

# Turning The Tide: Reducing Inequalities in Health Through Maternity Services

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**Pennine Acute NHS Trust 2010**

# Our aim

- To improve the health and well being of obese pregnant women and their babies using a life course approach by targeting women and children at a key point in their lives
- By improving services and outcomes for women with obesity during and after pregnancy and build upon this work by supporting women to achieve sustained breast feeding
- QUIPP

# The Plan

- Identify the Scale of the Problem
- Develop robust multidisciplinary guidance/care pathways
- Improve Links to local services
- Improve education
  - » Women
  - » Staff

# Obesity

- In England two thirds of adults and one third of children are either overweight or obese
- Foresight predict that without action this could rise to almost 9 in 10 adults and two thirds of children by 2050
- It is estimated that about a quarter of women of childbearing age in England are obese

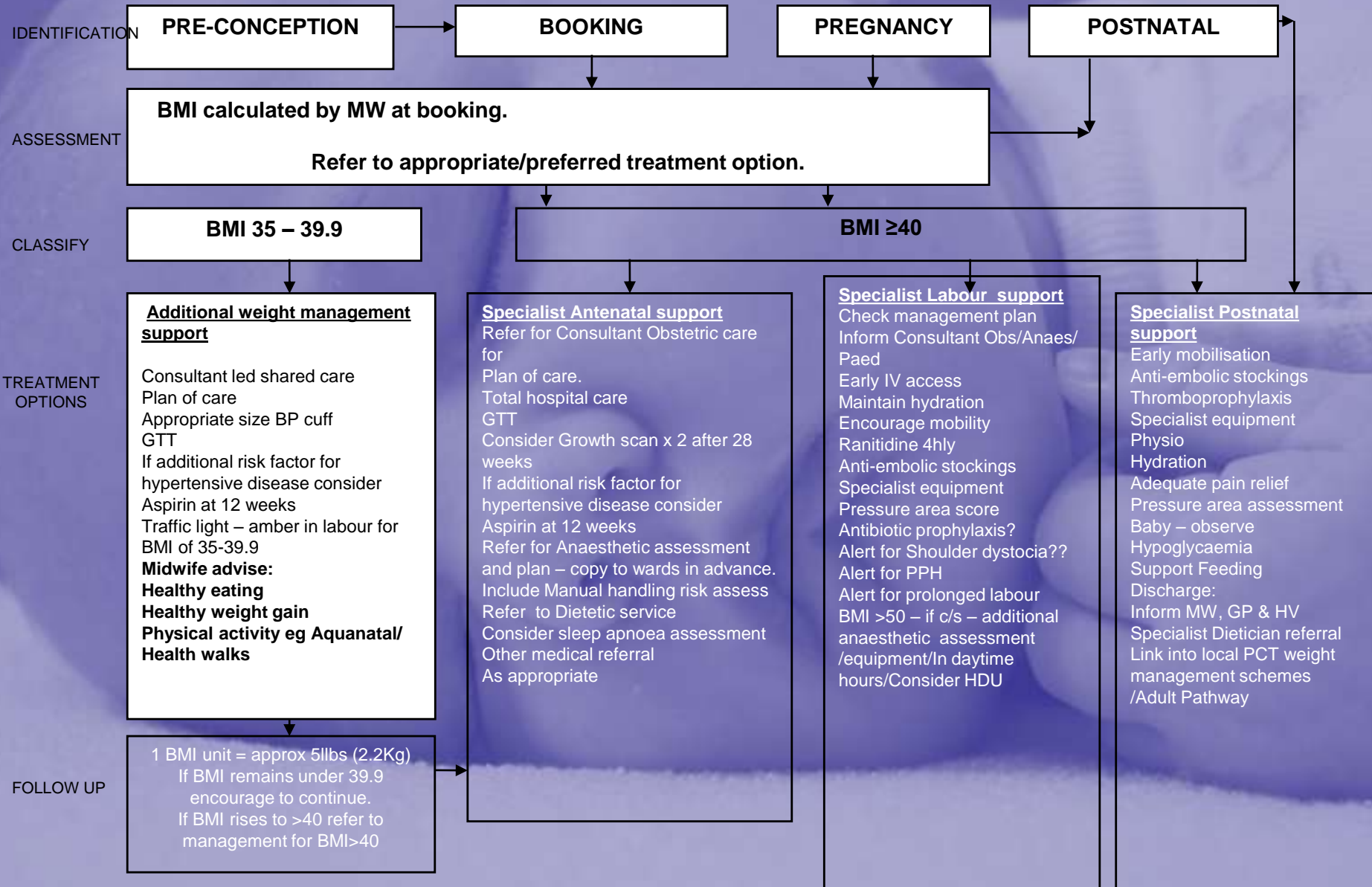
# Risks

- Obesity in pregnancy is associated with an increased risk of serious adverse outcomes - miscarriage, fetal anomaly, gestational diabetes pre-eclampsia, caesarean section and wound infection
- Obesity may be a risk factor in maternal death: CMACE report that in 2003-2005 triennium 28% of mothers who died were obese
- Obese women are less likely to breast feed
- The babies of obese mothers are at increased risk of stillbirth, congenital abnormalities, prematurity and macrosomia
- Intrauterine exposure to maternal obesity is also associated with an increased risk of developing obesity and metabolic disorders in childhood

