

NORFOLK AND WAVENEY LMNS NEWSLETTER

A QUARTERLY NEWSLETTER FROM YOUR
LOCAL MATERNITY AND NEONATAL SYSTEM

The LMNS

The Local Maternity and Neonatal System (LMNS) brings together commissioners, providers and service users to develop and implement a locally-owned plan.

The LMNS is overseen by a Board that includes midwives, provider staff, consultants, NHS England, Higher Education Institutes and Public Health.

The local plan aims to deliver the recommendations of the NHS England Three Year Delivery Plan for Maternity and Neonatal Services published in March 2023.

The LMNS Programme Team



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WORKFORCE REPORT



Boosting student placement capacity and experience

A new project to improve student experience and increase placement capacity is starting this month.

Key aims include:

- standardising planning processes so that placements are balanced across the system
- enhancing student experience
- retaining newly-qualified midwives in areas where vacancies are limited.



The project is based on recommendations in NHS England's Three-Year Delivery Plan for Maternity and Neonatal Services (2023) and [Safe Learning Charter - what good looks like \(2024\)](#).

Maternity support worker transformation

Growing and retaining our workforce is a key theme within NHS England's delivery plan for maternity and neonatal services.

The LMNS is working with Trust leads to implement the updated Maternity Support Worker (MSW) competency, education and career development framework.

Work is underway to map the current MSW workforce against the refreshed framework by 31 October 2024. Alongside this, education and training plans are being developed to support all current and future MSWs to meet the refreshed requirements by December 2024.

The project will culminate in March 2025.

For more information please contact [Alana Hunt](#).



NEWS IN BRIEF



WHAT'S NEXT?

- SmartStart - the new in-house smoking cessation service
- Record-keeping (digital)
- Climate change and pregnancy
- Perinatal pelvic health

LOCAL LEARNING EVENTS

We continue to run our successful Local Learning Event series for staff across Norfolk & Waveney and the wider East of England region.

We celebrated World Breastfeeding Week in August, when we were joined by colleagues from Start for Life, the Human Milk Foundation and the Norfolk & Norwich hospital's neonatal team as well as local lactation specialists Kaya Thorpe and Emily Lunny. Topics included supporting the allergy dyad, making breastfeeding more accessible, the First Drops NNUH quality improvement project and Start for Life's infant feeding friendly initiative.

In September, we welcomed colleagues from the Norfolk & Norwich Maternal Medicine Centre, part of the Eastern Region's Maternal Medicine service, to talk about the pathway, the care provided for certain conditions and the importance of a good booking leading to joined up care.

Previous sessions will be available on our new secure Youtube channel - coming soon!

Keep an eye out for future events on our social media channels.



In September, Jo and Jenna from the LMNS team joined the James Paget (JPUH) Wellbeing Day.

Organised by the lead Professional Midwifery Advocate, staff at the JPUH heard about the importance of bladder care and pelvic health as well as opportunities to unwind with crafts. Staff were treated to mini sessions in reflexology, reiki, Indian head massage, sound baths, chair yoga and more!

Well done to everyone involved in putting on such a wonderful event, it received positive feedback from all the staff who attended. We cannot underestimate the importance of self-care for our maternity and neonatal staff across the system.

JPUH wellbeing day





DIGITAL TEAM BULLETIN



Electronic Patient Record (EPR)

All three acute Trusts have signed a contract with Meditech to deliver a single EPR - Meditech Expanse.

Due to go live in 2026, this exciting opportunity will include maternity and neonatal services. Work is due to commence on the design, build and test phases shortly.

Our EPR vision:

"Our EPR will act as an enabler for a greatly improved health and social care system in which care givers and patients have electronic access to more complete health records and are empowered to make better health decisions with this information".

#Fixing the digital divide

National digital maternity leaders have launched #Fixingthedigitaldivide, a nationwide scheme working alongside the Good Things Foundation. The scheme aims to see all maternity services across England become digital hubs or signpost service users to free data available within local communities.

Jess Nichols, Digital Midwife at the Queen Elizabeth hospital (QEH) and East of England lead for this project, is working to encourage maternity services across the region to take up this offer.

In Norfolk & Waveney, the QEH has become a Maternity Digital Hub offering free data to those in need via their Badgernotes clinics.

The James Paget and Norfolk & Norwich hospitals are signposting women and birthing people to the network of local organisations working with the Good Things Foundation to offer free data and support digital access for all.

For further information please contact your Trust's digital midwife.



ANTENATAL EDUCATION



A project launched in March 2024 to create and implement a consistent antenatal education offer for all service users across Norfolk and Waveney.

Currently within Norfolk and Waveney maternity services there is a large variation of antenatal education available.

