

Maternal Health Strategy Update

Sheffield First for
Health and
Wellbeing
26th July 2006

Last Update May 2005

- | Maternal Health Strategy
- | Reviewing Structures
- | Action Plan
- | Links between deprivation and breastfeeding, teenage pregnancy, and smoking in pregnancy

Progress since then

- | Commissioning and Structures
- | Integrated Care Pathways
- | Maternal mental health
- | Smoking
- | Breastfeeding and maternal nutrition
- | Service User Involvement
- | Infant Mortality
- | Next Actions

Commissioning and Structures

- | Links made with service districts
- | Move towards alignment with service districts for community midwives
- | Links with Children's Centres
- | Quality Schedule agreed for maternity services reflecting inequalities work
- | Schedule potentially to be included in Good Practice Guide by National Childbirth Trust

Integrated Care Pathways

- | Multi agency, multi disciplinary working group led by Head of Midwifery
- | Consultation event using participative theatre work held in November
- | Amendments made as a result
- | Pathways for Ante Natal and Post Natal care now approved by all PCT Professional Executive Committees
- | Further pathways for specialised conditions in development
- | To be launched September 06

Service User Involvement

- | Maternity Forum, funded by PCT, has organised a number of How was it for you? events around Sheffield to find out views of service users
- | Informed a programme for the Maternity Services Liaison Committee around Mental Health, Choice, Breastfeeding, Complaints process
- | Maternity Forum carrying out community research in Gleadless working with Sure Start about breastfeeding
- | Maternity Forum applying for funding independently, supported by PCT

Maternal Mental Health

- | Multi agency group established
- | Event organised jointly between South East PCT and Maternity Forum, 3rd May
- | Issues identified – need for post traumatic stress disorder service, more joined up service, improved communication, lower waiting times
- | New protocols being established re: out of area referrals
- | Further training organised for midwives and trainee midwives

