

# Maternity e-Bulletin

## IN THIS ISSUE

Welcome	Page 1
NSW Kids & Families	Page 2
Meet the Team	Page 2 - 3
Current Initiatives	Page 3
Highlights of 2012	Page 4 - 5
Policy into Practice	Page 5
National Maternity Services Plan	Page 5
Focus for 2013	Page 5

## WELCOME

To the first edition of the Maternity e-Bulletin. The purpose of the Maternity e-Bulletin is getting connected and staying connected; a statewide perspective on maternity services.

We envisage that the Maternity e-Bulletin will enhance communication and provide a means of connection between NSW Kids & Families and maternity clinicians across NSW.

This publication will be distributed electronically on a quarterly basis. Through it, NSW Kids & Families will take the opportunity to

highlight work priorities and achievements, share news and upcoming events, and introduce the people with whom we collaborate.

I would like to acknowledge the support of the Pregnancy and newborn Services Network (PSN) and the contribution from the Clinical Midwifery Consultants in the development of this e-Bulletin.

I hope you enjoy this first edition of the Maternity e-Bulletin and I welcome any comments by email: [dmath@doh.health.nsw.gov.au](mailto:dmath@doh.health.nsw.gov.au).

Deb Matha  
Manager, Maternal & Newborn Unit  
NSW Kids & Families

## NSW KIDS & FAMILIES ...healthy, safe and well

NSW Kids & Families is one of the six pillars of [NSW Health](#), established on 1 July 2012 to champion the health and wellbeing of children and their families in NSW.

It is our commitment to work in partnership with communities, health professionals, government and non-government agencies, to deliver the best possible health outcomes and services for all children and their families in NSW.

We envisage a state-wide system that provides world-class health outcomes and services to ensure NSW children grow up healthy and well.

NSW Kids & Families is comprised of four teams which focus on four key areas of health and wellbeing:

- Maternal, Child and Family Health
- Paediatric Health Care
- Youth Health and Wellbeing
- Child Protection and Violence Prevention

If you would like a copy of the organisational structure for NSW Kids & Families, please contact Ms Karol Petrovska, Senior Analyst, Maternal & Newborn Unit at : [kpetr@doh.health.nsw.gov.au](mailto:kpetr@doh.health.nsw.gov.au)

NSW Kids & Families will foster a whole of community approach to valuing and promoting the health and wellbeing of children. Within Maternal, Child and Family Health we aim to ensure that all children in NSW are born healthy and remain healthy with optimal development and wellbeing.

Our focus is on prevention and early intervention of health issues to reduce premature births, perinatal mortality and morbidity, disease, and the lifelong impacts on babies and children of developmental delay, disabilities and poor health.

## MEET THE TEAM

Below Joanna Holt, Ros Johnson and Assoc. Professor Michael Nicholl, provide insight into their professional backgrounds, their vision for NSW Kids & Families and the Maternal and Newborn Unit and share a little about themselves. All have a wealth of knowledge, experience and passion for the health and well-being of mothers, babies and families.

### JOANNA HOLT

#### What is your role with NSW Kids & Families?

As Chief Executive of NSW Kids & Families, my role is to effectively manage the resources of this new organisation and lead on strategies to improve the health, wellbeing and healthcare services provided to women, children, young people and families residing in NSW. To be able to achieve this it is critical that we first listen to consumers, embrace the ideas of clinicians and health service providers and work collaboratively with NSW Health, other Government agencies and our not for profit colleagues.

#### What is your professional background?

Since my early days as a microbiologist at RPAH I have always worked in health services in some capacity. I undertook a Masters degree in Health Planning in the late 80's which led to a long career as a Hospital Executive both in NSW and in the ACT. I then moved to Hong Kong and then London where I worked on the re-engineering of services at Great Ormond St Children's Hospital and with a number of Australian not for profits after that; all had a focus on women and children's health.

