

A hand holds a glowing lightbulb. Inside the bulb, a human brain is depicted with a red heart in the center containing the text 'Blood to Baby'. Below the brain, several interlocking gears are visible. The background is a blurred image of a person using a laptop, with a network of glowing nodes and lines overlaid on the scene.

Web Tech for Practice Change

RM Hannah Tizard
Bloodtobaby.com | [@Bloodtobaby](https://twitter.com/Bloodtobaby)

Introduction



- Integrate web technology/social media into care for the benefit of families
- Women/birthing people and healthcare professionals use technology to their advantage for knowledge seeking purposes
- Consider web innovation as a driver for personal and practice change

You will increase your understanding of project innovation and are encouraged to design your own project using the template as we navigate the presentation

Using the template



Motivation



Action plan



Hashtag &
branding



Meaning



Strategy



Momentum



Collaboration



Sponsors



Opportunity

Domains



Connection
Autonomy
Mastery



Self-transcendence



Strengthening
Discovery
Purpose



Motivation



Tarana Burke - Founder #MeToo concept and campaign

#1
Motivation

Accommodating

Experience

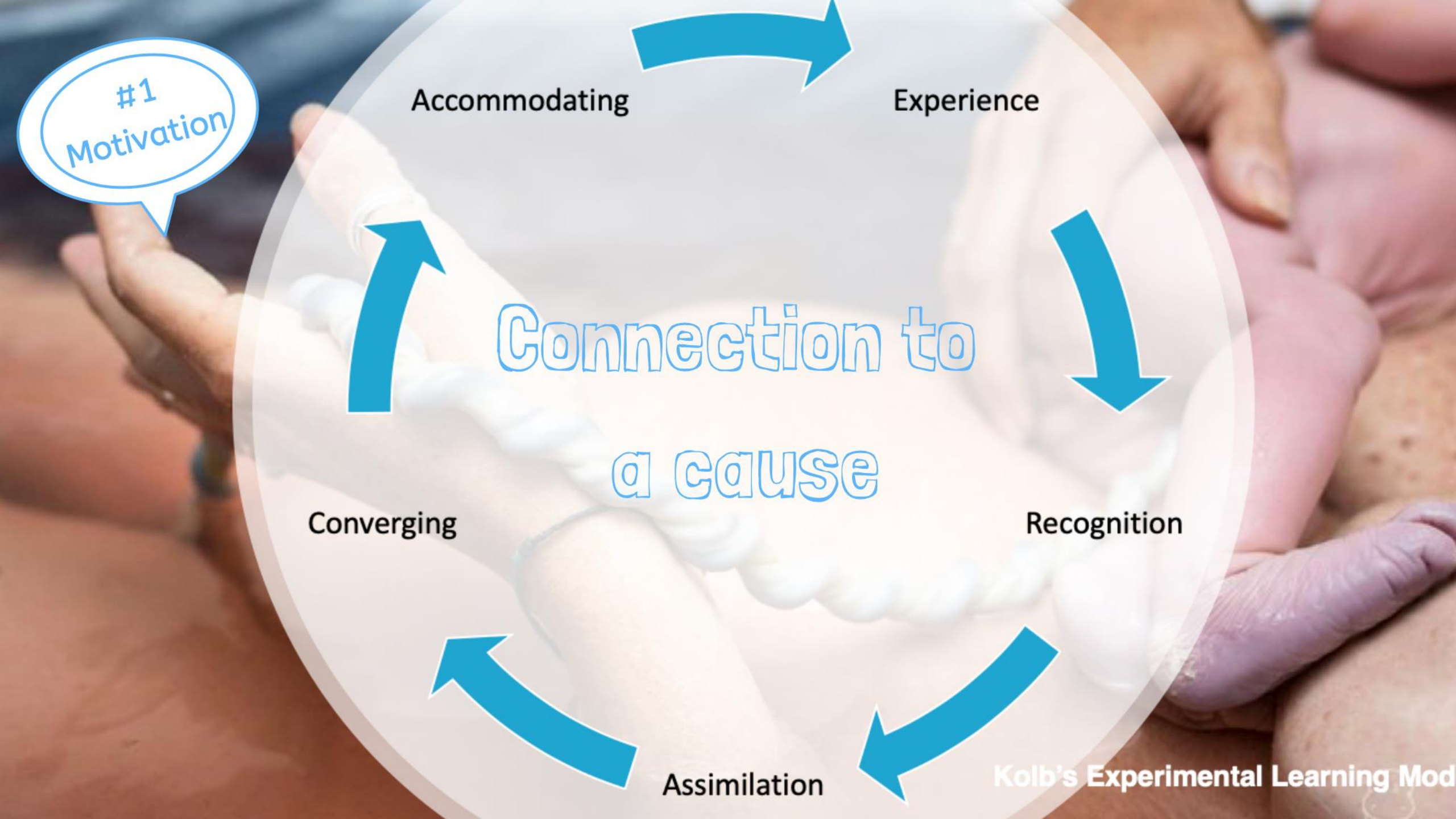
Connection to
a cause

Converging

Recognition

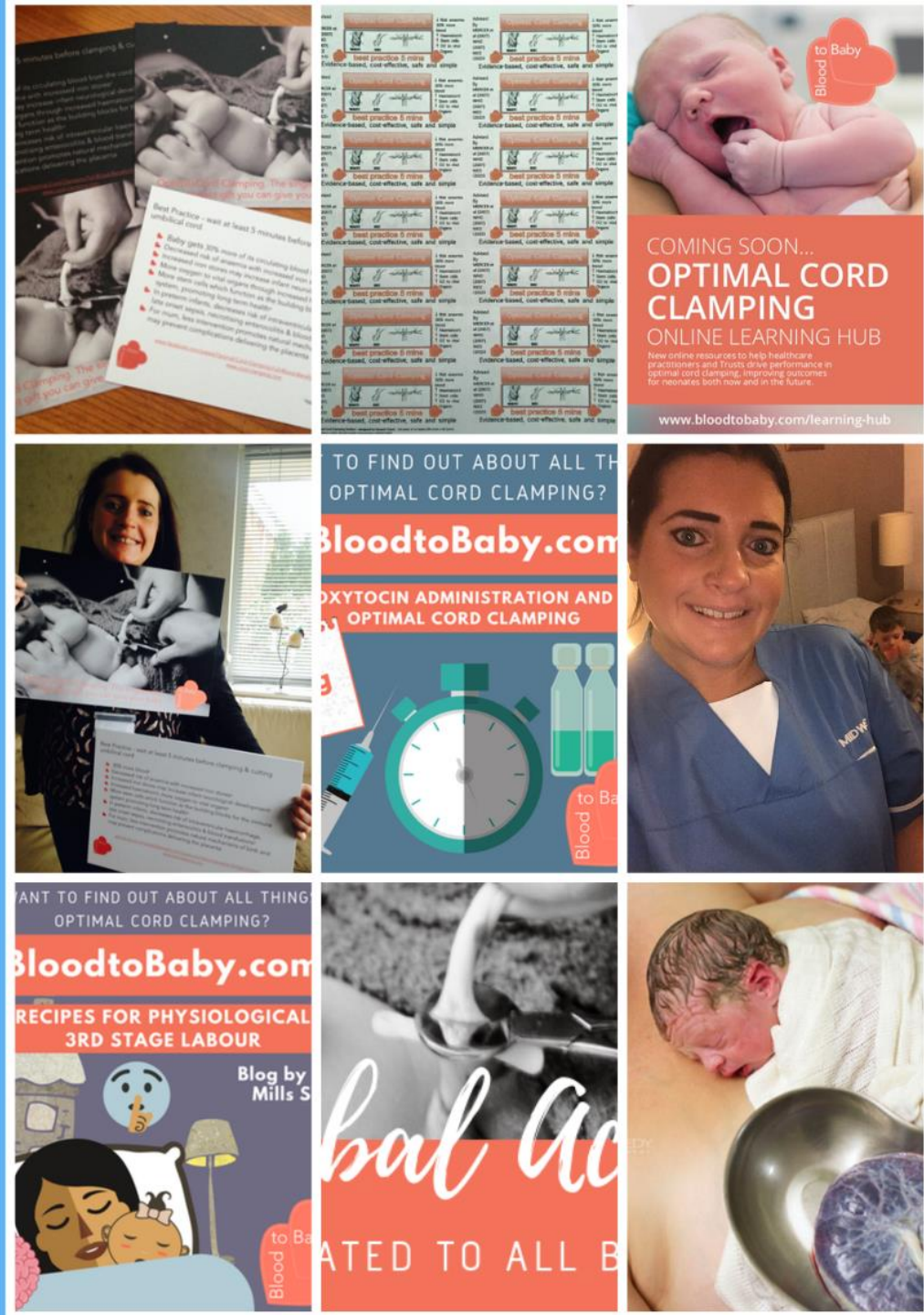
Assimilation

Kolb's Experimental Learning Mod



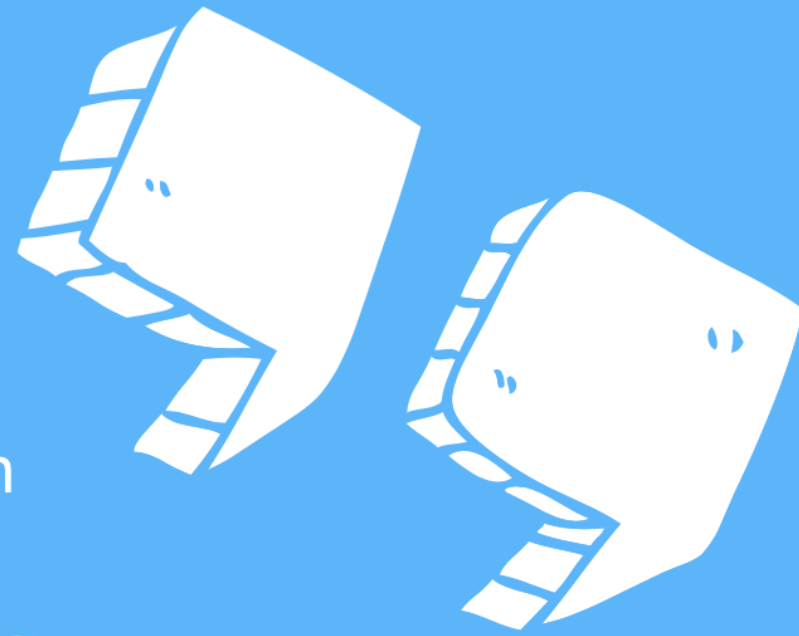
Autonomy to create

- Passionate student who produced stickers
- Encouraged by wonderful Amanda Burleigh #wait4white campaign on Twitter
- Over 300 emails for the template
- Started out self funding and postage