Many families are paying for antenatal education or not receiving any at all. Where antenatal education is available, it is usually reliant on just one member of staff.

Project aims:

- Face-to-face and online antenatal education is available to all service users in Norfolk & Waveney
- Access is equitable with translations and Easy Read options available
- A team of fully trained antenatal educators made up of midwives and maternity support workers is in place across the system.
- No single point of failure.



Part of the project has involved commissioning an external service to put a digital programme in place. This is complimented by facilitator training for midwives and support to plan for face-to-face antenatal education sessions.

Key dates:

- December 2024: digital implementation
- January 2025: facilitator training
- February 2025: one-day training for multi disciplinary teams

Interested in facilitator training? Look out for expressions of interest coming soon!



INFANT FEEDING PROGRAMME #1



The LMNS and the Start for Life Family Hub programme are working in partnership with our acute trusts, community services and Maternity & Neonatal Voices Partnerships to increase infant feeding support across the system. Here are just some examples of the work underway.



Infant feeding peer support

Peer supporters are volunteers with lived experience – they can help support families to make informed decisions about feeding their new babies.

Maternity and health visiting teams are working to increase infant feeding peer supporters within the community, on hospital wards and virtually.

Volunteers will enhance the valuable support already provided to new families before their babies are born and in the first weeks after giving birth. Work is underway to roll out a sustainable service across the system by March 2025.

First Drops for NICU babies

Breast milk is crucial in supporting premature or ill babies' health, growth and development. But feeding them can be challenging as they may not be well or strong enough to breastfeed.

As part of their First Drops initiative, the Norfolk & Norwich hospital's Neonatal Intensive Care Unit (NICU) team have put together a comprehensive guide for parents that walks them through every step of feeding their NICU baby breast milk. Start for Life funding has allowed the team to produce printed copies of this vital resource so that parents can keep it close at hand whilst on the ward and at home.

Tongue tie training



Specialist infant feeding staff from our three acute hospital Trusts have come together to offer a series of complex feeding study days for health care professionals working with families.

The training aims to enhance knowledge of tongue tie assessment, identification and appropriate referral to treatment to improve support for babies with complex feeding needs.



INFANT FEEDING PROGRAMME #2



Supporting GP practices to become infant feeding friendly

We know many women and birthing people visit their GP if they're experiencing breastfeeding problems, so ensuring they can access evidence-based support is vital.

Working with local GP and breastfeeding specialist, Dr Clare Aitchison, the LMNS has put in place a breastfeeding friendly scheme for GP practices. Practices can sign up to access free, bespoke training to enhance their knowledge of evidence-based breastfeeding guidance and provide a welcoming environment for families to breast, bottle or express feed their babies when visiting the practice. The scheme aligns with the wider Start for Life Infant Feeding Friendly scheme launching soon.



25 health professionals to become International Board Certified Lactation Consultants (IBCLCs)

IBCLCs provide expert breastfeeding and lactation care to families experiencing complex feeding needs. But this is usually only available privately at a cost.

Thanks to funding from the infant feeding programme this will put crucial support within reach of all families experiencing complex feeding issues, boosting equity of access.

Optimised C-Section allows families to experience early skin-to-skin and bonding to support breastfeeding initiation.

A series of short films showcasing this procedure have been developed with Norfolk & Norwich hospital Consultant Obstetrician, Gemma Partridge and Jenny Keys, Consultant Midwife at the James Paget hospital.

The films aim to share learning with clinical teams across the system and support families to make informed choices when planning for pregnancy and birth.



Watch the public film on Just One Norfolk here.





PERINATAL PELVIC HEALTH SERVICE



The pelvic floor dysfunction programme

In October, members of the perinatal pelvic health physiotherapy team presented their quality improvement work at the first Norfolk and Waveney Allied Health Professionals conference.

The team's poster focused on the pelvic floor dysfunction screening programme which launched in 2022.

As part of the programme, maternity service users across Norfolk & Waveney are triaged and referred to support if needed, based on completion of an electronic personal assessment questionnaire (ePAQ) pelvic floor in their second trimester, and again after birth.



To date, there has been a 21% response rate across maternity service users invited to complete an ePAQ.

Data analysis of completed ePAQs has identified significantly increased rates of stress urinary incontinence, bowel incontinence, vaginal health and sexual dysfunction concerns including painful intercourse in the postnatal cohort, compared to the antenatal cohort.

This pathway is currently live and available for patients at the Norfolk & Norwich and Queen Elizabeth hospitals and launching at the James Paget hospital in 2025.

Key aims of the service

- Raise awareness of pelvic floor dysfunction problems such as incontinence and pelvic organ prolapse.
- Improve identification of those experiencing symptoms and provide better access to NICE recommended specialist physiotherapy and MDT services.