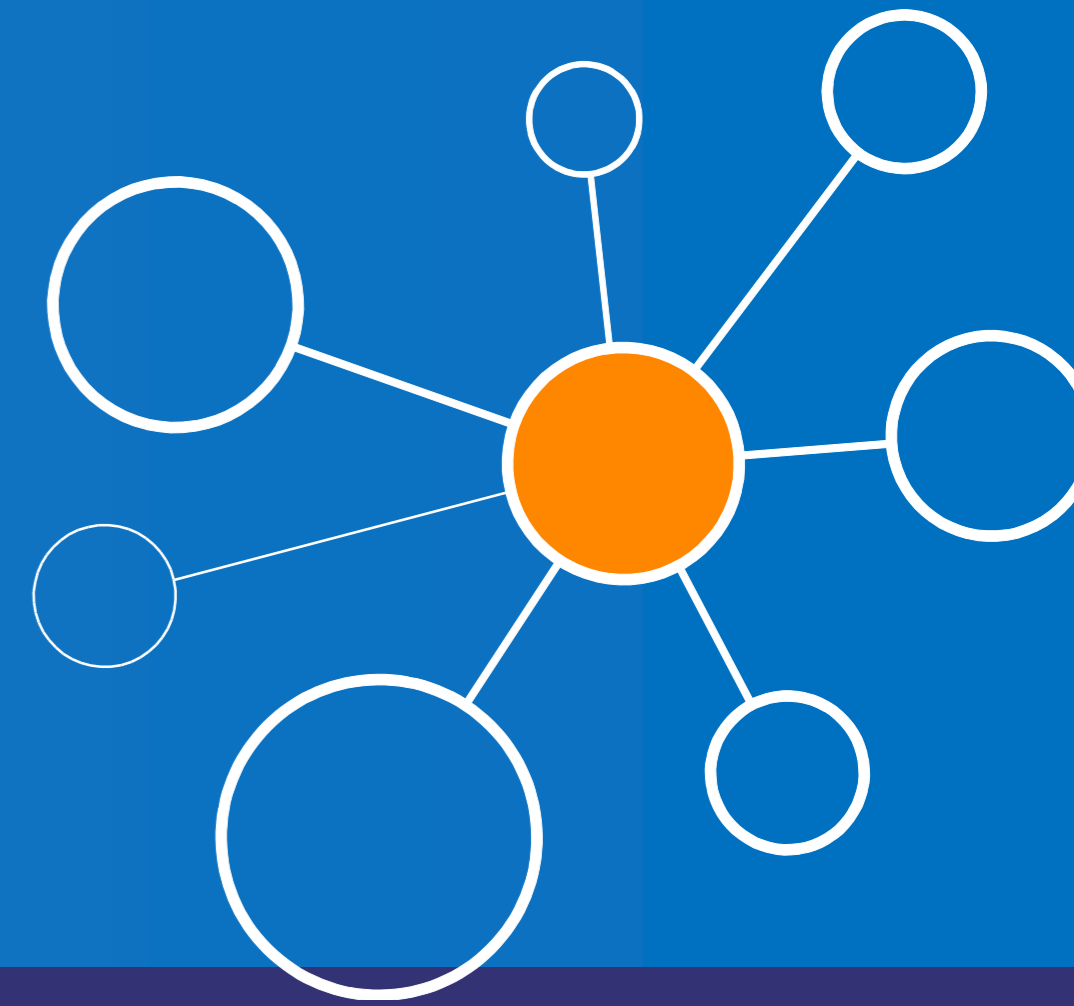


Maternity Postnatal Information For New Parents Animation

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Background

Gloucestershire maternity services deliver and discharge approximately 6,500 babies a year. On discharge from hospital after having a baby (or following a home-birth) there is a significant amount of information including paramount health and safety advice that the midwife needs to go through with new parents. It is apparent that there is inconsistency in the information that is given and the time spent giving it, mainly due to time and bed capacity pressures. Delivering discharge information is an important but repetitive and time-consuming task for Midwives which often delays discharge, reduces patient satisfaction and impacts

Aim

To reduce the midwifery time spent on the discharge talk by 50% by producing a digital resource compiled by experts to deliver the core aspects of discharge information, whilst increasing the quality and consistency of the information provided and expediting the discharge process.