The National Health and Hospitals Reform Commission provided me with a wonderful opportunity to coordinate and contribute to the efforts of the Commissioners in delivering the interim and final report to the Prime Minister on time and below budget. I then assisted our Director General to review the governance arrangements for NSW Health in 2011.

I have since spent some time as a consultant, executive coach and teacher at ANU in leadership and communication. I am delighted to re-engage with an area of health that I love - women and children, young people and families.

#### What has been the highlight of your career so far?

I particularly enjoyed my first position as a member of a great senior team executive at Camperdown Children's Hospital (RAHC) when we planned for the new Children's Hospital at Westmead. However, while initially reluctant to leave the strategic and operational aspects of managing health service delivery, I thoroughly enjoyed my

time as Executive Director of the NHHRC. I was lucky enough to get to know, learn from, and enjoy the company of 10 extraordinary Commissioners and was privileged to contribute to the development of a brave new vision for Australia's future healthcare system.

#### What are your goals and aspirations for NSW Kids & Families?

I hope to build an organisation that is respected and appreciated by the clinical and administrative teams that look after the health needs of kids and families, wherever they work. I believe that, over time, the people of NSW will see we have positively influenced the health status of those most vulnerable in our society. They will see we have improved family's experience of health care and shown we can better respond to, and mitigate, incidents of violence and assault in a timely and supportive way.

There is much we can still do to improve availability and access, quality and efficiency of health care services. But it will take time, tenacity and a great deal of goodwill and trust! Fragmentation, complexity and parochial barriers confuse patients and families and impede the journey of women, children and young people who most need our help. We must apply greater intellect and effort to responding effectively to the needs of the many vulnerable women, children and young people in NSW, while building their own capacity to mitigate future risk of harm and ill health. Together with our colleagues in Education, Family and Community Services, Police and Justice, we can do this.

Sharing our resources, knowledge and best practice rather than engendering competition for scarce resources is the way we will work. Our focus will be on strategies for connecting and coordinating evidenced-based care and building capacity in our health workforce.

#### Describe yourself in 3 words.

Wholehearted. Tenacious. Considered.

#### What inspires you?

A great idea. Seeing people who have struggled, recover, blossom and fulfil their potential. The unending cleverness and beauty of Nature. A good book. The fresh ideas of our young folk. Forgiveness. The smell of a great meal cooking!

#### Out of work, what is a perfect day?

Sunshine, a good picnic, a special glass of wine, and my family (including the dog of course!)

### ROS JOHNSON

#### What is your role with NSW Kids & Families?

Director of the Maternal, Child and Family Health Team which includes the Maternal and Newborn, Priority Populations and Child and Family Units.

#### What is your professional background?

I started work as a Speech Pathologist before moving into management roles in Community Health Services at Blacktown and Canterbury Community Health Centres with responsibility for a range of services including child and family, mental health, drug and alcohol and community nursing.

In the former Department of Health I worked in the areas of consumer and community participation (including consumer satisfaction, consumer information and consumer rights), performance agreements and rural health.

#### What has been the highlight of your career so far?

Seeing the expansion of specialist services in regional centres.

#### What are your goals and aspirations for NSW Kids & Families?

To champion the importance of pre-conception, antenatal, birth and early childhood exposures and experiences on later growth and development and recognition that investment in maternal, child and family health brings long term benefits for the community.

#### What is the direction/priorities for the Maternal & Newborn Unit?

Support the NSW health system to provide high quality maternal and newborn care and give children the best start in life. NSW Kids & Families is still working on its directions and priorities. I envisage the Maternal and Newborn Unit will work with Local Health Districts and Speciality Networks to:

## MEET THE TEAM

- Continue to promote normal birth recognising that some women will have, or develop, risk factors that require intervention.
- Assist statewide service planning (in consultation with Ministry of Health) so that women and newborns can access appropriate care, in the appropriate place in the appropriate time.
- Identify safety and quality issues (in conjunction with the Clinical Excellence Commission) including better use of existing data systems.
- Develop evidence based guidelines and models of care (in conjunction with Agency for Clinical Innovation and Clinical Excellence Commission and the Ministry of Health) and promoting best practice
- Develop and provide feedback on key service measures relating to statewide policy directions
- Address population health issues including tobacco, alcohol, obesity and breastfeeding (in conjunction with the Ministry of Health and Office for Preventative Health).