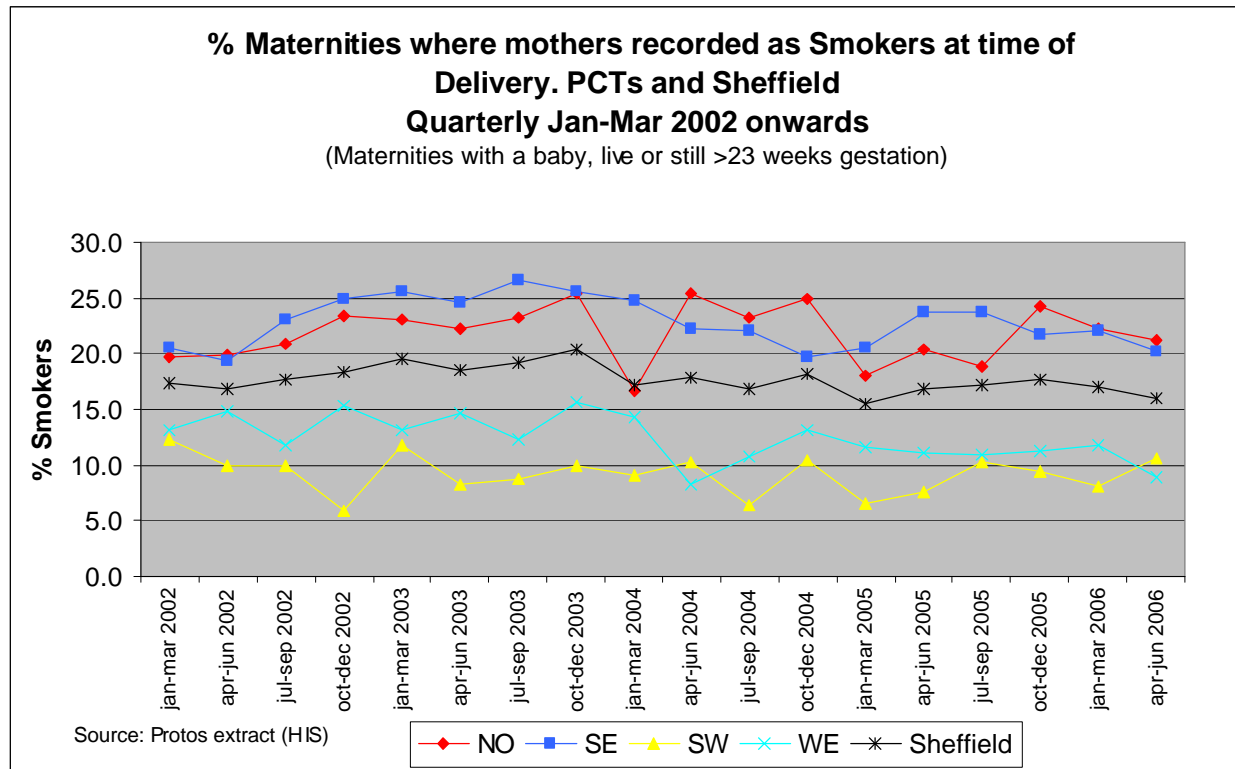
Smoking in Pregnancy

- | Sheffield was doing very well with its stop smoking midwives' service and achieved the 2005 Smoking Kills target early.
- | However, progress no longer consistent, action plan developed :-
- | Reinstate mandatory training to increase referrals
- | Provide support to enable midwives to give up smoking
- | Revise booking form
- | New records with trigger points
- | Planning work is starting to make an impact

Smoking Data

- | National Target 1% annual reduction
- | England average 2004/5 18.2%
- | Sheffield figure 2004/5 15.5%
- | Current LDP target for April-June 2006 16.1%
- | Current quarterly figure April-June 2006 16.1%