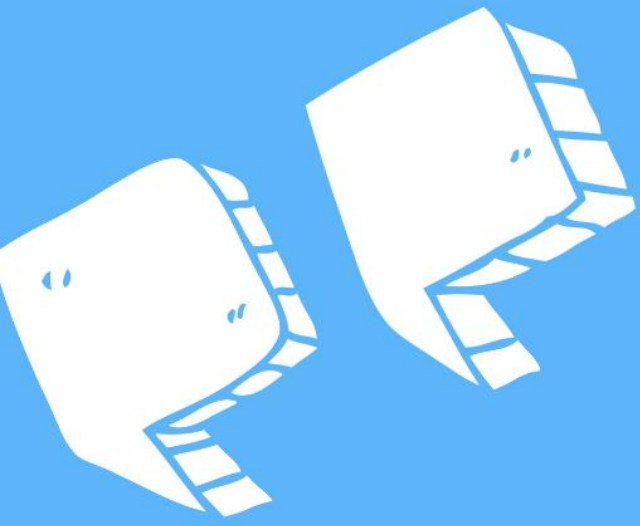




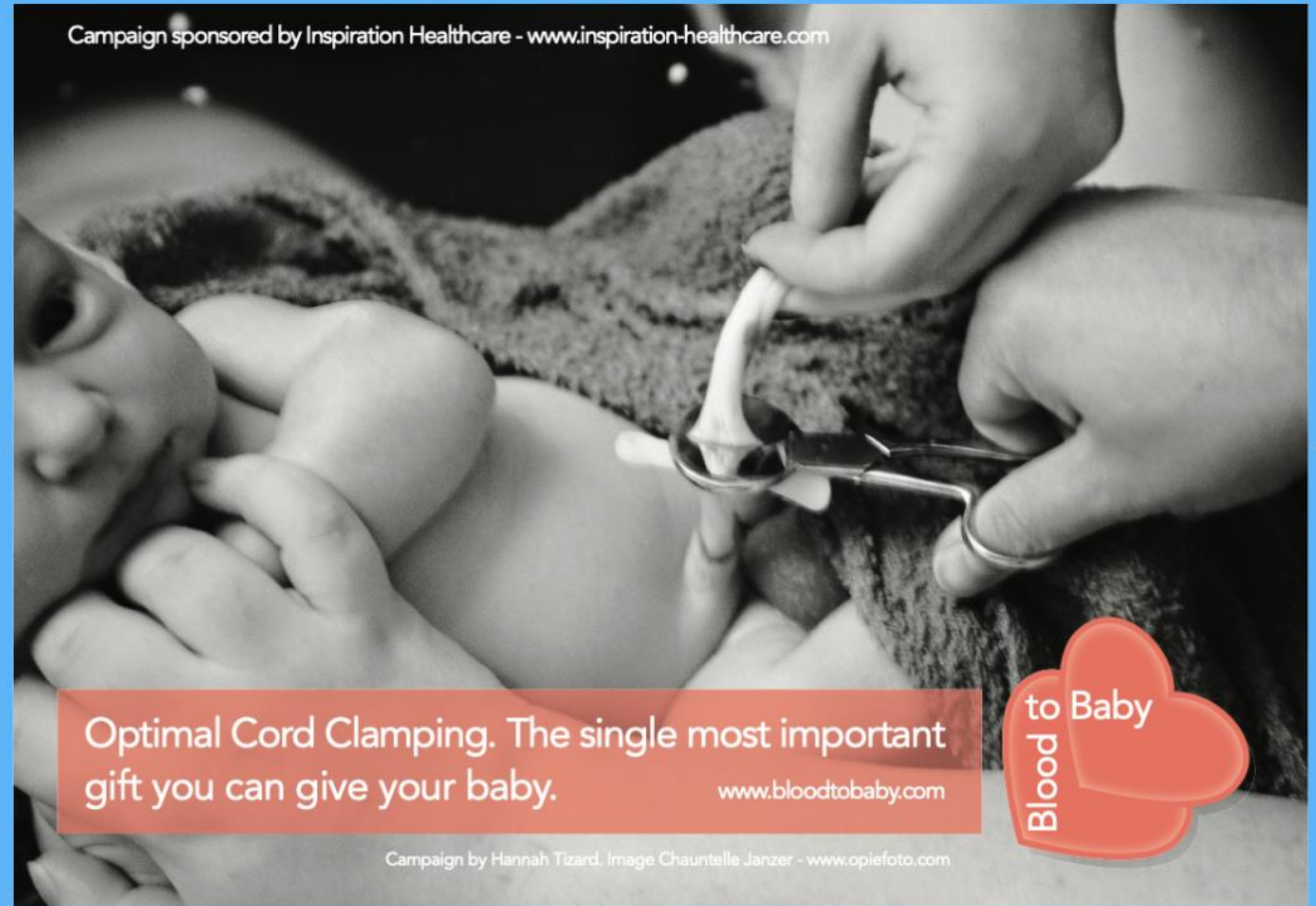
The #Bloodtobaby hashtag grew in popularity due to its simple description of optimal cord clamping, to ensure the baby receives its full circulating blood from the placenta.



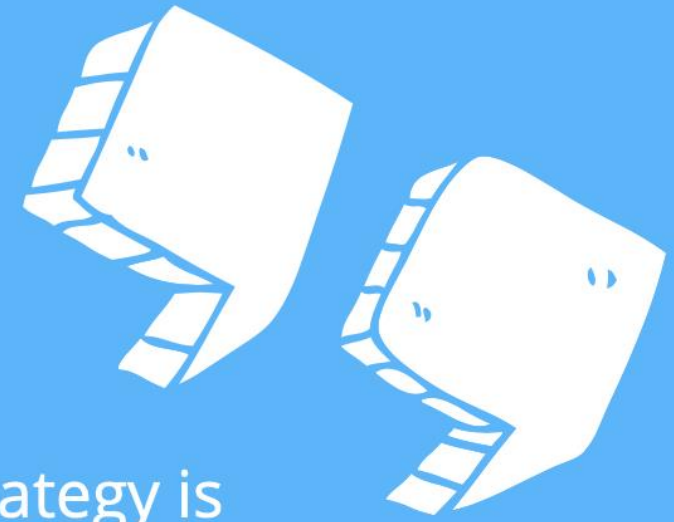
Mastery of abilities | **Social media**



The campaign needed an iconic image, a clear visual message, one that hadn't been seen widely before!



Mastery of abilities | Design



The campaign strategy is simple; share and collaborate together to educate about optimal cord clamping. Everyone plays a part!