### Describe yourself in 3 words.

Humorous, tenacious, friendly.

### What inspires you?

Watching "behind the scenes" people achieve great things without public acknowledgement.

### Share some words of wisdom.

Expect the bad and celebrate the good.

### MICHAEL NICHOLL

#### What is your role with NSW Kids & Families?

Senior Clinical Advisor, Obstetrics.

#### What is your professional background?

Obstetrician and gynaecologist

#### What has been the highlight of your career so far?

Being involved in the birthing experience of a woman that I had birthed some 20 years before.

#### What is the direction/priorities for the Maternal & Newborn Unit?

Everything we do is aimed at a healthy start to life which essentially means healthy mothers and babies. The priorities are to get evidence into practice; gather data and provide feedback to the system and women and their families; and to have an informed, empowered, competent workforce delivering world class maternity and obstetric care.

#### Describe yourself in 3 words.

Passionate, decisive, committed

#### What inspires you?

Family, friends and colleagues who are passionate about what they do.

#### Share some words of wisdom.

Never wake a sleeping mother; never wake a sleeping baby; and never interrupt a baby's feed.



Figure 2 Left to Right: Joanna Holt, Michael Nicholl, Ros Johnson

## CURRENT INITIATIVES

### Draft Next Birth After Caesarean Section (NBAC) Clinical Guideline and Consumer Brochure

The development of a NBAC guideline and consumer brochure was identified as a key priority at the Towards Normal Birth workshop held in November 2011. Early in 2012, we invited a number of obstetricians and midwives from across NSW to participate in an Expert Advisory Group to develop the Guideline and Consumer Brochure. The group convened for several months in 2012 via teleconference with the support of NSW Kids & Families.

The draft Clinical Guideline: Maternity - Supporting Women in their Next Birth After Caesarean Section (NBAC) provides direction to the NSW health system providing maternity services on evidenced based information and practices to support pregnant women who have had a previous caesarean section in their decision making around their next birth after caesarean section. The Guideline includes an implementation checklist, an antenatal checklist for clinicians and a post-operative information letter for women. The consumer brochure provides information to women about birth options following a caesarean section.

Following review and endorsement by the Maternal & Perinatal Health Priority Taskforce, the draft (NBAC) Guideline and consumer brochure was distributed to Local Health Districts for broader consultation and consumer input in March 2013. The feedback from maternity clinicians and consumers has been detailed and positive. It is anticipated once LHD and consumer comments have been considered, the final Next Birth After Caesarean section (NBAC) Clinical Guideline and consumer brochure will be published in June 2013.

## HIGHLIGHTS OF 2012

### TOWARDS NORMAL BIRTH

The Maternal & Newborn Unit remain focused on supporting maternity services across NSW to progress the ten steps of the Towards Normal Birth Policy Directive ([PD2010\\_045](#)) Towards Normal Birth - a woman friendly birth initiative: protecting, promoting and supporting normal birth in NSW.

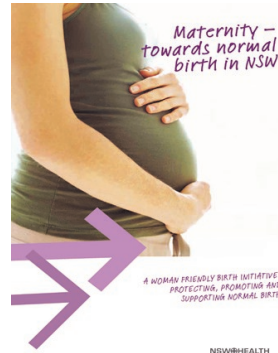
#### Towards Normal Birth Workshop 2012

The 5th annual Towards Normal Birth Workshop was held on 29 November 2012 in Sydney, focusing on 'Engaging in Towards Normal Birth'. The purpose of the workshop was to provide an update on achievements to

date and to explore strategies as to how maternity services can further engage with Towards Normal Birth in NSW.

More than 100 delegates from across NSW attended and the feedback received has been very positive. Delegates were particularly enthusiastic and engaged and it was clear that the policy has gained significant momentum since being released in 2010.