DRIVER DIAGRAM

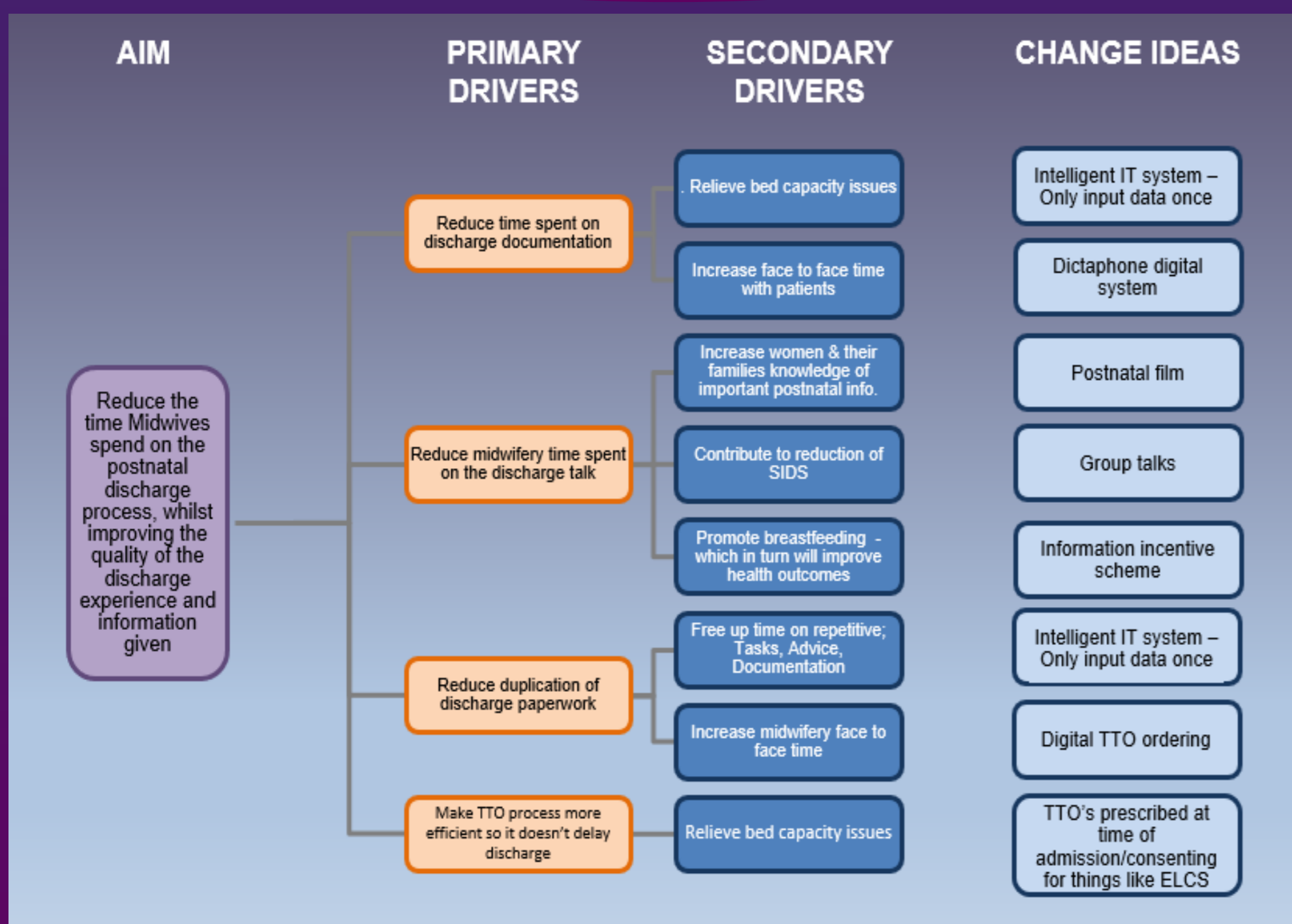


Figure 1: Driver diagram breaking down identified problem to help conceptualise relevant components to support reaching end goal.

