

# International Day of the Midwife 2021: Innovating to bring care around women & families

**Project title:** NHS Fife Maternity Facebook page

## Project overview and aims

I took over our NHS Fife Maternity Facebook page as part of my secondment which commenced in Feb 2020. This was originally used for small scale announcements and specific group advertising. However, as we are aware, Covid-19 hit Scotland in March 2020 and it became very clear, very quickly that we would need a reactive and forward-thinking platform to inform our mothers and families of Fife on the ever- changing policies and guidance. It seemed an innovative idea to utilise our NHS Fife Maternity Facebook page, but elevate this to a new level.

## Project scope

This way of delivering our maternity news keeps things fresh and exciting. This is shown by the interaction and new followers to the page Having a specific NHS Fife Maternity Facebook page allows new parents and families to celebrate this unique and special time in their lives with a dedicated page for information and discussion.

The page also now serves as a key way for families to provide feedback to our midwives and medical team, in turn, giving our staff a much-needed moral boost during this time. Some of our most read individual posts have a reach of over 85,000 people. I feel with this vast audience, we can be sure that NHS Fife maternity reach is more than just Fife wide and we lead the way with information exchange during a pandemic.

**Board/team:** Keya Smith , SCM ,NHS Fife

## Interdependencies

We have recently recruited staff members, in their own time, from each maternity department to sit on the Maternity Facebook group This allows diversity in posting and acknowledges the wider scope of midwifery practice.

## Potential Outputs

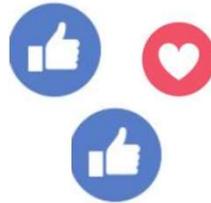
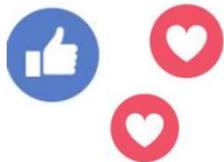
We introduced regular updates. Provided clear guidance with multi-disciplinary discussions before posts were released to ensure all recommendations were up to date and evidence based. This social media platform quickly became a reactive and responsive way of keeping the families of Fife updated on all relevant Covid-19 guidance and the implications had for them. By releasing big news in this way, it saved individual families phoning up their individual midwives for specific information and thus allowing, essential time and resources to be utilised elsewhere

## Timeline

The NHS Fife Maternity Facebook page is an ongoing, inexpensive and engaging communication resource for parents and families of Fife. **We have seen an increase of 470% in our new followers to the page and a reach of approx total 184,00 during the pandemic (up by 444%).** Thus evidencing its effectiveness in both popularity and reach. Furthermore, this method of communication can continue throughout the pandemic and beyond. We continue to link closely with our communication team to ensure posts are collaborative and informative.



Nhs Fife Maternity,  
Pregnancy and  
Birth  
@healthypregnancyfife



NHS FIFE

## Project title: Staff Resilience within Inpatient Maternity Services NHS Fife

**Project overview and aims:** Covid-19 has impacted everyone's lives these last 12 months. Staff have been challenged with continuing to care for women and their families whilst changing practice to adhere with Covid guidance. Fatigue within staff became apparent, something different required to be done to assist them with their resilience. The concept of the comfort box was to have a small box which could fit in a pocket and designed to help staff plan for when they were feeling stressed. The box contained tokens which staff could find easily to help them feel more relaxed when having a difficult day. The tokens aimed to help promote self-care and resilience amongst the team.

**Methodology:** As part of my work with the Fellowship of Nursing, I wanted to create a caring supportive environment for staff. A snapshot of staff were asked a one-page profile consisting of: · What people appreciate about them? · What was important to them? · How to support them? As a result of feedback, a comfort box was given to each member of staff within Inpatient Midwifery Services, with the aim of assisting with stress and improving staff mental health. Comfort boxes are often a part of Dialectical Behaviour Therapy (DBT).

**Results/Outcomes:** Staff morale improved, along with fewer complaints from staff regarding changes as a direct impact of Covid. When staff feel listened to and supported, their work improves which has a direct impact on patient care.

Staff fed back positive comments on receipt of their boxes, some would want to show what token they had selected to have in their pocket that day. This allowed a sharing of emotions without having to say too much if they did not wish to discuss. It helped colleagues understand when someone was struggling with their resilience.

Some staff emailed their thanks: "We have heard it so many times that we are all in the same boat, but we are all in the same storm, in different boats. Thank you so much"



# International Day of the Midwife 2021: Investing in Midwives & students

**Project title:** Taking midwifery educational sessions online

## Project overview and aims

To ensure continuation of clinical education when face to face training could not be provided due to Covid 19

## Project scope

To ensure that staff are educated and prepared for obstetric emergencies and covid related issues within maternity services in Fife. Due to the fast pace of change staff needed ease of access to updated guidance and educational sessions. Educational sessions were taken online via microsoft TEAMS. Where necessary education was delivered in small groups adhering to social distancing.

## Interdependencies

## Risks

Staff not delivering evidence based practice and therefore potentially putting themselves and the woman they care for at risk. If the staff are not aware of the most up to date knowledge this has an impact on the care they provide. The impact of this can be felt by both the services users and the staff member.

## Board/team:

Keya Smith ,



Alison Nicol , Clinical Educators , NHS Fife



## Potential Outputs

The need for an increase in IT equipment

Staff to be familiar with IT/Microsoft TEAMS

The clinical educator having to focus on virtual training, adding all staff to TEAMS and ensuring their ability to access. Due to the global pandemic there was a focus on this and the impact it would have within maternity services. As maternity had to continue as 'as normal' there was no reduction/cancellations of clinical workload therefore the need to continue education was paramount.

## Timeline

The project was initiated as educational training sessions were put on hold due to the global pandemic, which commenced in March 2020. The online education continues and has been well received by staff with positive feedback. The staff have requested that these sessions continue.



For more information about the work of our  
Midwives in NHS Fife, please contact  
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