



# Cambridgeshire & Peterborough CCG and Local Maternity & Neonatal System In Partnership with the Raham Project

## PENNA Finalist

### Commissioning for Patient Experience September 2021





# The Raham Project at NHS Cambridgeshire & Peterborough CCG

Outcomes for pregnant women and their babies had already been highlighted as an issue with health inequalities for those from a deprived, black and Asian background. Covid-19 further highlighted the inequity. The Raham project made us rethink as a system how to engage with local communities to enable messages to be tailored to improve health outcomes.

The project was Community initiated and led but with support both financially and developmentally from the LMNS to improve messaging. The passion of the lead is infectious and thought provoking to a level that makes you question your actions and to improve communications across the board.

The development of navigating the community to innovative videos to increase the reach with different languages, subtitled and some picture driven has enabled an approach that is inclusive across many individuals. The videos have been accessed and shared multiple times across the country to benefit both patients and staff.



## Rationale and Context

The **Raham Project Aims** were to:

**Create a safe and non judgemental space** for mums and partners to discuss all things related to pregnancy, childbirth and maternal mental health.



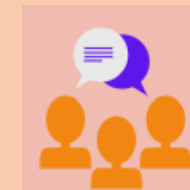
**Provide a maternity support network** for new mums or pregnant mums.



**Educate and raise awareness** of perinatal mental health issues.



**Help shape local services** for the future based on your experiences and feedback.



**The aims have been achieved and much more as the shaping of local services has had such a major impact.**



## Planning and delivery

The Raham Project **integrates** with our local Maternity and Neonatal Voices to act as a **support for co-production and inclusivity**.

To **share the messages** regarding safety, individual rights, awareness of perinatal mental health and placing messages in an **inclusive format**.

Work is underway to plan to develop **culturally sensitive antenatal classes**.

That the work is recognised through sharing of information to **improve the awareness to improve safety** for women during pregnancy and beyond.

To **develop the membership** and support team behind the project to **ensure its future sustainability**.

To have **face to face sessions** within the community to support women further once Covid-19 restrictions enable this.





## Impact and awareness

The spread of using **social media** has enabled the work of the Raham project to be accessed worldwide.



**Gaining recognition** at the England wide – Better Births Five years on event in March 2021 by the Chief Midwife.



The Raham project has been **contacted by** women, their families and health care professionals to request how they started and developed.

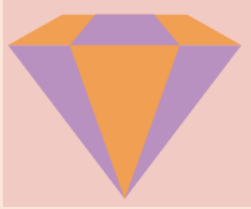


Multiple **requests to re-share** the information produced to enable further support for women and their families across the country and wider.





## Results achieved



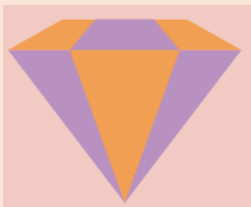
The **regard** with which the Raham project is held within the community, health system wide, regionally and nationally deserves recognition.



The **importance of engagement** through members of the local community to engage and enable tailored information in easy to understand material that is sensitive to the audience.



The **worth and usefulness** of the Raham project enables women to reach out through the private Face Book page and allows wider understanding across the community.



The **value to the Maternity team** personally has been an awareness of the need to reach out to communities, tailor communications and further understand the differing cultural needs of the largest group of ethnic minorities in our area.



# Future Success



The **main involvement has been with the community** and **engagement from members** within the community has **created the success**.

Next is the **involvement with** all members of the **Local Maternity and Neonatal System** across Cambridgeshire and Peterborough supporting us with the **tailored messages to support wider engagement**. This is widened and also shared across the East of England and nationally.

**Involvement with Maternity and Neonatal Voices** both locally and nationally to **engage with women from ethnic minorities** and ensure they are aware of improving safety for themselves and their babies.



# Results Achieved (1)

You have a right to decide where you give birth and you cannot be forced to attend hospital. The law protects your right to decide where you give birth.

(birthrights)



BETTER BIRTHS personal + safe

Local work done as part of the Better Births initiative.

RAHAM PROJECT

LANTERN

Human rights law gives pregnant women the right to receive maternity care, to make their own choices about their care and to be given standards of care that respect their dignity and autonomy as human beings.