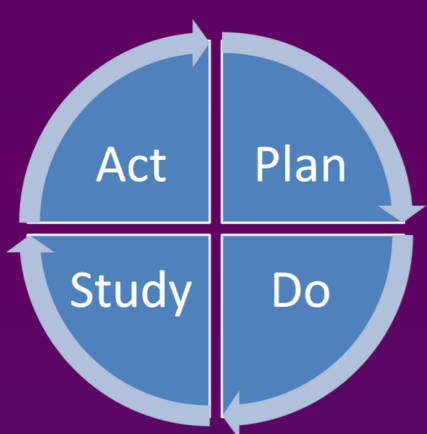
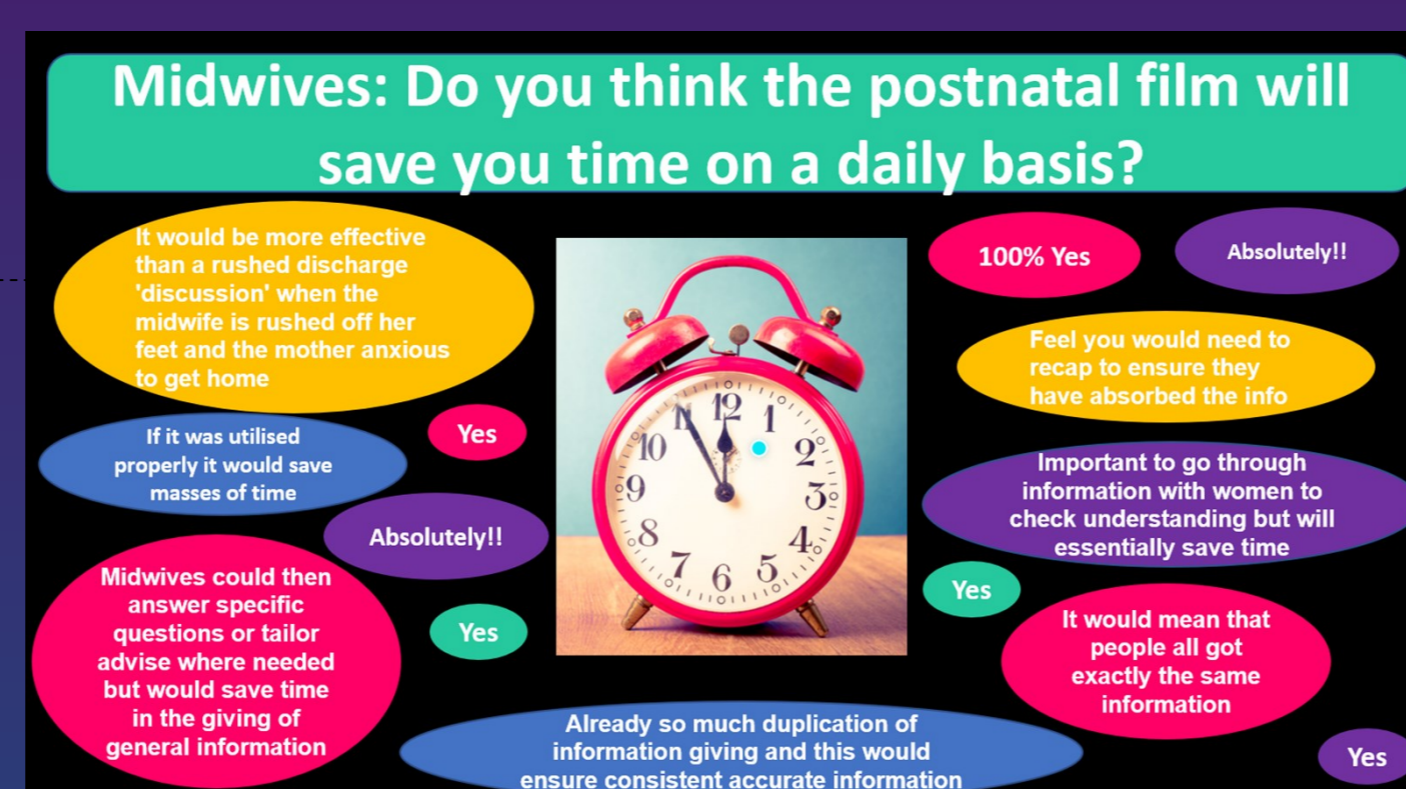
