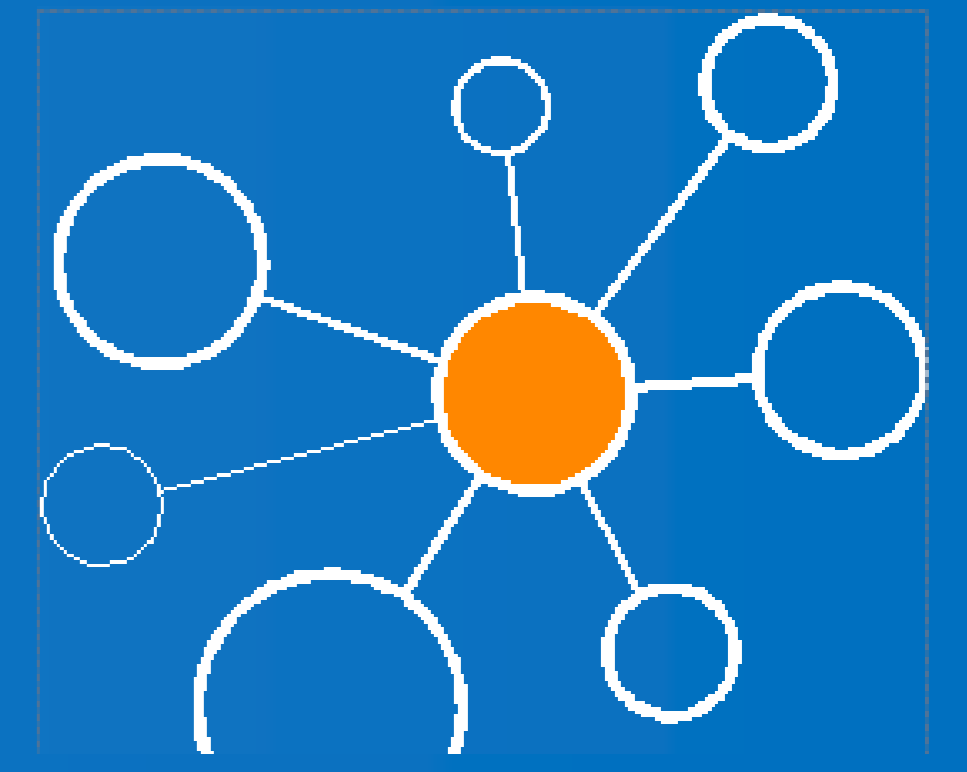


# Introducing NHS Hypnobirthing Courses across Gloucestershire

Kate Clifford and Annie Lester



## 1. The Safety Concern

NHS resources are more strapped than ever and nationally women are often receiving poor antenatal education and in particular very little support for their emotional well-being. Levels of anxiety and low mood are at an all time high among the childbearing population and in fact mental ill health is the most common major complication that women in the UK experience in pregnancy. As a result women are turning to alternative therapies to help them prepare both physically and emotionally for birth. When asked their views 60% of Gloucestershire women asked for hypnobirthing or breathing and relaxation classes on the NHS to support them in their preparation for birth. Hypnobirthing has been becoming increasingly popular over the last few years, with research showing that women who are anxious about or frightened of giving birth have longer labours and are more likely to need intervention (27/06/2012, British Journal of obstetrics and gynaecology).

## 2. The Aim

To introduce Hypnobirthing Courses across Gloucestershire in the 3 hubs Gloucester, Cheltenham and Stroud by March 2019 in order to reduce anxiety of and increase preparedness for birth.