A number of maternity clinicians from across NSW presented on local innovative projects and strategies as they



work on implementing identified steps of TNB. The presentations were informative, idea-generating and thought provoking. In the afternoon, the small group workshops addressed a number of topical issues related to implementation of the ten steps. Suggestions made by delegates identified priorities that will assist NSW Kids & Families to support maternity services in their endeavours to further implement the Policy Directive - Towards Normal Birth in NSW.

NSW Kids & Families is currently planning the 2013 Workshop, and invitations for participants will be sent to Chief Executives in each LHD in coming months.

### RESOURCES

#### NSW Inaugural Pregnancy and Infant Loss Remembrance Day

The first NSW Pregnancy and Infant Loss Remembrance Day occurred on 15 October 2012. On this day, parents and families honour their babies who have passed away from miscarriage, stillbirth or postnatal causes. October 15 has been recognised by NSW Government as an annual Pregnancy and Infant Loss Remembrance Day.

Non-Government Organisations worked with the Royal Hospital for Women, the Ministry of Health and NSW Kids & Families, to develop two brochures on pregnancy and infant loss to inform and support parents as well as health professionals and the community.

The brochure, [Pregnancy and Infant Loss – Parents](#) - provides information on issues parents might need to consider following the loss of a baby. The brochure, [Pregnancy and Infant Loss – Health Professional and the Community](#) – provides information on the impact of the loss of a baby and available services including a list of Non-Government Organisations.

Copies of the brochure were distributed to Medicare Locals for GPs, Maternity Services, and relevant NGOs and uploaded onto the NSW Health website.



#### Having a baby book

The [Having a baby](#) book was revised in 2012. The second edition of Having a baby is for all women who are pregnant or planning a pregnancy. This resource explains the options for pregnancy and birth care in NSW and promotes informed choices for pregnant women.

Having a baby is available on the NSW Health website. In 2012, we introduced a new ordering system for the book so individual maternity facilities can order according to their needs on a quarterly basis.

To order copies of Having a baby visit: [https://nswhealth.myimageprint.com.au/nswhealth\\_warehouse/logon.asp](https://nswhealth.myimageprint.com.au/nswhealth_warehouse/logon.asp).

#### The Blue Book – Personal Health Record

An extensive review of the Personal Health Record (PHR) was undertaken in 2012. The revised version commenced distribution in May 2013.

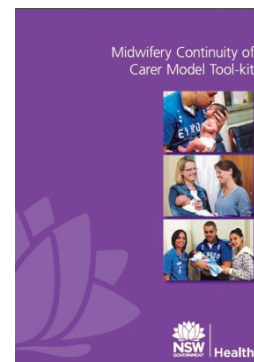
The two major changes in the PHR are the inclusion of new growth charts and developmental milestones. In line with agreed national approaches, the US Center for Disease Control (CDC) growth reference charts for children up to 2 years old have been replaced by World Health Organisation growth standard charts for children up to 2 years old. The US-CDC growth charts for 2–18 year olds continue to be used until further review.



The most significant change to the PHR is the addition of developmental milestones at the beginning of each child health check, to promote anticipatory guidance around child development for parents and professionals. These developmental milestones provide parents with guidance regarding normal child development and when to seek help.

#### Midwifery Continuity of Carer Models Toolkit

The Nursing and Midwifery Office (NaMO) in collaboration with Maternity Support Network (MSN) developed the [Midwifery Continuity of Carer Model Toolkit](#). The Toolkit was released in October 2012 to assist managers and clinicians working in NSW public health maternity services to develop and implement Midwifery Continuity of Carer models (MCoC). MCoC models focus on the needs of the woman and her family and places her at the centre of her care.





## HIGHLIGHTS OF 2012

### TRAINING

#### Fetal Welfare, Obstetric emergency, Neonatal resuscitation Training (FONT) Update

Under the guidance of NSW Kids & Families, Pregnancy and newborn Services Network (PSN) has been responsible for updating FONT materials and curriculum. In 2012, the FONT Expert Advisory Group met to re-develop the educational material for FONT. All of the fetal welfare presentations were updated with the latest evidence and a range of new Fetal Heart Rate patterns were introduced.