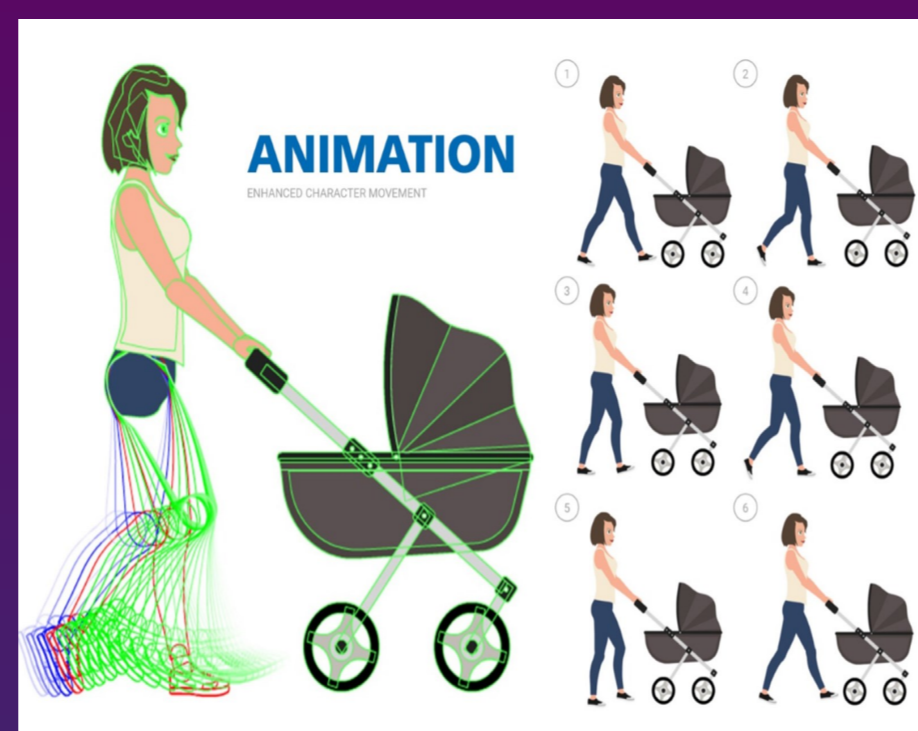


