

# *Mums & Midwives*

## Wirral Community Midwives

‘Bringing Patient Care Closer to Home’  
Patient Experience Network National Awards 2016

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# *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.

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# *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.

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# *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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# Education



Support women to best manage their pregnancy.

Raise awareness of treatments and services available.

Promote and normalise breastfeeding.

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# *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

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# Advantages



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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

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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."*

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