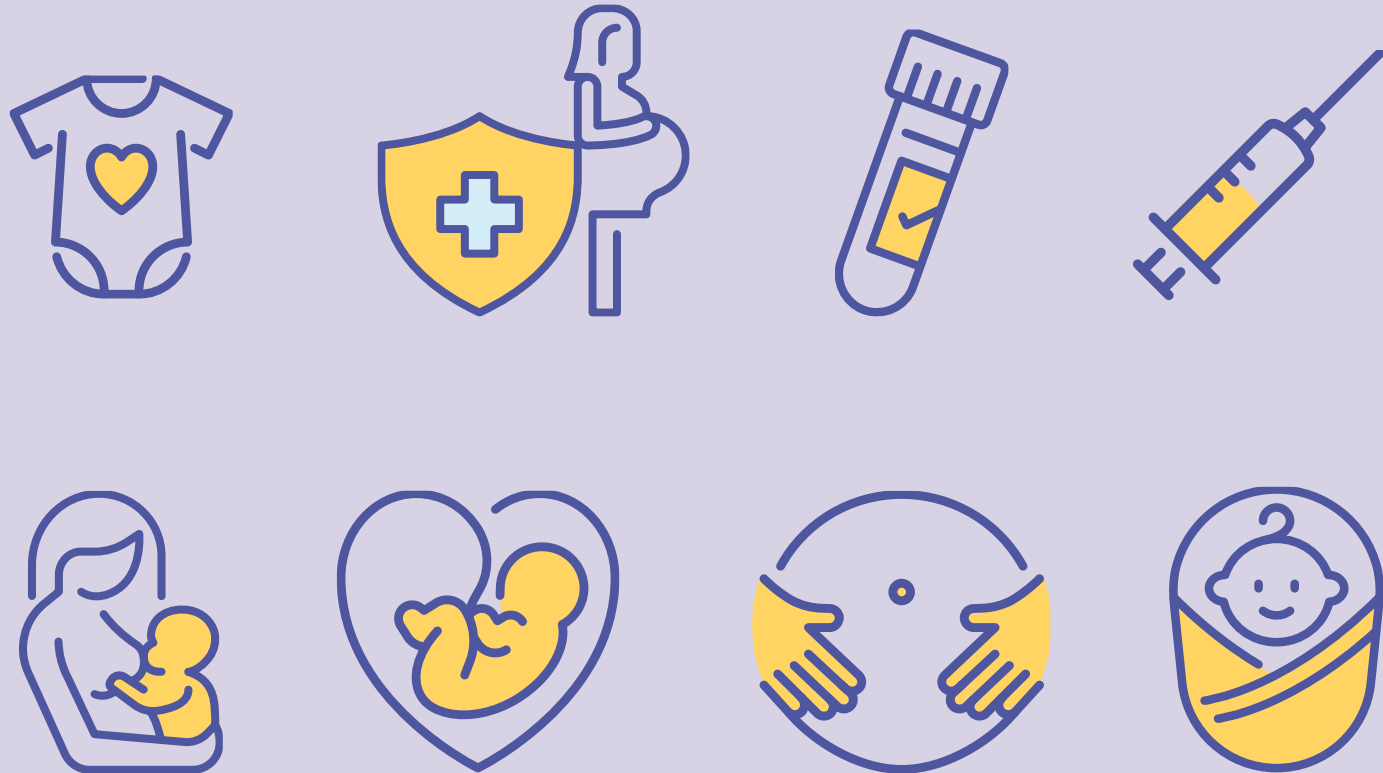
# Hands page

Copy and paste these images of hands to use them on other pages.



# Icons page

Copy and paste these icons to use them on other pages.



# 53

**Key pregnancy stat**

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**Key pregnancy stat**

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# 123

**Key pregnancy stat**

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# 60%

**Key pregnancy stat**

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# Use icons to emphasize content

Type text here.

