

Developing the Virtual Antenatal Project

An innovative collaboration in response to COVID-19



www.betterstartbradford.org.uk

Why?

- At beginning of 2020 Better Start Bradford were commissioning Baby Steps and HAPPY, & direct support for Welcome to the World (WTTW) in the Hubs
- The local maternity service delivered face-to-face antenatal education across the district
- Due to COVID-19, all antenatal classes across the district were suspended
- This provided a new opportunity to test & learn through developing a virtual antenatal offer

Vision

- To co-produce & deliver an accessible virtual antenatal education during the pandemic
- To provide evidence-based information on pregnancy, birth & infant-parent relationship to families in Bradford



Collaboration



- Better Start Bradford Child Health Lead
- Better Start Bradford Specialist Midwife
- Better Start Bradford Early Years WTTW Practitioner
- Parent Education midwives from Bradford Teaching Hospitals NHS Foundation Trust (BTHFT) Maternity Service
- Better Start Bradford admin & comms support

Specialist support:

- Specialist Breastfeeding Lead
- Peer support Breastfeeding service
- Lead for SMABS
- Early Years Alliance
- Local Health Visitors



Session content

- **Happy Healthy Pregnancy** - physical & mental health, baby brain development & bonding
- **Preparing for Birth** - supporting choice & understanding your body
- **Giving Birth** - early labour, comfort & pain relief, bonding & feeding, infant parent relationships
- **Feeding & Sleeping** - breast feeding and responsive formula feeding & relationships, safe sleep & normalizing infant sleep patterns
- **After Birth** - family relationships, intro to HV service, looking after mental health & supporting infant parent relationships
- **Breathing & Relaxation**



FREE
Virtual Antenatal Classes
For pregnant women across the Bradford district

The following six classes run on a rolling basis every Tuesdays and Thursdays via Zoom:

Class 1: Healthy Happy Pregnancy	Class 2: Preparing for Birth
Class 3: Giving Birth	Class 4: Feeding and Sleep
Class 5: Life After Birth	Class 6: Breathing and Relaxation

To find out more and to book, please visit:
www.betterstartbradford.org.uk/virtual-antenatal-classes



Better Start Bradford
Virtual Antenatal Classes



Every Tuesday and Thursday via Zoom!



Developments & lessons learned

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FREE online antenatal
classes for pregnant
women across
the Bradford district

- 14 courses - 12 afternoon & 2 evening over 11 months - We reached 348 individual women (1,368 contacts) from across the district, with 51% from the more deprived area of Bradford
- Promotion via a dedicated web page & maternity services & Better Start Bradford's Facebook page and social media channels
- Admin to handle bookings and numbers, zoom support
- Continuous PDSA Cycles to improve & adapt sessions



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Developments & lessons learned

- Distributing relevant links during & after sessions
- Evening and specialist classes-multiple births, hypnobirthing, medical intervention
- Mix of clinical & nonclinical staff was appreciated-different perspectives-2 staff plus admin-learning from different language use
- Resource management, extended reach, true collaboration
- Connecting to local offer through midwife, HV



Continued.....



- Positive Impact on mental health during pandemic - very positive feedback
- WhatsApp groups after each 6-week block - questions & peer support
- Learning from some data collection - inclusion, to enable targeting of most needy families
- Survey monkey feedback questionnaires via email



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- Key survey theme was the culture of the sessions 100% would recommend to friends!
- *“Everyone has been exceptionally helpful; their knowledge and expertise is beyond what I expected. No judgement, just open honest advice that put me and my partner- first time parents at so much ease. Amazing delivery of session and I cannot wait for the next. Everyone was so quick to respond to questions in chat, and it was so interactive. One of the best zoom sessions to date”*

