

Monday 20th January

Breastfeeding project bags Royal College of Midwives award

An innovative project encouraging new mums in Dudley to breastfeed has been recognised as the best of its kind in the country at the Royal College of Midwives Annual Midwifery Awards.

The Mom2Mom project, which encourages support from family members, was announced as the winner of the JOHNSON'S® Baby Award for Evidence into Practice at Wednesday's ceremony in London.

The project, led by lead community midwife Lucy Johnson, has been piloted by the Trust's community midwifery team over the past year and has proved a great success with new mums.

Steph Mansell, Head of Midwifery at The Dudley Group, who attended the ceremony with Lucy Johnson said, "We are delighted to have our good practice recognised at a national level, particularly as this project enhances bonding and relationship between mother and baby."

Denise McMahon, Director of Nursing, was also overjoyed to hear the news of the award.

"I'm absolutely thrilled for both Lucy and our Maternity Department for this wonderful achievement," she said.

"The whole team have worked incredibly hard to develop this project so I'm so pleased that their dedication and commitment has been rewarded in such a fantastic way – well done!"

Cathy Warwick, chief executive of the Royal College of Midwives, said, "As this entry demonstrates, amazing and innovative work is going on across the UK in midwifery. These are midwives and their teams pushing at the boundaries of practice to deliver a better service for women and their babies."

About Mom2Mom

The Mom2Mom support project's main aim is to encourage Dudley's new mums to choose breastfeeding with the support of their own mothers.

"We were finding that so many of our mums-to-be were worried about the idea of breastfeeding and were considering using formula milk instead," Lucy said.

“The idea of experienced mothers passing on their knowledge to new mums isn’t a new one, but we found that lots of new grandparents were apprehensive about offering advice in case they suggested the wrong thing.

“We introduced Mom2Mom workshops to teach grandparents-to-be how to best support their daughters once they give birth and to keep them up-to-date with current best practice.

“We cover all sorts of areas that will help new mums and their babies during those all important first few months, but our main aim is to teach our grandparents the best way to support with breastfeeding,” Lucy said.

“As well as being the most natural way to feed your baby, breastfeeding brings with it health benefits for both mothers and their babies.

“It enhances bonding and relationship building between mother and baby, helps to improve baby’s immune system, and can even reduce the chances of breast and ovarian cancer in mothers.”

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