

New Baby, What's Normal?!

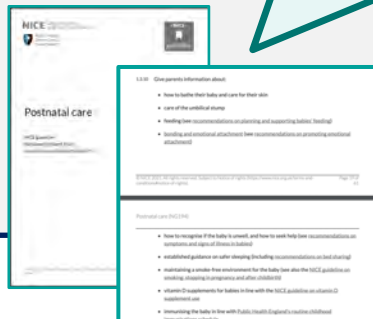
(Improving parental education on the postnatal ward)

Dr Charlotte Bowden-Pickstock,
ST1 North Middlesex University Hospital



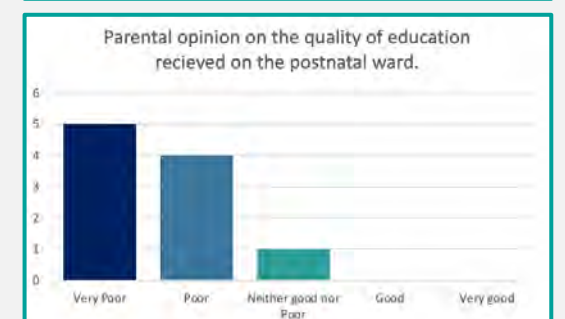
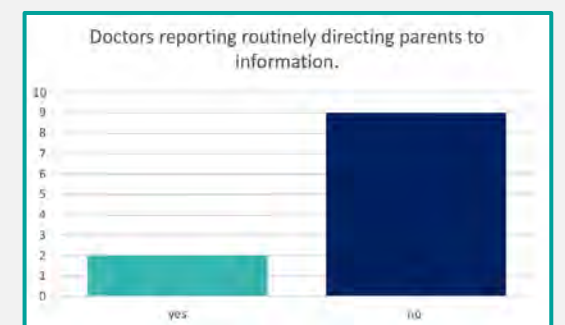
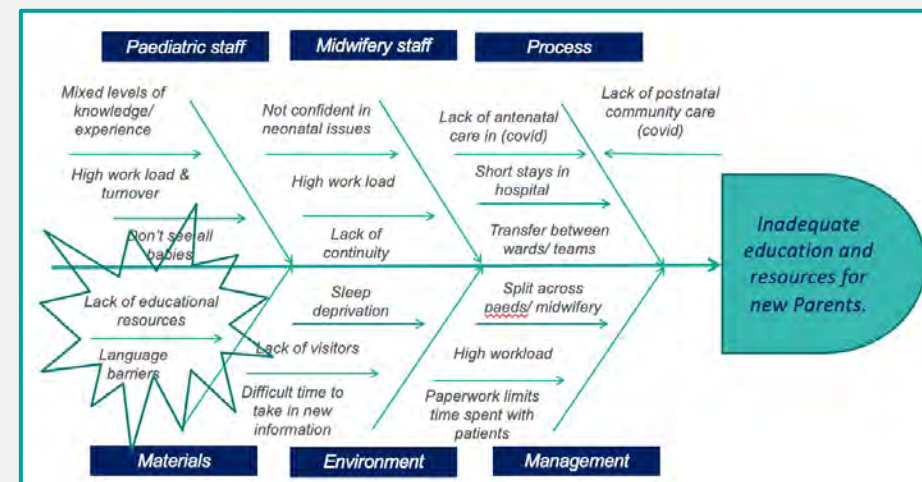
BACKGROUND

During the covid pandemic family visiting was markedly restricted. This highlighted a void in education and resources available for new parents. Which is not in line with NICE guidance on postnatal care.



Parents on the postnatal ward have no formal education on Newborn health. They don't know what is normal and when to be worried. This leads to anxiety, hospital attendances and re-admissions.

DIAGNOSTICS



AIM & MEASUREMENT DEFINITION

Aim:

To increase the number of parents on the postnatal ward directed to the NHS healthier together online resources by September 2021

Measure:

Biweekly sampling of 15 parents on the postnatal ward using the question:

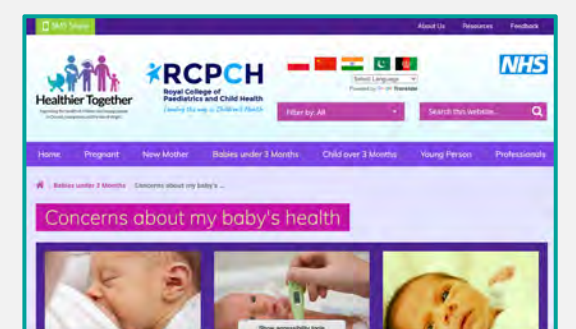
- Has anyone directed you to the NHS healthier together online resources?

I included postnatal patients with the exclusion of re-admissions and babies admitted to the neonatal unit. A surrogate measure of number of QR code scans was also developed once change ideas had been implemented.

CHANGE IDEAS

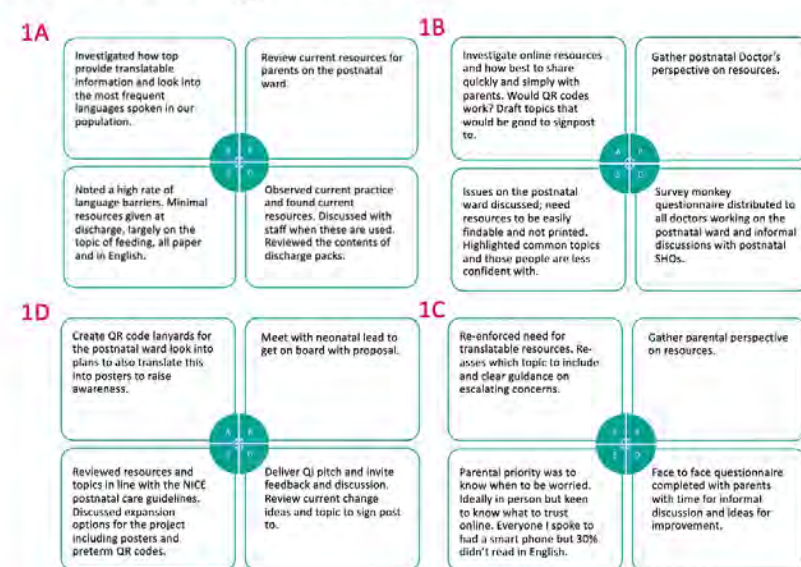
I chose to focus my change ideas on the resources available to parents and how we can make these easily accessible and useable in day-to-day work.