# Local Stats

Site	06/07		07/08		08/09	
	Ov+Ob	Ob	Ov+Ob	Ob	Ov+Ob	Ob
<b>ROH</b>	1518 (49%)	563 (18%)	1791 (53.5%)	714 (21%)	1790 (52%)	719 (21%)
<b>NMGH</b>	994 (37%)	389 (14%)	1237 (44%)	460 (16%)	1389 (45%)	580 (19%)
<b>FGH</b>	1004 (43%)	416 (18%)	1152 (47%)	409 (17%)	1188 (48%)	488 (20%)
<b>RI</b>	1066 (49%)	381 (17%)	1217 (51.5%)	487 (21%)	1145 (50%)	427 (18.5%)
<b>Average</b>	<b>45%</b>	<b>17%</b>	<b>49%</b>	<b>19%</b>	<b>49%</b>	<b>20%</b>

CARE PATHWAY FOR MANAGEMENT OF RAISED BMI



# Links to Local Services

- Can not work in isolation
- Post natal discharge plan
- Links to GP
- Currently working with local providers to tap into relevant Adult Weight management pathways following postnatal period

# Education

- Information for Women and Staff
- Information about risks
- Nutrition in Pregnancy information
- Crib sheets to aid discussion
- Mandatory training programme

# UK Breastfeeding Rates

- 71% initiation 2000 increased to 78% 2005. North West initiation rate is 66%  
(Hamlyn et 2002, Bolling et al 2007).
- 45% mothers exclusively breastfeeding at one week in UK
- 25% mothers breastfeeding at six months in the UK. North West figure is much lower 17%.  
Exclusive breastfeeding is negligible less than 1 %
- Breastfeeding initiation 88% in higher socio economic groups compared to 65% in lower socio-economic groups.

# Why is breastfeeding important

- Evidence demonstrates:
- Hospital admissions for GI and respiratory infections in infants would be reduced by up to 50% and 25% respectively (Quigley et al 2007)
- PSA target to reduce childhood obesity in under 11 years could be met as there is a 30% less likelihood of obesity in breastfed babies (NRDC 2009)
- The inequalities in health gap would be reduced particularly related to infant nutrition and health. SIDS is twice more common in bottle fed babies (McVea et al 2000)
- Mothers have a reduced risk of breast cancer and lowered risks of epithelial ovarian cancers (Rosenblatt et al 1993, UK National Case Control Study Group 1993)
- Breastfeeding enhances social and parenting skills and engenders confident and empowered mothering-possibly reducing the risks for safeguarding

# What Turned the Tide?

Implementation UNICEF Baby Friendly Initiative

Effective leadership and vision

Staff competencies and knowledge: A performance management tactic

Continuous cycles of audit and feedback to managers and their teams

# OUTCOMES

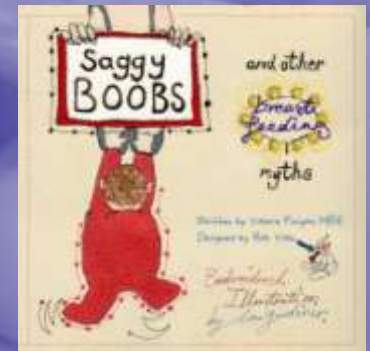
Unit	Stage 2	Full accreditation Awarded	Re- assessment due
Royal Oldham Hospital		1999 start Initiation 29% Accreditation 64% Now 68%	2012
North Manchester General Hospital		2006 start Initiation 29% Accreditation 61% Now 65%	2010
Rochdale & Fairfield	2010		2011

# Practices that were supportive of the change

Tongue Tie Service developed 2007, extended 2009 to meet service user demand




Innovative ways to give information- Saggy Boobs 2009 (International attention)  
Highly commended



by Health Minister Anne Keen in the All Party Parliamentary Awards

Peer supporter development and Baby Bistros



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- **Quality:** based on best available evidence
  - **Innovation:** Mechanism for managing and monitoring performance
  - **Productivity:** Increases uptake and continuation of breastfeeding
  - **Prevention:** Reduced infection, obesity, allergies and cancers

# Work still to Do

- New RCOG/CMACE guidance out – refine pathway
- Strengthen local partnerships/referral pathways
- Improve staff confidence/skill in raising difficult subject and knowledge of nutrition
- BFI Accreditation for remaining sites
- Community empowerment model to be developed further ensuring there is access to peer support across the Acute and Primary care trust interface