

# Perinatal Pelvic Health and Wellbeing Video Series

## A Quality Improvement Project

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### Introduction

Across London the provision of perinatal physiotherapy advice is varied. People can find accessing reliable information on their physical health during and after pregnancy difficult. The NHS Long Term Plan (NHS 2019) aims to improve access to physiotherapy support for people to recover after birth. This is mirrored by Implementing Better Births Postnatal (NHSE 2017) which aims to support people on their return to physical health. Some physiotherapy services deliver 'healthy pregnancy classes' for asymptomatic patients, whilst other services do not have such provisions. Accessibility of this vital information needs to be improved and levelled.

This collaborative quality improvement project aimed to develop a series of perinatal pelvic health videos in order to increase accessibility to reliable physiotherapy advice. It aimed to enable people to:

- Understand and manage physiological changes in pregnancy
- Optimise pelvic floor health
- Understand how to exercise safely in pregnancy and after birth
- Gain knowledge in self-care in the postnatal period
- Know when to seek medical advice and referral

### Method

#### Project Planning:

- A gap analysis in NW London found services are postcode dependent.
- A service user questionnaire suggested people would like information in a digital format via video.
- Reviewing online resources found a lack of well researched information.



#### Building the Team:

- NW London Maternity Transformation Team produced and approved a business case for a collaborative Pan London project involving all Local Maternity and Neonatal System's in London.
- Physiotherapists were recruited from across London to the project; Royal Free, University College London, Homerton, Guys and St Thomas', St Georges and Kingston, with Imperial Leading.
- Service users were recruited.
- NHSE Maternity Network then continued to project manage and link with the design team.



#### Production of the Videos:

- A review of available literature was carried out by the physiotherapists.
- The physiotherapists produced drafts of scripts.
- Scripts and topics were reviewed with the design team, service users, and the wider physiotherapy and maternity team.
- Animations and voiceovers were produced and reviewed.
- Companion guides and relevant wider reading links were agreed on.

### Results

- Eleven short animated videos have been produced with companion guides and wider reading links.
- They provide information on all aspects of physical health during pregnancy and after birth.
- The videos are translated into 16 languages.
- They are available via a web link and are for use nationally by clinicians and patients.
- Please use the QR code to see the videos!



### Evaluation

- A short survey is imbedded in the webpage to capture basic satisfaction information from service users.
- With the aim to improve reach of physiotherapy information, a measure of the views of the videos will be conducted six months following launch.
- The accessibility of the videos will continue to be adapted and analysed by the project team in order to achieve the aim.