Figure 3: PDSA Cycle of postnatal discharge information animation project:

Implications

- Producing a discharge information resource that has been informed by experts has increased Midwives knowledge on what evidenced based information should be delivered in the discharge discussion.
- There has been concerns that a digital resource takes away from personalised face to face information, however midwives are encouraged to ask women after watching the film if they have any questions and to also give reinforced information for any individualised risk factors there are i.e. if the women or partner is a smoker they would reiterate the importance of not smoking around the baby and risks of SIDS.
- Developing a digital resource to deliver the information means that it can be



With special thanks to Anna Rarity and Dawn Morrall from the Better Births team for supporting this project.

Midwifery Time Spent on Discharge Information

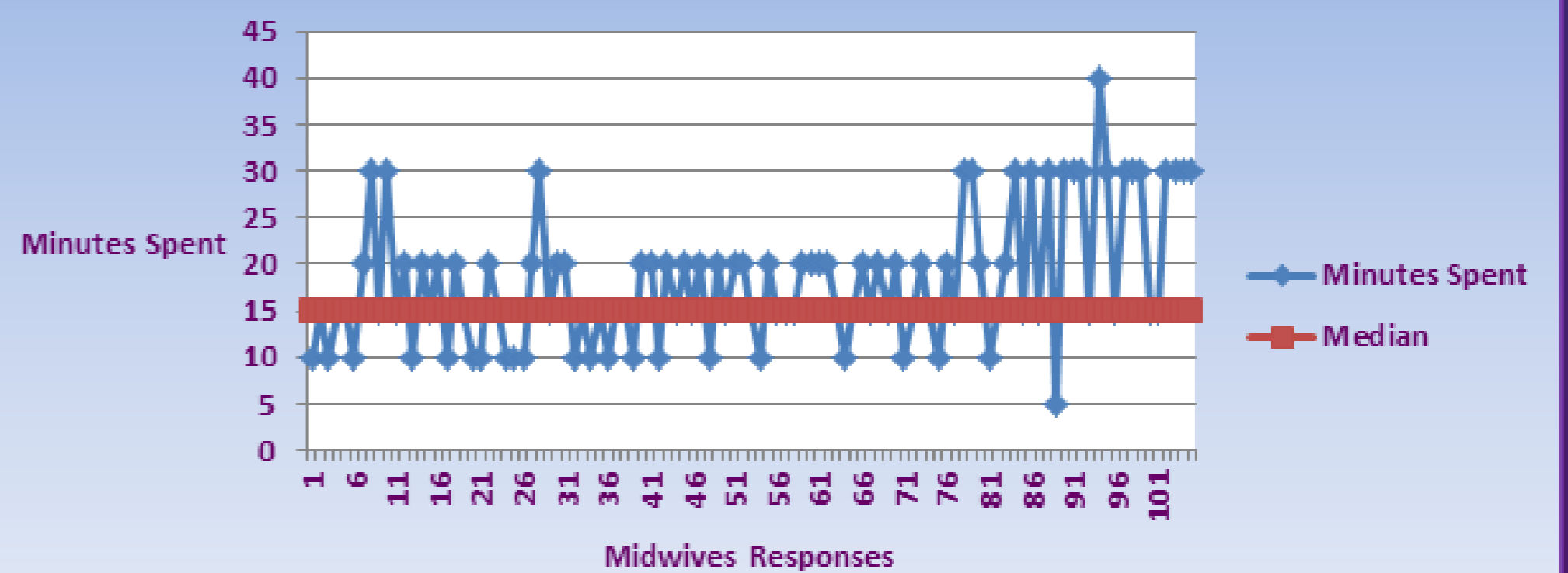
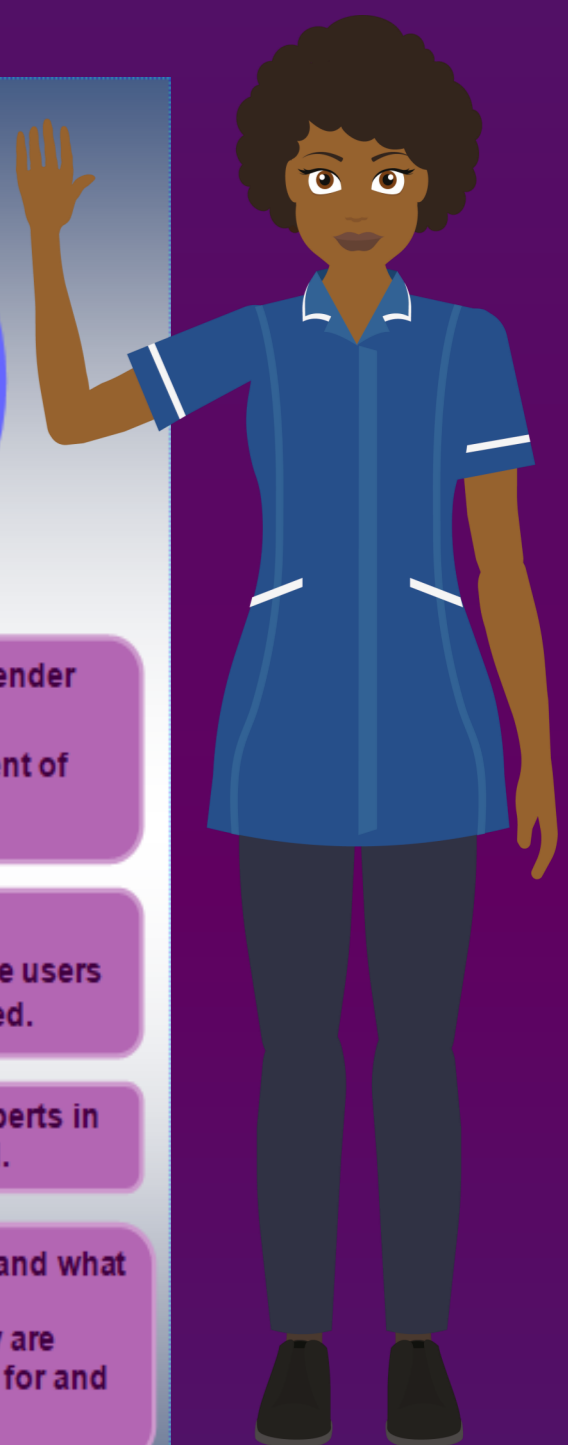
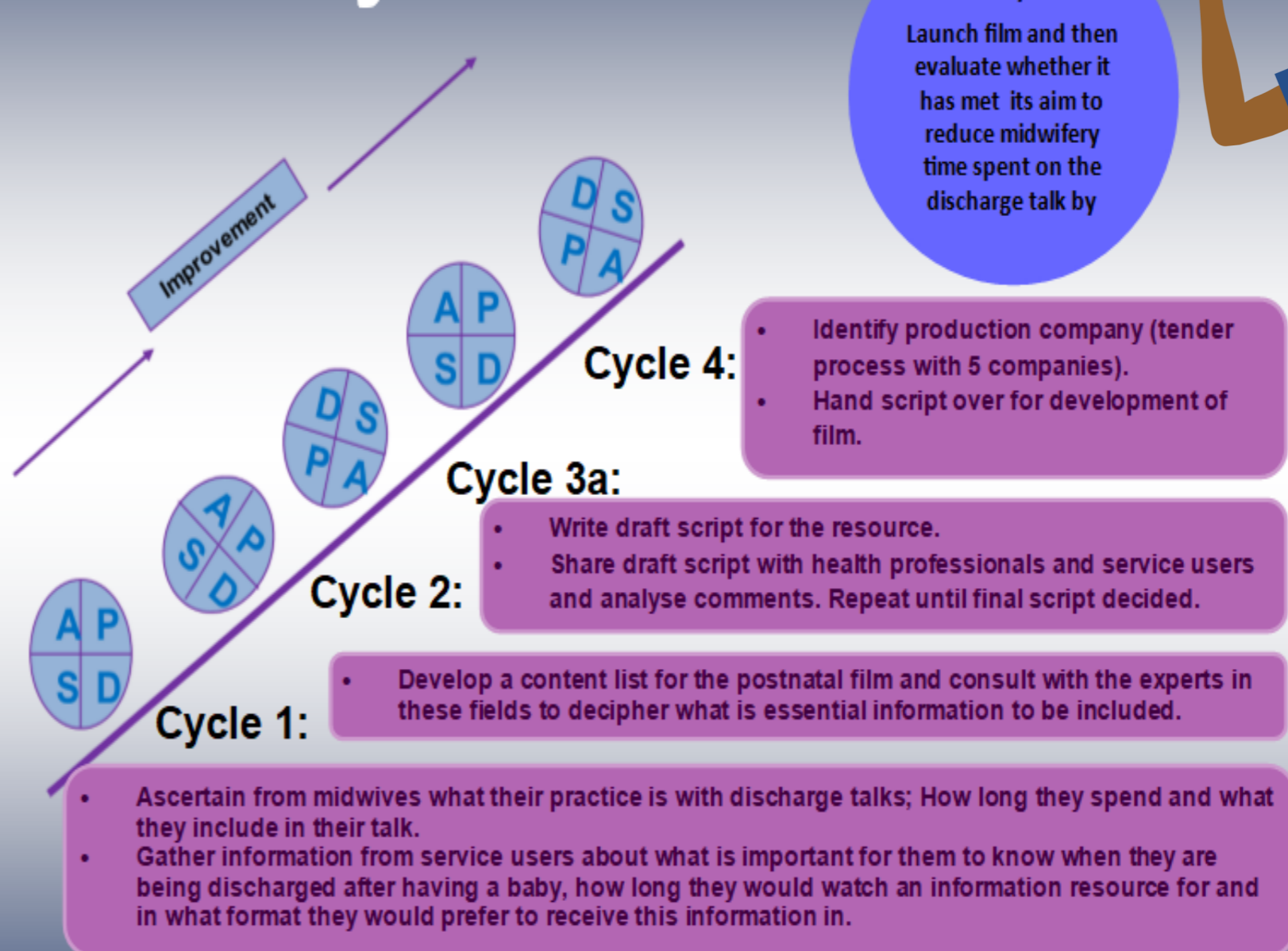


Figure 2: Run chart showing midwifery time spent on giving discharge information. Please note the original data was categorised into <5 minutes, 5-10, 10-15, 15-20, 20-30 and over 30 minute. Unfortunately excel would not format data in this way onto a run chart so the categories have been rounded up to; 5, 10, 15, 20, 30 and 40 minutes.

Approximately 2000 midwifery hours a year are spent delivering the routine postnatal information talk in Gloucestershire

PDSA Cycles



Next Steps: Launch the film!!

