

Active Mum's Antenatal Care

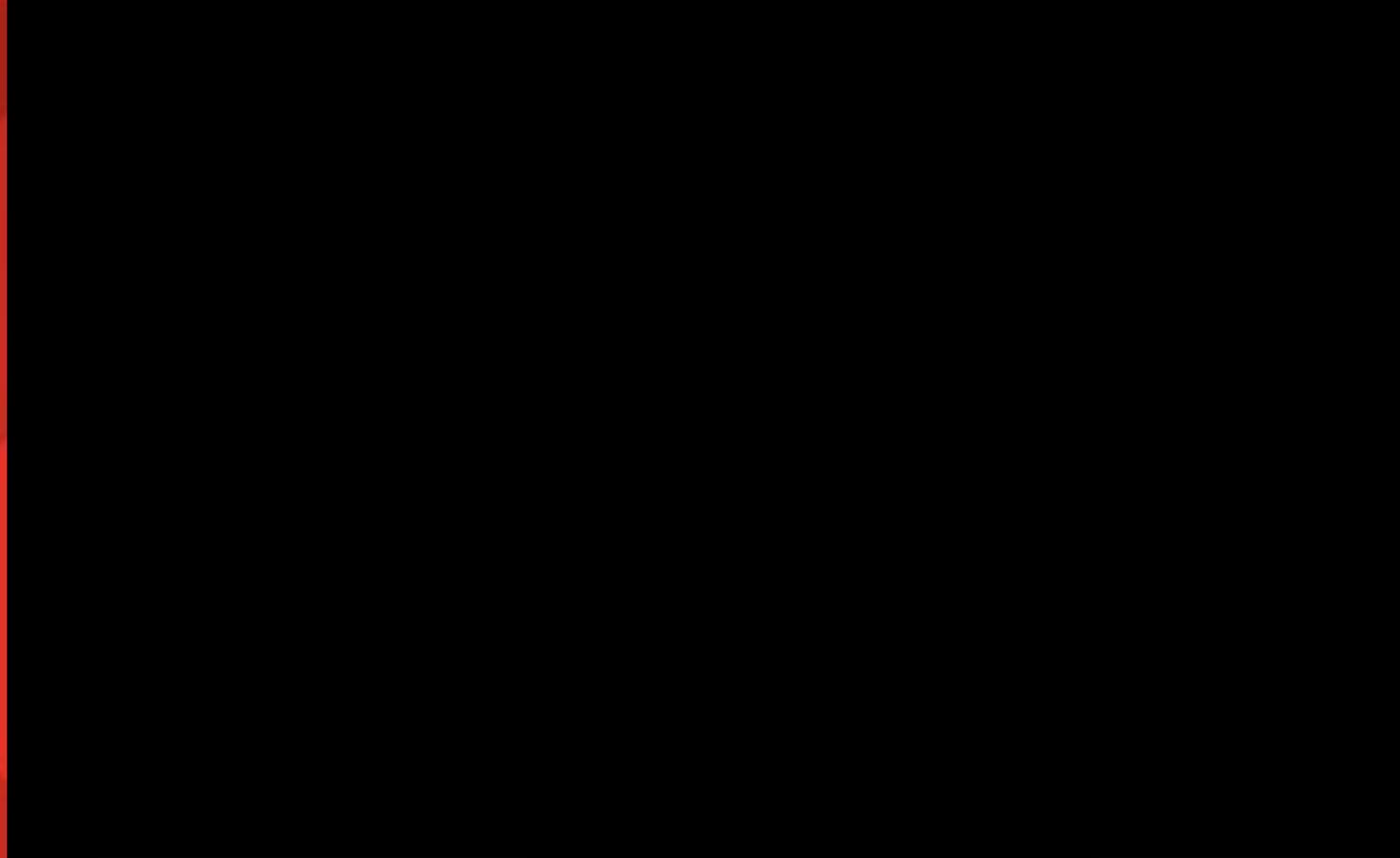
The National Institute of Clinical Excellence (NICE) published a quality standard for maternal and child nutrition: the recommendation that women with a BMI of 30 or more should be offered structured support through the NHS.

Health professionals should discuss eating habits and physical activity, addressing any issues, advising the woman of the benefits of a healthy lifestyle in pregnancy (NICE, 2015).

Active Mum's Antenatal Care programme focuses on obesity in pregnancy. It has been running for almost 3 years working in collaboration with the community team midwives of West Suffolk NHS Foundation trust.



Monday Mum's Project



Impact

Reduced weight gain of between of 3&5kg during pregnancy.