Mastery of abilities | **Collaboration**

#2
Meaning

Meaning

Laverne Cox - Actress and transgender activist
#TransIsBeautiful



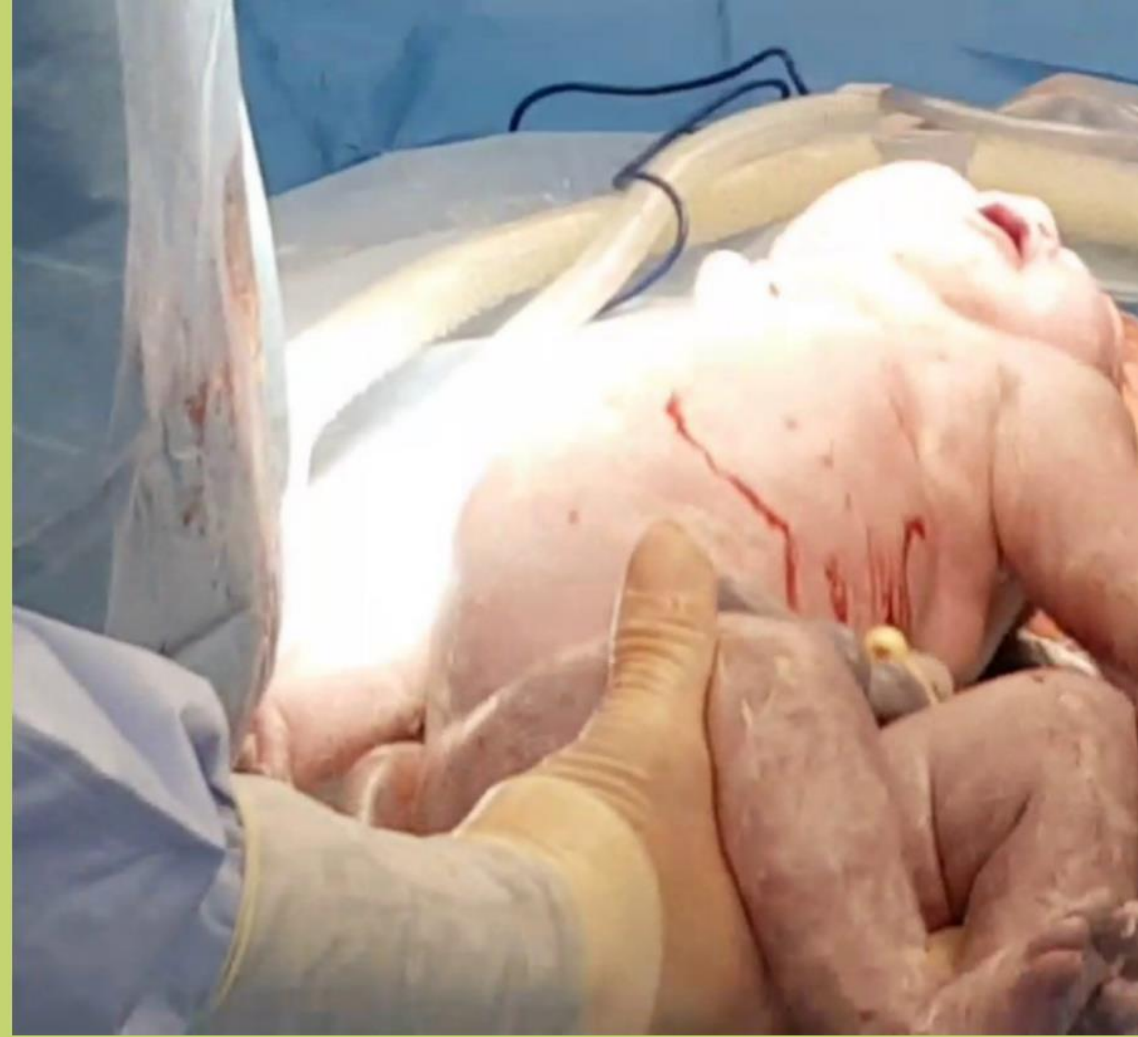


Work is
experienced as
meaningful when
it matters to
others more than
just yourself.