Taking inspiration from the lock-down QR code boom I created QR codes to the RCPCH and NHS approved, translatable website 'NHS healthier together'.

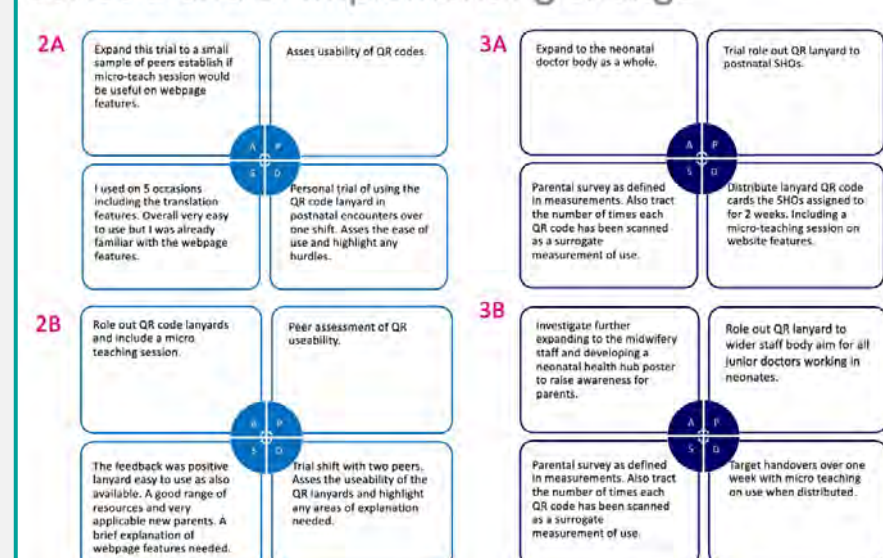


PDSA cycles

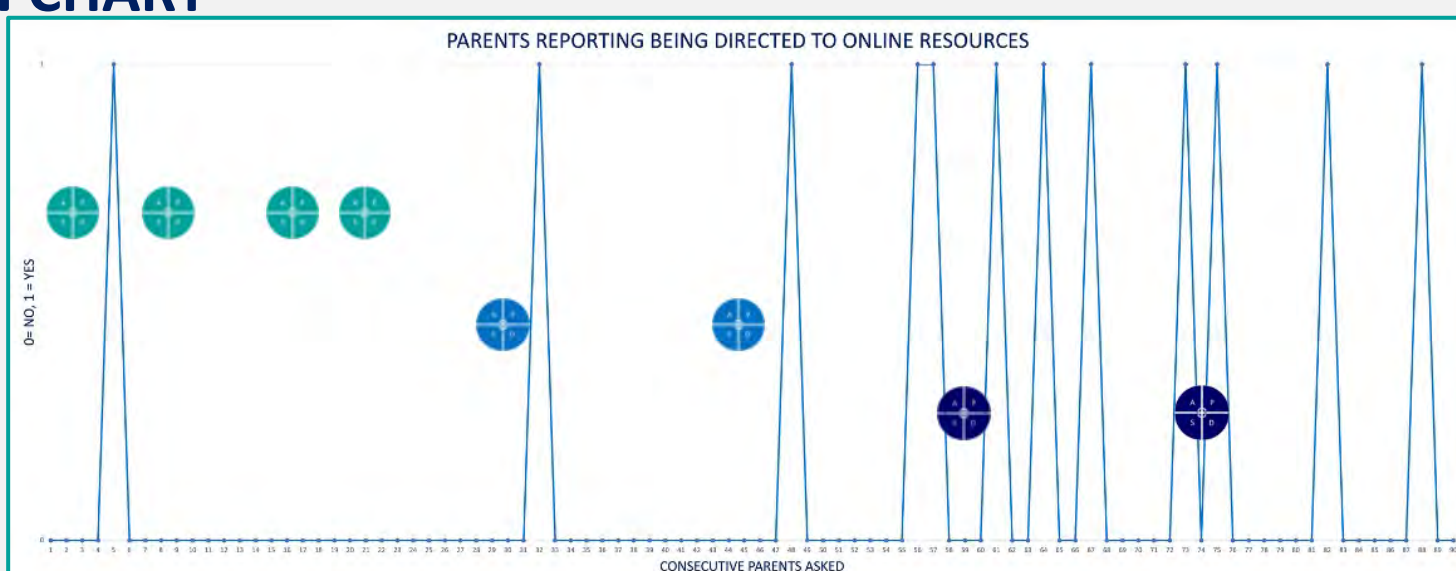
Series 1: Building resources



Series 2 and 3: Implementing change



RUN CHART



REFLECTIONS & LEARNING

My intervention did lead to an increase in the number of parents directed to online resources.

However the overall number of parents directed was still low and when reviewing the data for the number of QR codes scanned a drop off is seen when doctors rotated.

Therefore I believe in order to have true impact this would need to be expanded to include all postnatal midwives who see all patient not referred to paediatrics. There is also work to be done in ensuring sustainability for example by embedding champions into the permanent staff body.