



# The development of a new Public Health Model for Midwives, Maternity Support Workers & Student Midwives

## Making the case

Historically midwives have contributed to the health of the nation and more recently the importance of the midwife's role in obtaining the four central domains of public health have been outlined.

Reducing the negative effects on health, wellbeing, and inequalities

Protecting the population from major incidents and other threats

Helping people make healthy choices

Preventing premature mortality

(DHE/PHE, 2013a)

With variation identified across the research on the implementation of public health in maternity, a more contemporary needs analysis was required (Fleming et al., 2016).

The RCM embarked on a project to explore the public health role of midwives, MSWs and student midwives, raise the profile amongst practitioners and increase the resources available to support the provision of public health within maternity.

## Exploring the public health role

# 1

## What we did



Two qualitative studies



One survey



One Audit



One stakeholder think tank session

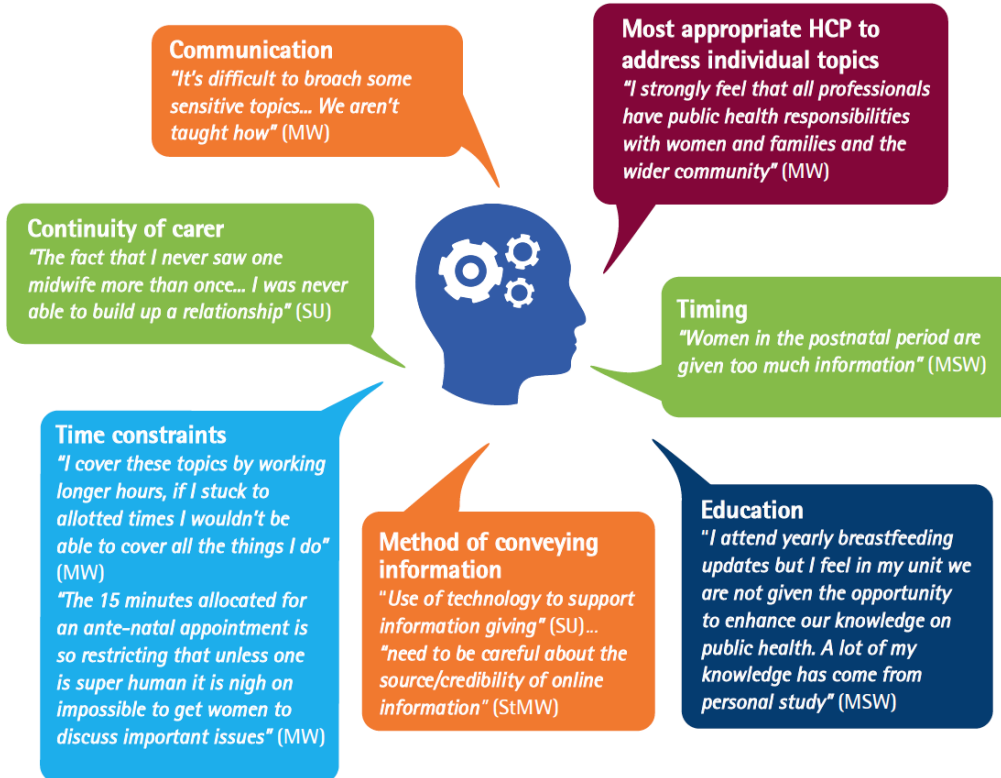
We identified 35 public health topics and gathered data around what currently happens, what should happen and what resources are needed for practitioners to further support women and families.

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## Stakeholder think tank

Around 60 public health experts, service users, midwives, student midwives and MSWs participated to provide feedback on barriers and facilitators, as well as potential solutions.

Seven key themes generated from the studies and considered as part of group exercises.



## Making an impact

We have used the findings to develop the new Stepping up to the Public Health Model and have ten main outputs including an information repository, a pregnancy and birth information menu for women, RCM i-learn modules, and printed publications.