(birthrights)



BETTER BIRTHS personal + safe

Local work done as part of the Better Births initiative.

RAHAM PROJECT

LANTERN

Sometimes symptoms caused by your pregnancy can be confused with symptoms of mental illness.

For example, broken sleep and lack of energy are common in both pregnancy and depression.



BETTER BIRTHS personal + safe

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RAHAM PROJECT

LANTERN

A birth plan is a statement of a woman's preferred plan of care during labour and postnatally. It may be used as evidence of consent or lack of consent if a woman later challenges the treatment that she has received.

(birthrights)



BETTER BIRTHS personal + safe

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RAHAM PROJECT

LANTERN

Talking to someone can be a great way to manage stress, deal with depression, and ease anxiety during pregnancy.

Find a support group where you can share your concerns with other mothers who know what you're going through.



BETTER BIRTHS personal + safe

Local work done as part of the Better Births initiative.

RAHAM PROJECT

LANTERN

A newborn's instincts to breastfeed are particularly strong after birth. Cuddling your baby and giving skin-to-skin contact can help them start to breastfeed. Hold your baby against your bare chest to maximise the benefits.



BETTER BIRTHS personal + safe

Local work done as part of the Better Births initiative.

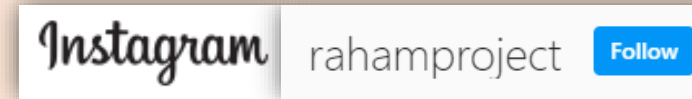
RAHAM PROJECT

LANTERN





# Results Achieved (2)



1/5

## RAMADAN AND PREGNANCY

- WHAT IS RAMADAN?**  
Ramadan is the ninth month of the Muslim year, during which fasting is observed from dawn to sunset.
- WHY DO MUSLIMS FAST?**  
The act of fasting allows individuals to understand the pain and suffering from millions around the world who live their lives in poverty and famine, leaving the participant feeling more grounded and grateful for all that Allah (SWT) has given them.
- WHAT DOES ISLAM SAY ABOUT FASTING IN PREGNANCY?**  
Islamic law gives permission for pregnant and breastfeeding women to opt out of fasting if she fears that it will harm her health or the health of her baby. If they miss any fasts, they can observe them at a later time.
- WHAT TO DO IF YOU BEGIN TO FEEL UNWELL?**  
If you have decided to fast during Ramadan and then begin to feel unwell, namely dizzy, develop a severe headache, pass dark-coloured urine, or feel weak or tired, you should break your fast with food as well as focussing on rehydrating yourself with plenty of fluids. It is important to contact your midwife or maternity helpline number as soon as possible if you have any health concerns.

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# Results and Outcomes

Sustainable relationships and ways of working to **improve health outcomes for all**

**More inclusivity** across our maternity and neonatal system

**Crucial health messages shared**

**Coproduction and engagement across boundaries** that were difficult to achieve

**Increased uptake** of safety and prevention **messages**

**Engaging more with ethnic minorities** in a variety of formats for accessibility





## What makes this initiative stand out



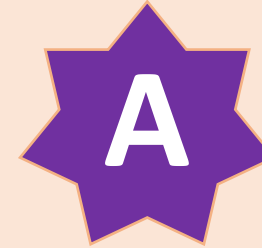
**Retain involvement** with the community through tailored messaging to improve outcomes for our population.



**Adaptable messaging** that includes subtitles and different languages to improve awareness and leads on to improved health outcomes.



**Having videos** available to share widely.



**Access to utilise the community relationship** to continue to support delivering maternity care through Continuity of Carer with this population and considering culturally sensitive information.



**Modelling this way of community engagement** with other groups to support health inequalities.





# Links to YouTube videos



<https://www.youtube.com/watch?v=qJESIRKs4Wk>



<https://www.youtube.com/watch?v=YiyolMRer3k>



<https://www.youtube.com/watch?v=EJZciQEaUHU>

[https://www.youtube.com/watch?v=1fVApYs\\_wdY](https://www.youtube.com/watch?v=1fVApYs_wdY)



<https://www.youtube.com/watch?v=8EHTmMMTml>

<https://www.youtube.com/watch?v=n5P4gubFtVQ>



<https://www.youtube.com/watch?v=qZiaeaYqMD0>