Reduced number of caesarean births and increased numbers of mothers who breastfed once discharged.

Reduced social isolation; increased awareness of both mother and baby's health and wellbeing. Improved mental health.

With more than 30 women already completing the programme over this period.

OVERWEIGHT PREGNANCY

AVERAGE COST OF ANTENATAL INTRAPARTUM CARE:

OBESE PREGNANT WOMAN

£4718

NON-OBESE PREGNANT WOMAN

£2546

AVERAGE WEIGHT GAIN:

7.2KG AVERAGE WEIGHT GAIN FOR CLIENTS

3-5KG

LESS THAN NORMAL



THE PHILOSOPHY OF 'MONDAY MUMS' ANTENATAL CARE IS TO *ENSURE WOMEN ARE SUPPORTED TO MAKE HEALTHY CHOICES IN THEIR PREGNANCY*



86% OF WOMEN WHO ATTENDED MONDAY MUMS HAD VAGINAL DELIVERY

73.3% OF CLIENTS BREASTFED WHEN DISCHARGED

Other Benefits

As the women are receiving continuity of care, within the group setting, it has been seen to improve their confidence and belief in themselves. With a range of interesting impacts:

Less intervention leading to more natural birth – less adrenaline – therefore an easier labour

Breastfeeding – repeated information giving around the benefit skills and so more likely to sustain

Mental health – support network of the group is beneficial

Support from Family Support Practitioner- Women are given the skills to prepare for life with baby

How it works

- > Midwife refers the client into programme as part of their antenatal care based on BMI
- > Clients would normally start around 15/16 weeks (we are now seeing this reduce with clients coming as early as 12 weeks)
- > First visit is an informal consultation – Time with the midwife where risks of high BMI through pregnancy are explained
- > Client informed that all further antenatal visits would take place in this group moving forwards; format is explained where there is a weekly weigh in (something they seem to enjoy)
- > Clients will each complete their 10 minute antenatal appointment during this session
- > Each week different topics are discussed (nutrition and exercise focused)
- > Monthly there are specific topics related to mother and baby (breast feeding/dental nurse) *no topic is off limits!
- > Each week the sessions will finish with 30 minutes of gentle exercise (stretching/light circuits) some are now confident enough that the gym environment is now being used
- > Clients would then stay up until the birth of their baby

*Important to mention that whilst the programme is not set up for after birth all mothers want to come back

Where we are

Abbeycroft Leisure have supported the scheme through delivery personnel, facilities and equipment. First launching in Bury St Edmunds there is now a second group successfully running in Newmarket.

Opportunities for the programme to grow include starting a further programme in Haverhill, Mildenhall and Brandon, however with every great idea the initial group of individuals who created the scheme have limited resources (both time and money).

Key learning:

Programme works.....But not the name (Now Active Mum's)

Current staff resource stretched to deliver more (most based on goodwill)

Relies 100% on midwife team to refer – ACL only a delivery partner, not in front of clients to refer

Social isolation and mental health issues can be addressed / supported through the group

Existing funding being stretched – Children's centre no longer provide any funding

What happens to mother and baby after birth – greater opportunity to impact longer term

Programme needs more structure in order to be robust and scalable (much relies on individuals still)

Abbeycroft Leisure's social impact tool; three core areas we believe the programme will impact; health and fitness, wellbeing, and personal development



Current Development

Mother & Baby first swim

- > 4 week free access including 20 minutes instruction
- > 10 minutes play
- > Coffee and follow on discussion around swim scheme and activities

Buggy Fitness

- > 45v minute exercise
- > Outdoors (whatever the weather!)
- > Coffee and social in café

Haverhill, Brandon & Mildenhall

- > Funding opportunities
- > Partnership development required to grow

The Swim Academy

Baby's First Swim

Encourage your little one to love the water with 4 weeks of Bury Leisure Centre's fun and nurturing swimming lessons - **completely free!**

Contact The Swim Academy on **01284 757484** to start their swimming journey now!

*terms and conditions apply

West Suffolk
working together

Abbeycroft



Sustaining the programme

In order to sustain or scale up the programme:

Q - Value of group antenatal sessions working and meeting groups rather than individual appointments? – Does this better use midwife resources?

Q - Efficiency in numbers – If greater cohorts could be triaged / signposted what would the value to the NHS be regarding the programmes impact?

Q - Wider referral routes - Integrate other services such as health visitors, perinatal mental health

Q - Further development - Transition programme for mother and baby

Thank you for listening

Are there any Questions?