Women and families



Midwives, maternity support workers  
and student midwives



3

What we  
produced

Presentations for  
dissemination events

Pregnancy and birth  
information menu

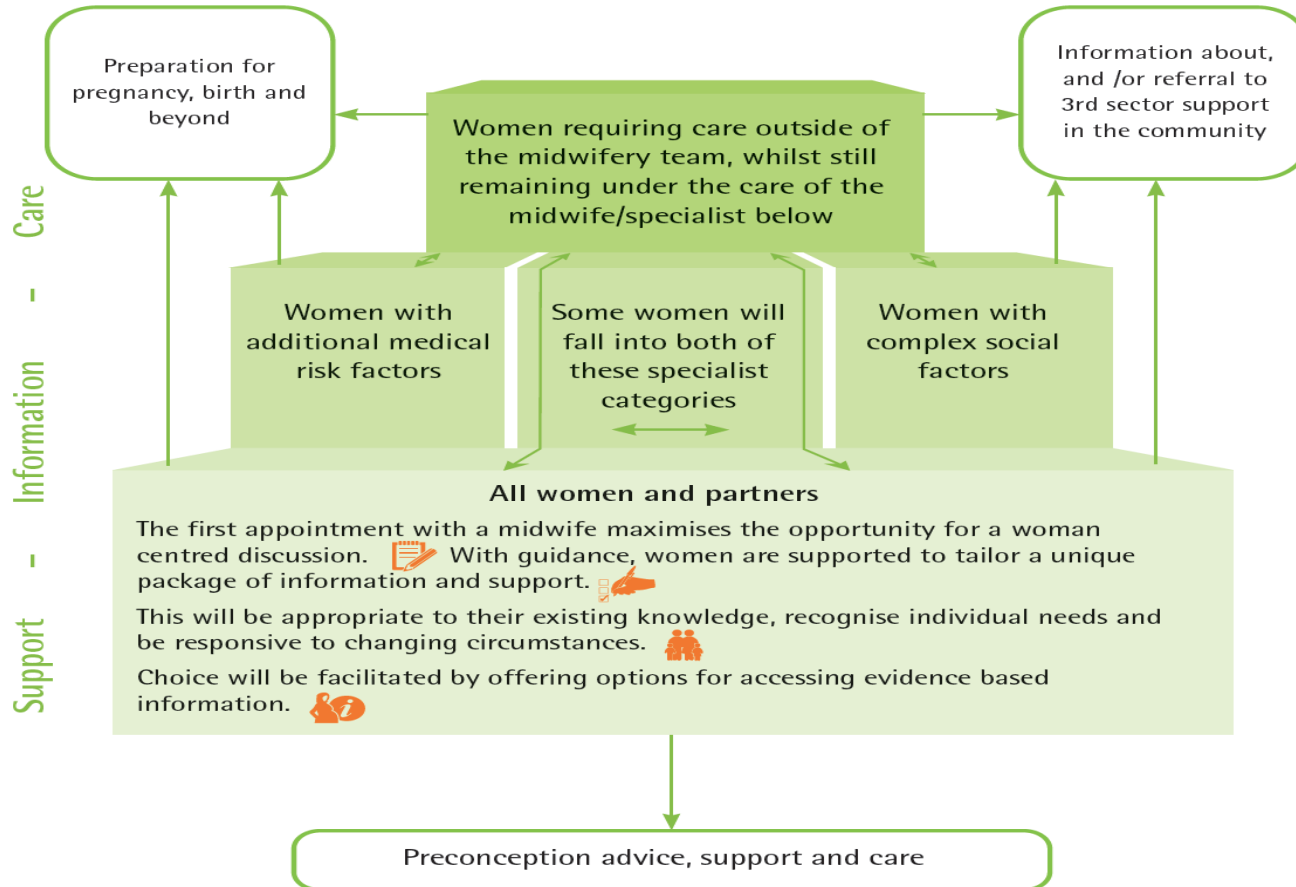
Information repository for women and families  
and a corresponding Information repository for  
midwives and maternity support workers