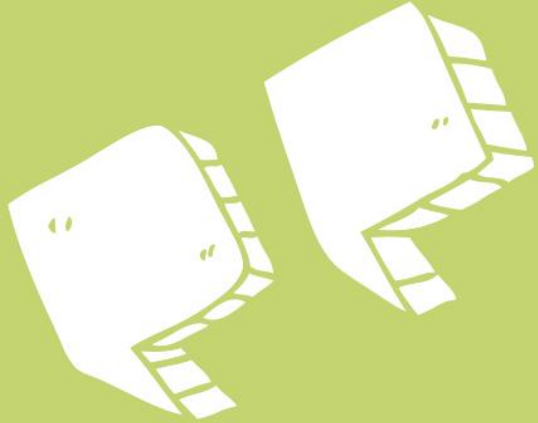
Self-transcendence

The experience of meaningful work can be poignant rather than purely euphoric.

You may find work to be full of meaning at moments associated with mixed, uncomfortable or even painful thoughts and feelings, not just a sense of joy and happiness



Poignant



Meaningfulness may arise
in an episodic rather than a
sustained way. Work is not
consistently meaningful, but
usually arises at peak times
generative of strong
experiences

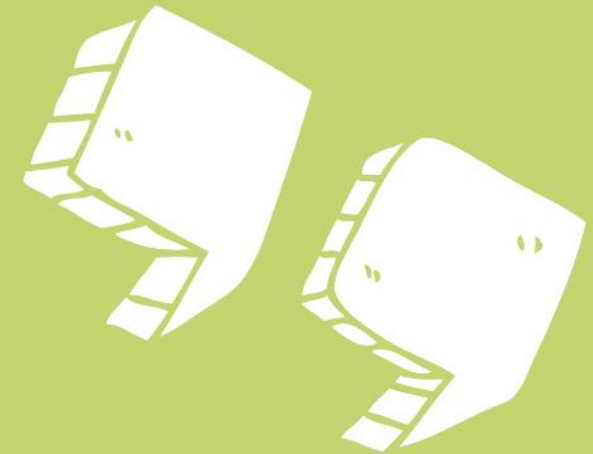
Episodic



Reflective



Team



Meaningfulness is rarely experienced “in the moment”, but rather in retrospect, on reflection when you look back at your completed work and make connections between your achievements and a wider sense of life meaning.



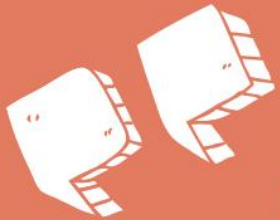
Momentum

16-year-old Greta Thunberg has mobilised millions of young people to demand action on the world's climate crisis #FridaysForFuture



Strengthening

- Finding a sponsor
- Increasing social media reach
- Collaboration with professional bodies
- Awards



Bloodtobaby now has three sponsors who help to cover costs of materials, postage and events. I also learnt how to get resources endorsed by National Institute for Health and Care Excellence. April 2016

Optimal/Delayed Cord Clamping

by Hannah Toard

#BloodToBaby



Birth plan
Start with the end in mind, let your birth attendants know your wishes, include optimal/delayed cord clamping

Based on your individual clinical situation a package of care will be recommended for delivery of the placenta. Either **physiological third stage** or **active management**

After baby's birth, the midwife will help you and baby get into a more comfortable position, the cord will remain intact



Delayed/optimal cord clamping will **improve baby's immediate and long term health**. Speak to your midwife for more information

By leaving the cord intact for as long as possible baby will receive more of their full circulating blood volume from the **placenta**

Skin to skin contact and breastfeeding will comfort baby and help build baby's immune system. More oxytocin will be stimulated which will aid placental delivery



Time to cut the cord? This is based on each clinical situation. If the cord needs to be cut in the first 5 minutes or less, the midwife can try keeping the baby at placental level to aid transition, otherwise wait until the cord is white or has stopped pulsating

When baby is weighed (usually at least 1 hour after skin to skin), baby will benefit from a higher birth weight due to the **greater blood volume**, giving baby a better start

Finally rest well, keep distractions to a minimum and enjoy this precious time making a **close and loving relationship** with your baby

Sponsored by



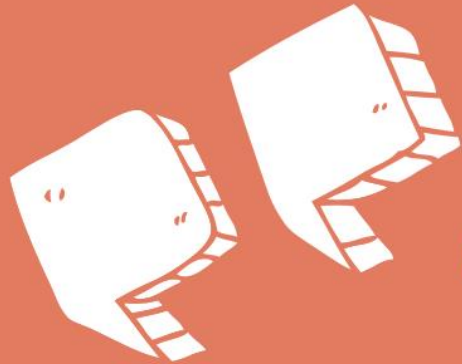
www.bloodtobaby.com



Blood To Baby

Discovery

- Continuing learning
- Developing self
- Gaining confidence



BloodtoBaby.com grew through organic opportunities and invitations to participate. e.g WeMidwives chat, Fab NHS Stuff, NHS Change day and then conferences and study days