Smoking in Pregnancy Sheffield Data



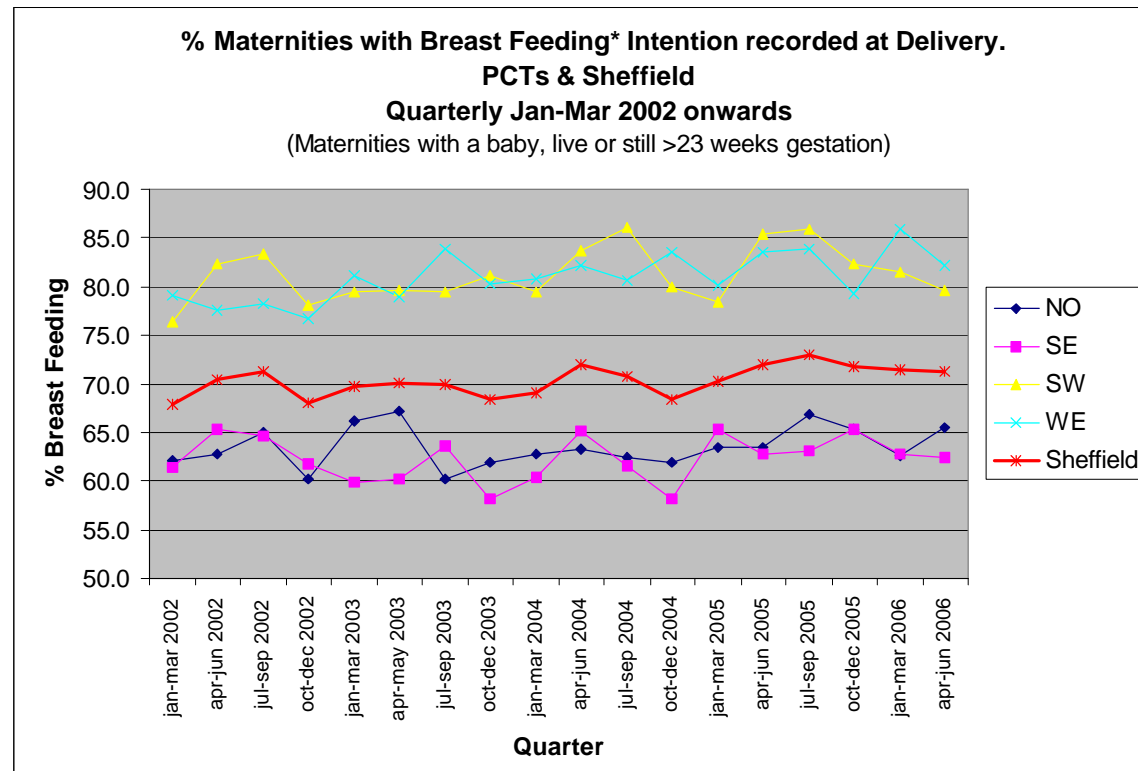
Breastfeeding and Maternal Nutrition

- | Group established with representation from Sure Starts, dieticians, midwives, service users
- | Sheffield was meeting target and doing well but towards end of last year some concerns in some areas
- | Need to spread established evidence based good practice in some areas throughout Sheffield. e.g. peer support schemes, breastfeeding cafes
- | Data collection now improved to include home births and neonatology unit
- | Breastfeeding policy being updated to include new national guidance – to go to new Sheffield PCT PEC in October

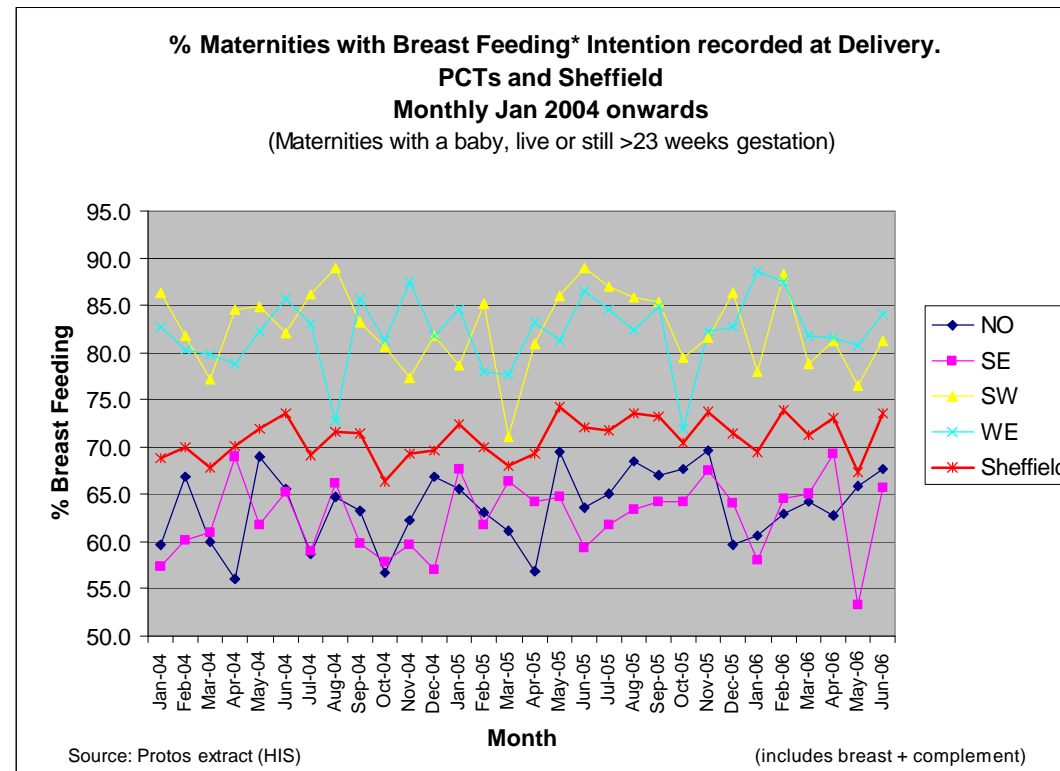
Breastfeeding Data

- | National Target – 2% increase per year in initiation of breastfeeding
- | England average 2004/5 66.6 %
- | Sheffield 2004/5 70.2 %
- | Current quarterly figure April – June 06 71.2%
- | Current LDP target June 06 72.9%
- | BUT monthly figures show an improvement