Practice case studies

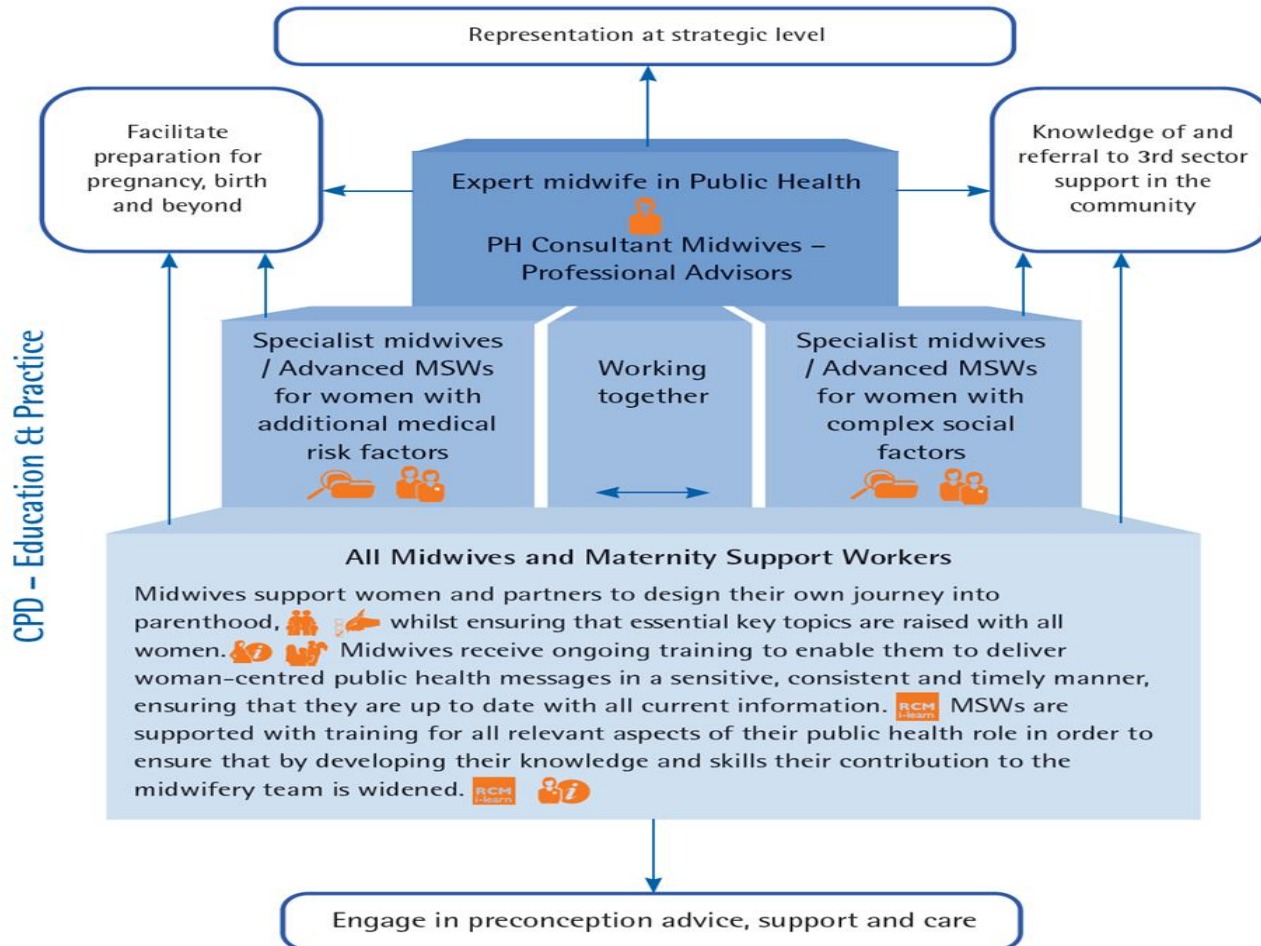
App for women to  
access information  
repository

i-learn modules

## Women and Families – Stepping up to Public Health



## Midwives and MSWs – Stepping up to Public Health





# RCM PREGNAPP

Pregnancy and Birth Information Hub for women and families



# RCM PREGNAPP

Pregnancy and Birth Information Hub for women and families



# Pregnancy and birth information menu

## Advice and information for pregnancy, birth and beyond



We want to make sure that the information you receive is tailored to you and your family's individual needs. Below is a list of topics which you may want to know more about to help you understand your pregnancy and plan your care. Some topics will routinely be covered by your midwife or other healthcare professional.

You can find out about all of these topics and more on the Royal College of Midwives' Pregnancy and Birth Information Hub [www.rcm.org.uk/hub](http://www.rcm.org.uk/hub). Please tick the boxes below to show which topics you feel you know enough about already and which ones you would still like to discuss.