## 3. The QI Team - Hypnobirthing Midwives



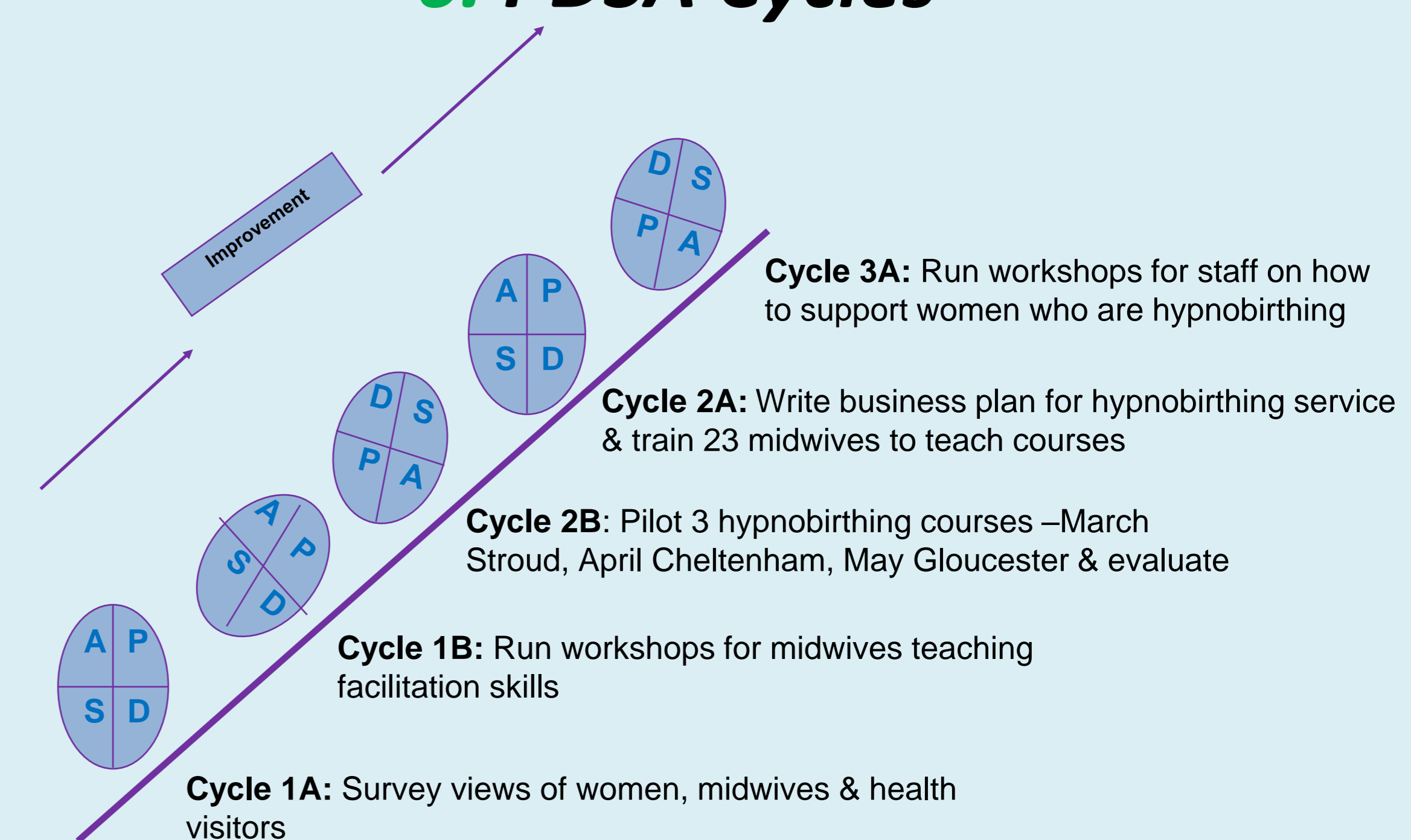
## 4. Driver Diagram

Aim	Primary Drivers	Secondary Drivers	Change Ideas	
To reduce anxiety of and increase preparedness for birth by running hypnobirthing courses on the NHS in Gloucestershire:  Set up 3 hypnobirthing courses across Gloucestershire by March 2019	Knowledge and Education	Women to attend hypnobirthing classes	Set up 3 Hypnobirthing classes – one in each hub	
		Midwives to deliver hypnobirthing courses	Train midwives in hypnobirthing	
		CDU/theatre/BU staff & Obs confident in supporting hypnobirthing women	Run workshops on how to support women who are hypnobirthing	
	Culture Change	Women to attend classes	Women to attend between 26-30 weeks Women to practice at home Classes to be evaluated	
		Staff to lead classes	Midwives to attend hypnobirthing training Antenatal Groups developed to include relaxation & breathing exercises	
		CDU/theatre/BU staff including Obs confident in supporting women who are hypnobirthing	Staff to attend workshops	
		Birth environment to support hypnobirthing	Quiet venue, comfortable Easy to access and good parking Balls, mats, bean bags, Low lighting, music Essential oils Affirmation cards	
	Documentation and advertising (comms team)	Advertising classes to women and their birth partners	Information given at bking MVP website Link in with ANC & women with complex pregnancies	
		Advertise training to midwives	Emails & posters & social media	
		Advertise workshops for CDU/theatre/BU staff including Obs	Advertise on CDU/Birth Unit/ANC	
			Involve stake holders.	

