



## Background

A recent report highlights that areas for patient information are insufficient contributing to stillbirth rates. A recent national audit by MBRRACE of term stillbirths identified that an inadequate response to a history of reduced fetal movements contributed to almost 25% of stillbirths.

## MAMA Wellbeing Wallets

MAMA Academy, a charity that aims to improve pregnancy outcomes including stillbirth, has provided expectant mothers with a novel educational tool to assist them in discussing key safer pregnancy messages with midwives and seek help earlier as part of a national stillbirth reduction strategy.

MAMA Wellbeing Wallets are durable PVC zip-lock pouches designed to protect mother's antenatal notes. They are printed front and back with colourful, easy to read health messages (with a particular emphasis on the importance of monitoring babies movements) in line with Sands and DH safer pregnancy messaging and supported by NHS England.

The wallets are given to expectant mothers by their midwife at the booking in appointment. The main maternity phone number can be written on the wallet prompting mothers to call if they notice any problematic symptoms.

Every Mum-to-be's must have!

- Dr Ranj



## Mothers Feedback

I'm thrilled that the MAMA academy wallets are now being used within the Kettering district because if it hadn't been for your advice I would have assumed that Charlie's movements had lessened because I was in labour, not because he was distressed. If I hadn't gone in when I did it is very likely that Charlie would have passed away or been severely disabled.



## Progress

- Currently implemented within 25 Trusts
- Prompts further maternal discussions regarding:
  - smoking
  - foods to avoid
  - signs of infection
  - signs of preeclampsia
  - ICP
  - when to call the maternity unit without delay
  - how to monitor babies movements
- Mothers survey revealed:
  - women regularly read the information whilst waiting for appointments
  - The information (mostly when to call the midwife, signs of labour and babies movements) had prompted further discussions with their midwife.



## Impact

Initial feedback from 14 Trusts included mothers feeling more confident in knowing when to call for advice and midwives using the wallets as a check list, as well as a way of informing mothers of local classes such as breastfeeding and smoking support. Trusts also reported that the introduction of wallets had not led to an increase in admissions.

**One Trust reported the prevention of a potential stillbirth after the wallet prompted the mother to call with reduced movements and an emergency c-section was performed due to an abnormal CTG.**

## The Future

The London Maternity Strategic Clinical Network plans an audit of 2 pilot sites to determine the impact of the wallets on maternal self-referral to day assessment units, particularly in response to a reduction in fetal movements. This will help establish whether this simple, cheap educational tool has the potential to improve access to maternity units and in the longer term reduce stillbirth rates.

## Contact Us

For more information or to order a free trial batch of Wellbeing Wallets, please visit:

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