I feel I already  
know enough  
about this topic

I would like  
to discuss  
this more

Signature of  
healthcare professional  
when topic discussed

### Information and support for your pregnancy

Alcohol and pregnancy	<input type="checkbox"/>	<input type="checkbox"/>	
What to expect from your Antenatal care	<input type="checkbox"/>	<input type="checkbox"/>	
Dental health	<input type="checkbox"/>	<input type="checkbox"/>	
Diabetes	<input type="checkbox"/>	<input type="checkbox"/>	
Dietary advice / Dietary supplements	<input type="checkbox"/>	<input type="checkbox"/>	
Need support for Domestic abuse?	<input type="checkbox"/>	<input type="checkbox"/>	
Exercise in pregnancy	<input type="checkbox"/>	<input type="checkbox"/>	
Information for Fathers and birth partners	<input type="checkbox"/>	<input type="checkbox"/>	
Find out more about Female Genital Mutilation (FGM)	<input type="checkbox"/>	<input type="checkbox"/>	
Immunisations for pregnant women	<input type="checkbox"/>	<input type="checkbox"/>	
Infections in pregnancy	<input type="checkbox"/>	<input type="checkbox"/>	
Interacting with your baby before birth	<input type="checkbox"/>	<input type="checkbox"/>	
If you or your partner have a Learning disability	<input type="checkbox"/>	<input type="checkbox"/>	
Emotional and Mental health in pregnancy	<input type="checkbox"/>	<input type="checkbox"/>	
Support for Miscarriage and stillbirth	<input type="checkbox"/>	<input type="checkbox"/>	
Baby's Movements	<input type="checkbox"/>	<input type="checkbox"/>	
Pelvic floor exercises	<input type="checkbox"/>	<input type="checkbox"/>	
Pregnancy conditions	<input type="checkbox"/>	<input type="checkbox"/>	
Need support for your Relationship?	<input type="checkbox"/>	<input type="checkbox"/>	
Screening tests in pregnancy	<input type="checkbox"/>	<input type="checkbox"/>	
If you have experienced Sexual abuse	<input type="checkbox"/>	<input type="checkbox"/>	
Smoking and pregnancy	<input type="checkbox"/>	<input type="checkbox"/>	
Substance misuse	<input type="checkbox"/>	<input type="checkbox"/>	
Need Support with social, immigration, housing, or financial issues?	<input type="checkbox"/>	<input type="checkbox"/>	
If you're a Teenager	<input type="checkbox"/>	<input type="checkbox"/>	
Concerns about Trafficking or about forced marriage	<input type="checkbox"/>	<input type="checkbox"/>	

Travelling when pregnant

If you are having Twins or more

Weight management

Working / employment issues

<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	

### Information and support for your birth

Birth / parenting preparation

Caesarean birth

Choosing where to have your baby

Complementary therapies

Induction of labour

Pain relief in labour

Having a Positive birth

If your baby is born Prematurely or is in special care

Vaginal birth after caesarean (VBAC) and previous birth experiences

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### Information and support for after your birth

Bed sharing / safe sleeping

Contraception

Exercise after pregnancy

Feeding your baby

Immunising your baby

Interaction with your baby after birth

Your Mental health after your birth

Recognising if your baby is unwell

Recovery after birth

Safety at home and in the car

Tongue tie

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Please sign here to confirm that the information you requested has been discussed with you:

Print name \_\_\_\_\_ Signature \_\_\_\_\_



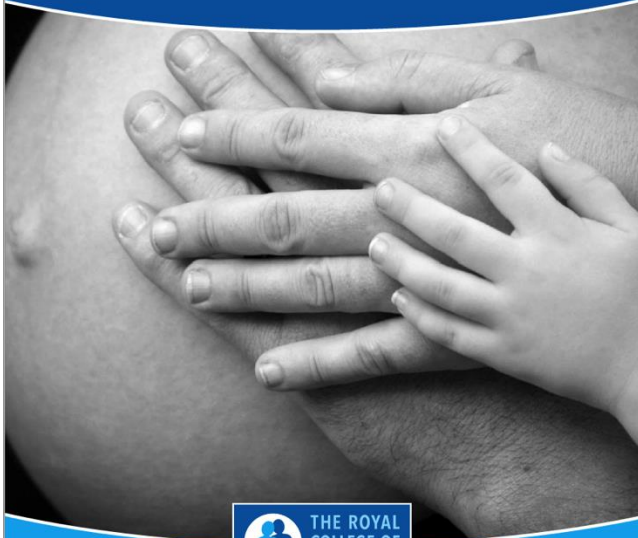
Promoting - Supporting - Influencing

Visit [www.rcm.org.uk/publichealth](http://www.rcm.org.uk/publichealth) for more information.



# Stepping up to Public Health

A new maternity model for women and families, midwives  
and maternity support workers



Promoting • Supporting • Influencing

[www.rcm.org.uk](http://www.rcm.org.uk)



Find out more at  
[www.rcm.org.uk/publichealth](http://www.rcm.org.uk/publichealth)