

Newborn Information Hub

Midwives Eirwen Rees & Sophie Ferguson



1. Background and Problem

The previously run baby café on the maternity ward had poor attendance from mothers and partners. Staff felt that this needed addressing as it was an ideal opportunity for new parents to receive useful information relating to caring for their newborn baby.

A postnatal ward environment survey was undertaken Summer 2018 to gauge from women how the ward environment could be improved. A total of 409 responses were received, results published in October 2018 revealed women required more information regarding many subjects including newborn care, mental health, signposting to support groups, safe sleep and feeding support. Extensive comments were made about the need to make the room more comfortable and welcoming including more appropriate seating, lighting and décor.

This QI project was undertaken to facilitate an improvement in information giving relating to care of the newborn in a more relaxed less clinical environment.

2. Aim

To increase the attendance of mothers to the baby café by 10% by the end of March 2020 and improve the quality of information provided to new parents on parenting a newborn by 10% over the same period.

3. Method

Outcome Measures

Six months after the start up of the Newborn Information Hub parents attending the hub will be surveyed to gauge parent satisfaction about the environment and information provided. A simple feedback questionnaire asking the new parents of their satisfaction on a scale from 0 completely dissatisfied to 10 completely satisfied, asking for suggestions for improvements if they feel they are required.

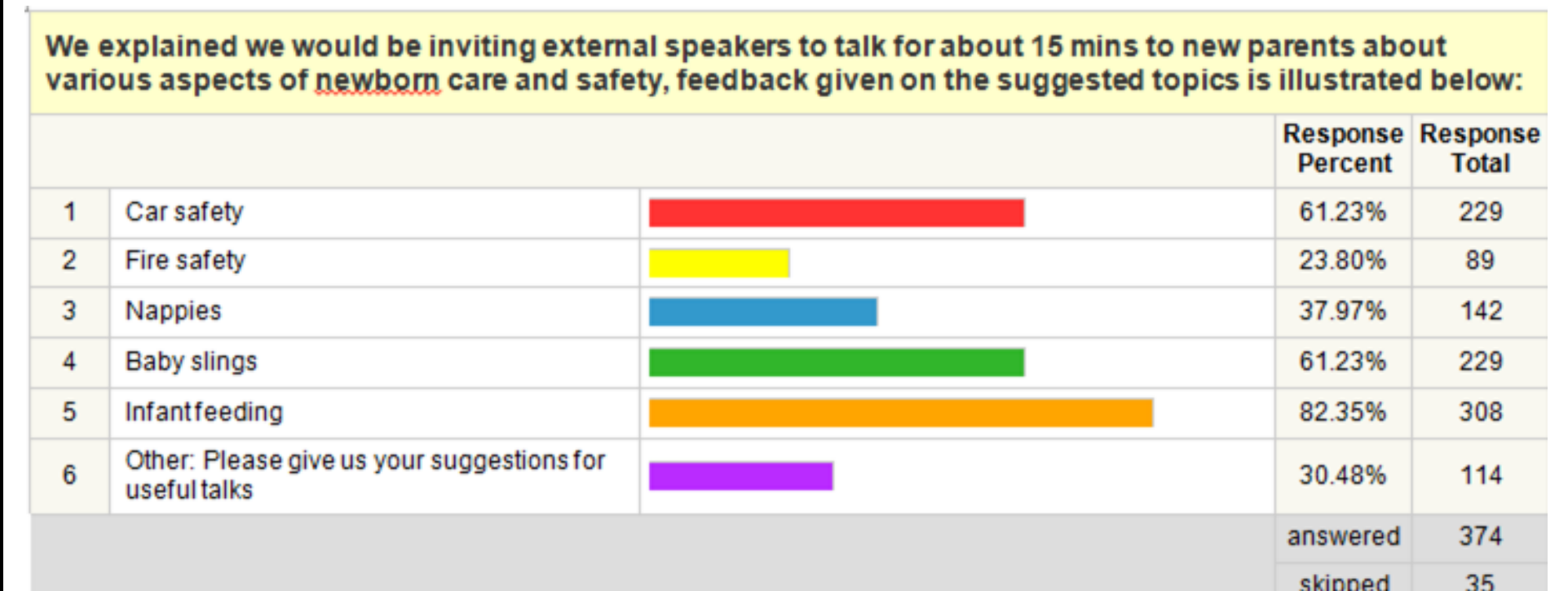
Process Measures

Attendance of parents to the Newborn Information Hub will be monitored weekly and verbal feedback obtained from parents.

