Mums & Midwives
Wirral Community Midwives
‘Bringing Patient Care Closer to Home’
Patient Experience Network National Awards 2016
Mums & Midwives

Gives women open access to community midwives.

Conveniently located shop in the heart of the community.

Visited by around 100 women and their families every week.

Open for anyone to visit as often as they like.

#PROUD TO CARE FOR YOU

wuth.nhs.uk
@wuthnhs
Meet the team

Experienced Community Midwives. Staff from three local Community Midwifery teams work together to cover five-day service. Provide friendly support, advice, treatment and referrals.

#PROUD TO CARE FOR YOU

wuth.nhs.uk
@wuthnhs
Achievements

Delivered service for hard to reach and disadvantaged groups.

Removed barriers to care for local women.

Largest uptake of flu and whooping cough vaccinations for pregnant women in Wirral.

Provided relaxing alternative to clinical setting for pregnant women.

Won RCM Award for Innovation.

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Support women to best manage their pregnancy.

Raise awareness of treatments and services available.

Promote and normalise breastfeeding.
Reasons for Attendance

- Antenatal advice and care
- Blood tests
- Mental health support
- Information about labour and pain relief
- Postnatal checks
- Feeding advice and support
- One-to-one breastfeeding support
- Advice for fathers and families

#Proud to Care for You
Advantages

- Face-to-face consultations
- Drop-in service – no appointments
- Relaxed, informal atmosphere with no restrictions or time constraints
- Women are focal point of care
- Friendly place to breastfeed
- Increase in donors to milk bank
- Accessible to all
- Removes barriers to care

#PROUD TO CARE FOR YOU

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Feedback

“The best shop in town. Brilliant service and advice.”

“Very convenient as I didn’t have to wait to be seen.”

“Staff have always been able to answer any questions I’ve had.”

“The shop makes you feel secure and at ease.”

“I always leave feeling reassured and supported.”

#PROUD TO CARE FOR YOU