The most significant, are the alterations made to the maternity emergency education day. The format of this day has been altered to provide team based scenario training and includes additional education on the management of the deteriorating pregnant and postpartum woman. This work incorporates the Clinical Excellence Commission 'Between the Flags' Education for maternity care providers.

A range of new educational presentations for maternity emergency management will be made available to all maternity clinicians

through the K2 on-line Perinatal Training program, which replace the face to face lectures that were previously part of the maternity emergency education day. Access to these presentations will be linked to each individuals K2 account.

The new FONT educational program commenced in early 2013 following the training update held for FONT trainers in August 2012.

## POLICY INTO PRACTICE

### SAFER SLEEPING

#### Policy Directive

Policy Directive, [PD2012\\_062 Maternity - Safer Sleeping Practices for Babies in NSW Public Health Organisations](#) was released on 20 November 2012. This PD replaces PD2005\_594 Babies - Safe Sleeping in NSW Health Maternity Facilities. The review of the Policy Directive ensures alignment with:

- The audit conducted in Maternity Facilities in December 2010, which highlighted the need to emphasise key points relating to antenatal and postnatal education of parents-to be/new parents and include grandparents and extended family and need for ongoing audits within maternity facilities.

- SIDS and Kids key messages about safe sleeping practices.
- The recommendation of deletion of the terms 'bed sharing and co-sleeping' due to ambiguity and confusion of these terms
- Addressing issues raised by the NSW Ombudsman in relation to the Child Death Review Team Report 2010 – A preliminary Investigation of neonatal SUDI in NSW 1996-2008: opportunities for prevention, and
- Considers the findings from the Victorian Coroner inquest into baby deaths in relation to co-sleeping.

#### Safety Notice

Safety Notice 001/13 Safer sleeping for babies born by caesarean section operations was published on the NSW Health Intranet on 18 February 2013. The Safety Notice aligns with Policy Directive, PD 2012\_062 Maternity - Safer Sleeping Practices for Babies in NSW Public Health Organisations.

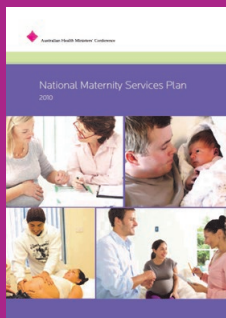
The Safety Notice stemmed from the Maternal and Perinatal Root Cause Analysis (RCA) Review Committee identifying cases of neonatal death involving unsafe sleeping of babies born by caesarean section operations in NSW Public Health Organisations (PHOs).

## NATIONAL MATERNITY SERVICES PLAN

The [Australian National Maternity Services Plan \(2010-2015\)](#) (the Plan) sets out a five year vision for maternity care in Australia. The vision embodies 'all women in Australia having access to high quality, evidence based, culturally competent, maternal care in a range of settings close to where they live'.

The Plan provides a national framework for guiding the development of maternity services and covers antenatal, intrapartum and postnatal services for women and babies up to six weeks old.

The Plan's priorities for maternity care include:



- Access to information and models of care
- High quality and evidence based services
- Workforce
- Infrastructure

A number of documents have been produced linked to the Plan:

- National Core Maternity Service Indicators – The first report on 10 national core maternity indicators for monitoring the quality of maternity care in Australia.
- National Service Capability Framework – NSW Health will use this document to inform the review of the role delineation for maternity services.

## FOCUS FOR 2013

Priorities for the Maternal & Newborn Unit in collaboration with PSN include:

- 1) Development of Management of Prolonged Pregnancy Clinical Guideline
- 2) Planning for the next Towards Normal Birth Workshop
- 3) Revision of following policies: Maternity- Fetal Heart Rate Monitoring; Maternity - Management of Maternal Emergencies; Maternity - Public Home Birth Services