Balancing Measures

The organisation of the Newborn Information Hub needs to ensure that by staff being involved in the hub there is not a detrimental effect on the ward workforce & workload. It is acknowledged there may be external factors that cause parents to be unable to attend the hub.

Aim	Primary Drivers	Secondary Drivers	Change Ideas
To increase attendance at the Newborn Information Hub (previously called Baby Café)	Training and Education	Patients	Invite outside speakers to Newborn Information Hub
		Staff	Obtain leaflets to support topics talked about
		Patients	Review results of Postnatal survey to establish what parents want discussed
	Environment	Obtain funding to provide conducive environment	Obtain new soft furnishings
			Organise to have a mural painted on wall of the room where Newborn Information Hub is to be held
			Organise for a dimmer switch to be fitted in room
		Create Space	Obtain tea, coffee, biscuits and fruit for attendees Arrange suitable pictures/videos on TV screen Investigate how music could be played in the room
	Staffing	Rota for staff	Develop a structured rota for all staff to be involved
		Session guidelines	Produce laminated guidelines regarding facilitating sessions
	Communication / Advertising	Communication to staff	Introduce a team brief
			Design & print posters to put up around the ward
		Advertising Baby Café to parents	Involve inpatient antenatal women especially IOLs
			Once Newborn Information Hub established details to go on website Name change – survey mums to choose a new name

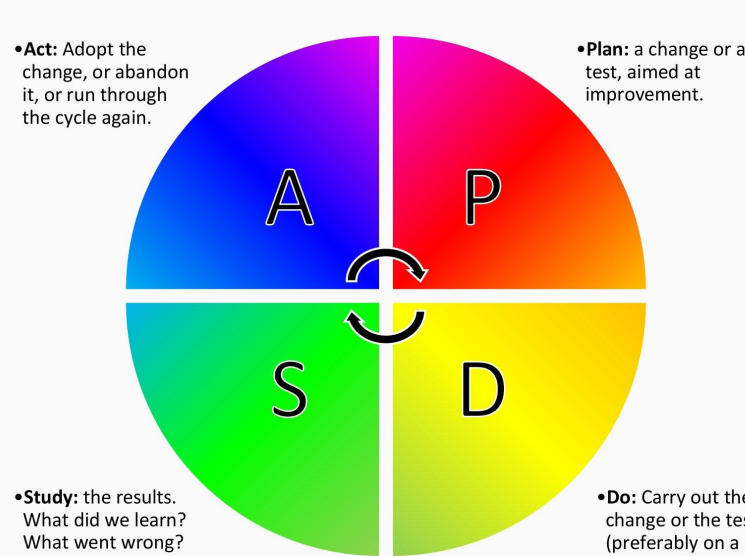


PLAN—Plan most appropriate time for optimum attendance of parents, plan improvements to dining room environment, devise staff rota & schedule of external speakers, obtain refreshments and supporting resources.

DO—Put up posters to advertise the Newborn Information Hub, remind staff in words of the week to inform parents every week day, invite the external speakers in according to their rota, lay out refreshments & resources.

STUDY—Staff facilitating the Newborn Information hub keep a daily and weekly attendance record. Any verbal feedback be written on a feedback postcard by parents or fed back verbally. The attendance numbers and feedback cards will enable evaluation of the information & room environment.

ACT—After 6 months the attendance sheets and feedback will be reviewed to see where improvements could be made, a staff survey will also be given to staff involved to obtain feedback regarding if it's affecting their workload & any other suggestions.



- CYCLE 1 — Launch Baby Café and keep daily and weekly attendance record
- CYCLE 2 — Feedback from parents attending Newborn Information Hub & staff facilitating hub
- CYCLE 3 — Amend Newborn Information Hub where needed e.g. different time if required
- CYCLE 4 — Review resources & environment to see if any further improvements are needed
- CYCLE 5 — Training of new / rotating staff that need orientating to the Newborn Information Hub
- CYCLE 6 — Continue Newborn Information Hub with 6 monthly attendance & feedback audits

Next steps

- Develop 2 week rolling programme and confirm with external speakers
- Update all staff on relaunch of Newborn Information Hub
- Presentation of findings to colleagues and Division
- Spread the word on Social media—Maternity Services & Maternity Voices Website
- Friends and Family testing to evaluate patient and family experience