## 5. Measurement plan

5. Quality Improvement Measurement Plans	
Measure name	1. How would you describe your level of anxiety towards labour and Birth? 2. How prepared are you feeling in terms of your knowledge of labour and birth? 3. Are you looking forward to the birth?
Type	Outcome
Why is this measure needed?	To ascertain if women have found the course: 1. useful in lowering their anxiety/apprehension levels 2. has aided preparation and increased knowledge for labour and Birth 3. has increased positive attitude towards labour and birth
Operational definition*	All women who will be completing the hypnobirthing course should rate their levels of anxiety/preparedness/positive attitude on a scale of 1-10 prior to completing the course and after the course has been completed.
Exclusions	Women who did not undertake the hypnobirthing course
Data collection & sampling method	Questionnaires to be given out prior to the initial session and again after the last session. The questionnaires will be given and collected in by the course facilitator.
Data source	Women
Baseline data available?	First hypnobirthing courses to be run in GHNHSFT so no baseline data
Goal	To run three courses in March
Time to review?	End March 2019

## 6. PDSA Cycles



## 8. Next steps

- Promote service
- Increase number of courses from one per month in Gloucestershire to one per hub (Gloucester, Cheltenham and Stroud) every month
- Continue to evaluate service
- Employ admin support
- Run workshops for all staff on how to support a woman who is hypnobirthing
- Set up hypnobirthing courses in the rural areas to improve accessibility and availability
- Set up subsidised hypnobirthing courses for vulnerable groups of women including women who have had a previous stillbirth or neonatal death.

## 7. Measurements & Key Results

3 courses have run and been evaluated at the time of this graduation (3<sup>rd</sup> course is in the process of being taught).

