

# Contemporary Pregnancy and Parenting Resources

Utilising technological resources to provide education to new and expectant parents in a modern format

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## Background:

The midwives at the Sutherland hospital identified a need for more up to date parent education resources. The resources that were available were not necessarily in line with the most recent evidence, or being well received by women and their families. Paper based handouts and pamphlets also represent a consumable resource and their ongoing use has environmental implications. The need for contemporary, digital resources that could be utilised by women and their families in an online format, as well as an update to the video resources was identified in a survey as being necessary.



## Aims:

The project aimed to resolve both underutilisation of technology, and the poor reception of paper based resources. In order to do this, new resources were required, as well as a way of providing them to women and their families. The goals for this project were:

1. Utilise a multidisciplinary approach to create new, evidence based resources, with a focus on multimedia presentation.
2. Create an online portal that would make the resources available to women and their families.
3. Make the videos also available to women during their hospital stay, utilising the entertainment system in the hospital
4. Make women and their families aware of the resources in order to maximise utilisation

## Our Actions

A project midwife, as well as the multidisciplinary team at The Sutherland Hospital (Midwives, Obstetric doctors, Paediatric Doctors, Dietician, Physiotherapist) designed and scripted a set of educational videos. These videos were created by an external production company along with the multidisciplinary team.

A new section of the Sutherland Hospital's website was created to make the videos, as well as other resources, available to women and their families.

The videos were also deployed to the hospital's entertainment system, made available on an "on-demand" basis.

Posters for the ward rooms, antenatal clinic, antenatal assessment unit and parent education department were produced to create awareness and display a QR code. Stickers were also produced featuring the QR code to be placed on the antenatal record (yellow card) of each woman having antenatal care at the Sutherland hospital. These stickers were also given to some of the private obstetricians who see women at The Sutherland Hospital.

Staff were educated about the new resources, the new website and the stickers.

## Outcomes and results

The project has successfully created ten new video resources on a variety of antenatal and early parenting/postnatal topics. These videos are of high quality with longevity in mind. An online portal has also been created, making these videos and related resources available to the general public. The videos are also being displayed in the waiting room in the antenatal clinic for women to view while waiting for appointments.

By making the videos available on the internet, The Sutherland Hospital is not the only facility able to benefit from the new resources.

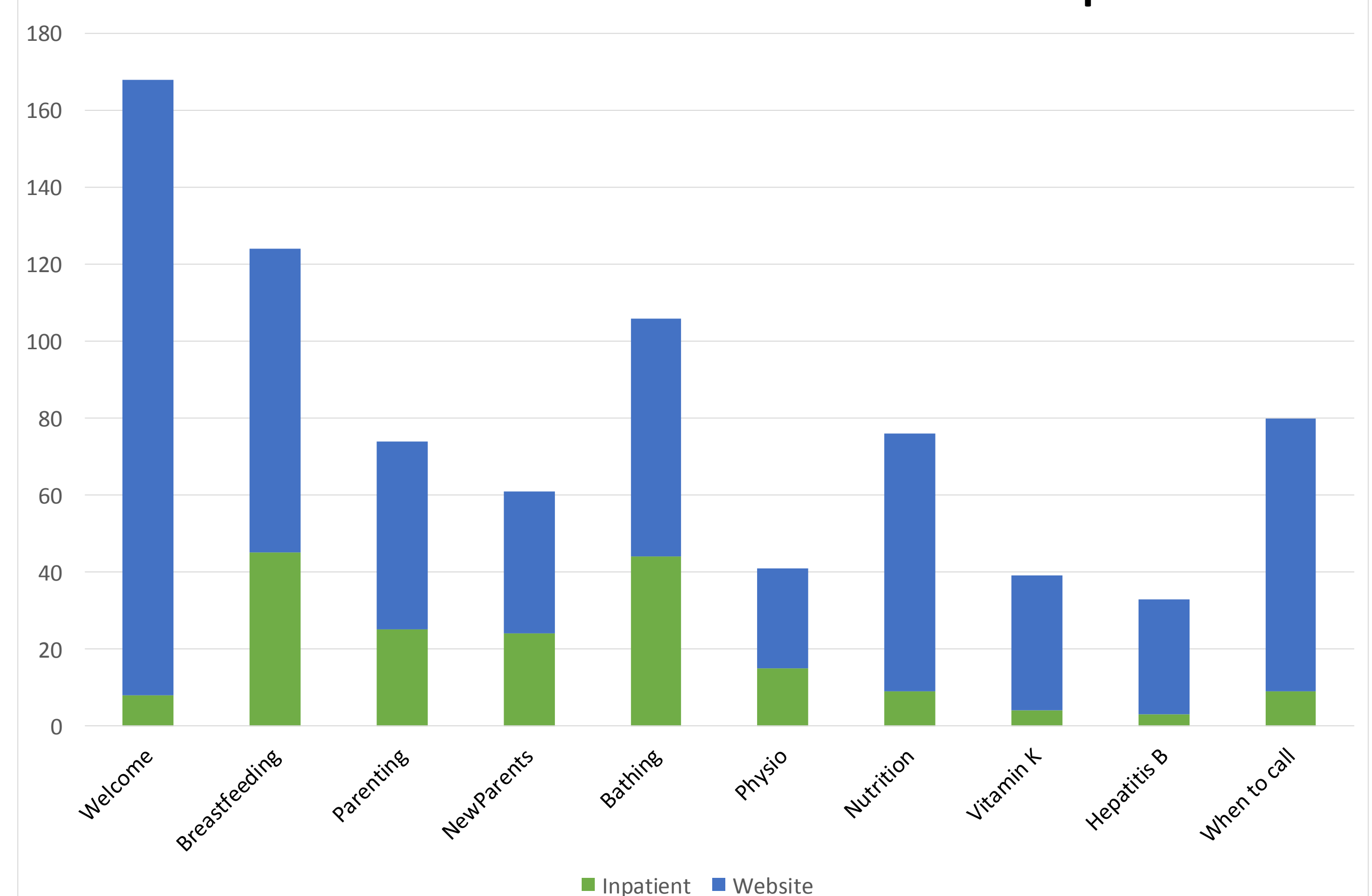
Other facilities and districts will also be able to link their consumers to the resources,

and most of the videos have been created with wide-spread application in mind. Copies of the resources this project created have also been made available and distributed to other hospitals in the district, with plans for similar utilisation on hospital entertainment systems underway.

Please scan QR code to see the website and new resources



Parent Education Video Views June 1st - Sept 9



## Acknowledgements

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