Breastfeeding Data for Sheffield



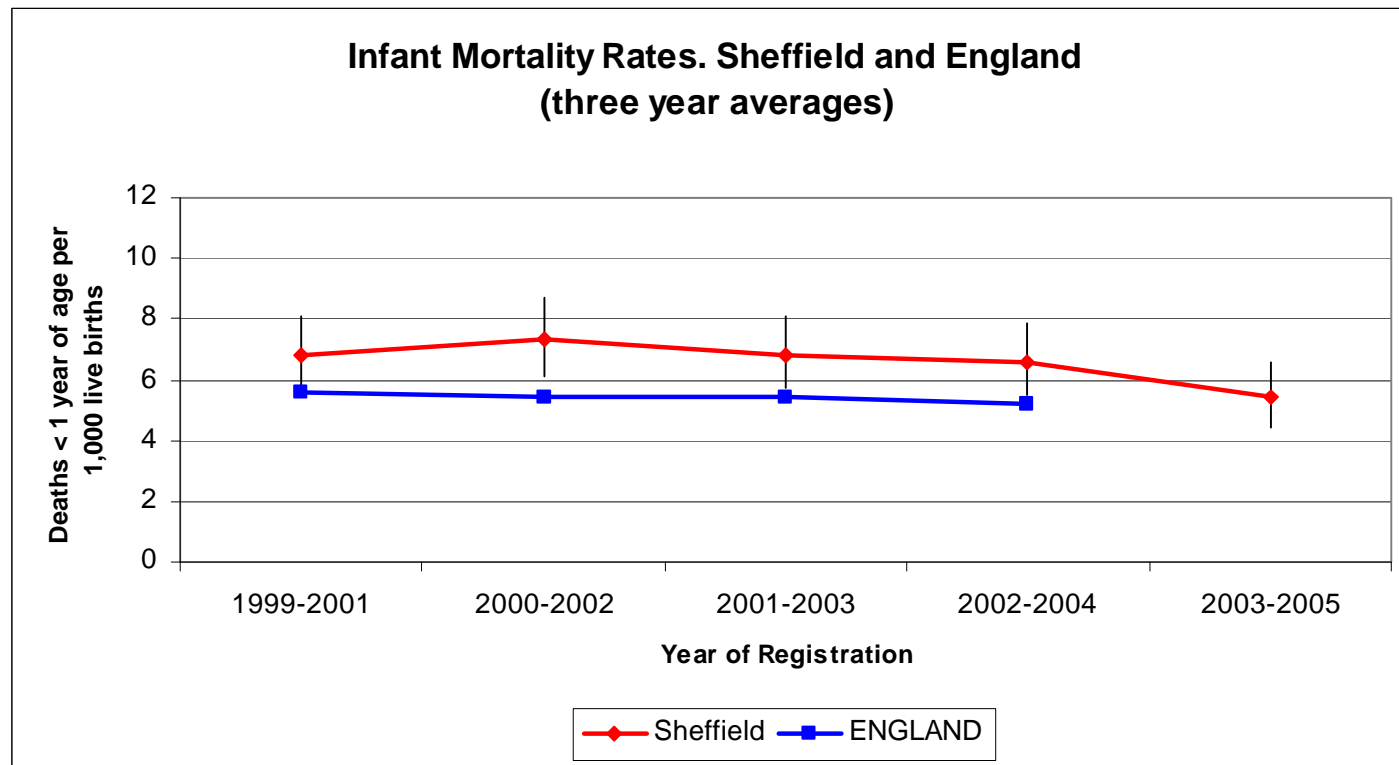
Monthly data



Infant Mortality

- | Identified in South Yorkshire Public Health annual report as an issue for all South Yorkshire
- | Data examined by HIS service
- | Latest info shows some downward trend in still births and neonatal deaths, and three year infant mortality rate
- | Group established to develop understanding of links with low birth weight, maternal BMI, neighbourhood variations etc, ethnicity. Full report to be produced by October.

Infant Mortality Data



Next Actions

- | Further work on alignment with service districts and links with developing Children's Centres
- | Concentration on support for teenage mothers, including smoking and breastfeeding
- | Maintenance of momentum of work on mental health, smoking, breastfeeding, infant mortality
- | Ensure impact of actions is measured and evaluated