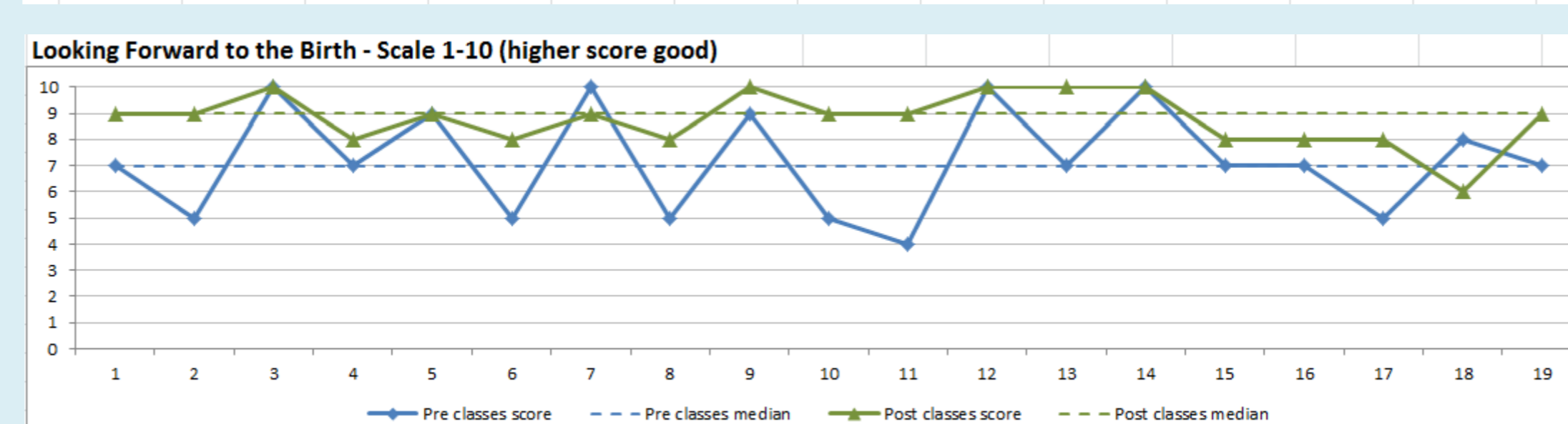
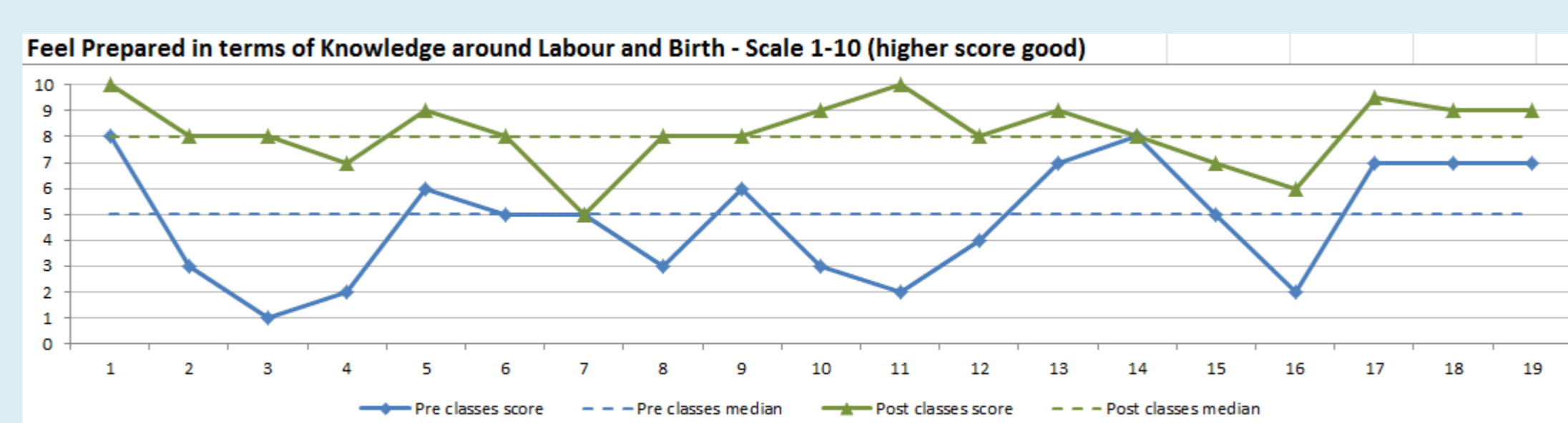
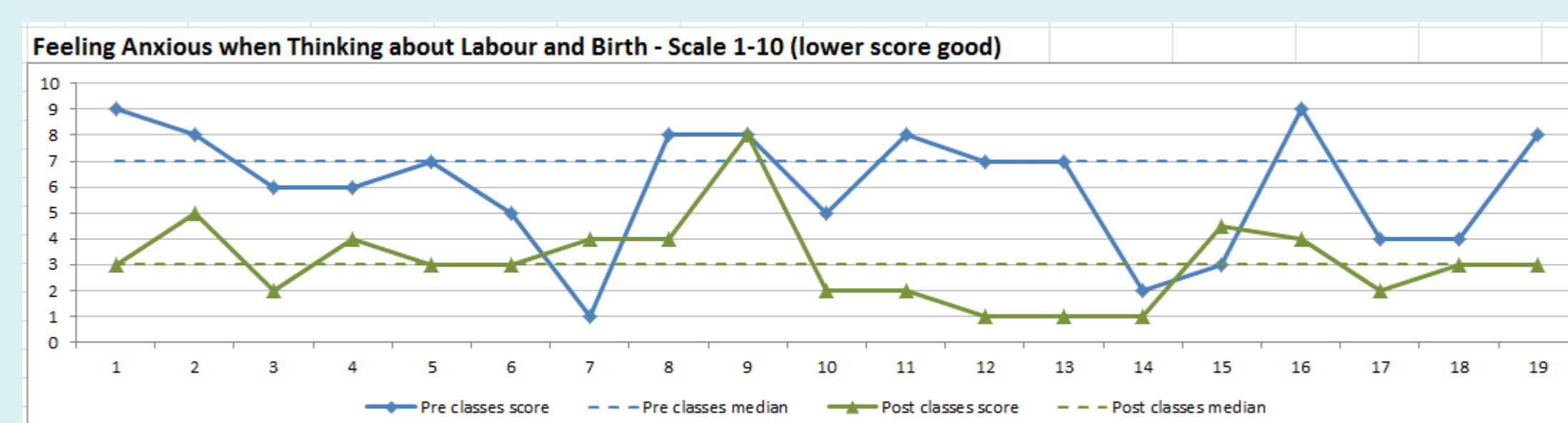
Measures:

- levels of anxiety and preparedness for birth were taken pre-course and immediately post course.
- Women will also be followed up after they have given birth to see if they used the hypnobirthing, found it helpful and whether they were supported by staff to use it.

Preliminary results show that in general

- Levels of anxiety when thinking about labour and birth reduced (from 7 to 3)
- Levels of preparedness (in terms of knowledge) increased (from 5 to 8)

"I really enjoyed the course and it has made me feel at ease and very calm about the birth"



Acknowledgements: thank you to everyone who has helped to set up the hypnobirthing service without whom it would never have happened including:  
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