NHS CHANGE DAY
do something better together
11.03.2015

HOME ABOUT ACTIONS CAMPAIGNS **CHANGEATHON** RESOURCES S

Home > Actions > Optimal Cord Clamping Stickers

Optimal Cord Clamping Stickers

18 Feb 2015 Hannah Tizard 3 comments

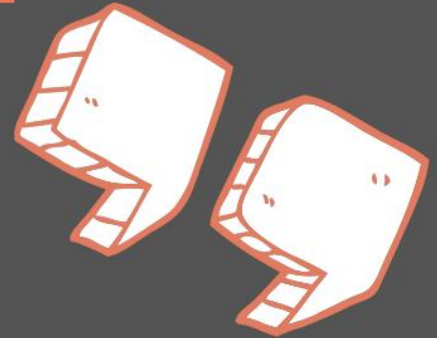
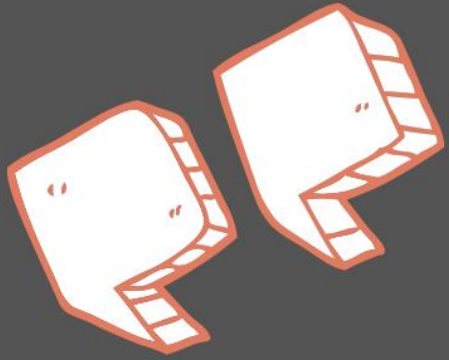
#HelloMyNameIs Hannah, UCLan student midwife. I first started out with some amazing pregnant women, doulas and a midwife at our local #PositiveBirthGroup. I was bathed in enlightened voices, who like myself promoted physiological birth. Now proudly at Blackpool NHS Trust, learning from experienced, passionate midwives, advocating skin to skin in theatre, specialising in normal breech birth and much more. Dedicated trust employees are working hard to develop new cord clamping policy guidelines (NICE 2014). My concern is, in the meantime, many babies may miss out, not enough women are asking about OCC. Why? This little fire has been raging for over 10 years now. But change takes time, a decade I'm told! So the stickers- to give to community midwives and used as a talking point with women. Would they like OCC? Do they know what it is? A sticker can be placed on the front of their notes if requested. Simple, hopefully effective! Thanks to Twitter, JennytheM and Amanda Burleigh it was shared and retweeted and became a hit. People from across the globe have been asking for the template. A united OCC campaign is underway – #BloodtoBaby. Come join us! See Resources Pg 4 for OCC template

Share 33 Tweet 31 8+ 0

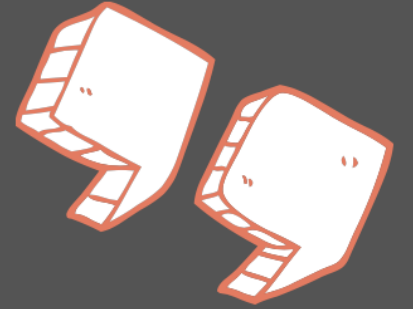
Purpose



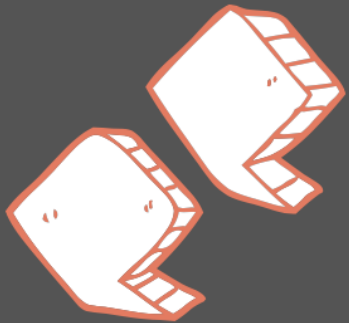
My overarching desire is to
innovate Bloodtobaby.com so it provides impact
for the health and wellbeing of babies, lasting well
beyond my lifetime



Summary



- Web technology offers a potential or 'affordance' to be able to translate important evidence/education into easily accessible information for both families and maternity professionals
- Campaigns using technology have potential to improve women's health literacy, choice, empowerment and connectivity with healthcare professionals
- Innovation can provide opportunities for collaboration, personal growth and professional development



Further reading 'Social Media and the Mediation of Childbirth, So What for Mothers, Maternity and Midwifery?' International Journal of Childbirth Hannah Tizard and Sally Pezarro