

# ANTENATAL & POSTNATAL JOURNEY MAPS



INTEGRATED HEALTH PROMOTION 2013-2020 CASE STUDY

## **BACKGROUND**

## **IDENTIFYING A NEED**

#### 2013

 Gateway Health and Northeast Health Wangaratta reviewed the local pregnancy journey for expectant mothers as wella as the local breastfeeding rates

#### **FINDINGS**

- A multitude of information about the stages of the baby's growth and development existed
- Very little information was available for expectant mothers providing advice on the medical aspect of pregnancy;
  - what tests to have
  - when to have them
  - why to have them
  - local services available for pregnant women
- Often the information provided was limited, confusing and used medical jargon
- Significant drop in local breastfeeding rates

## **DEVELOPING A SOLUTION**

#### **COLLABORATIVE DESIGN OF NEW RESOURCES**

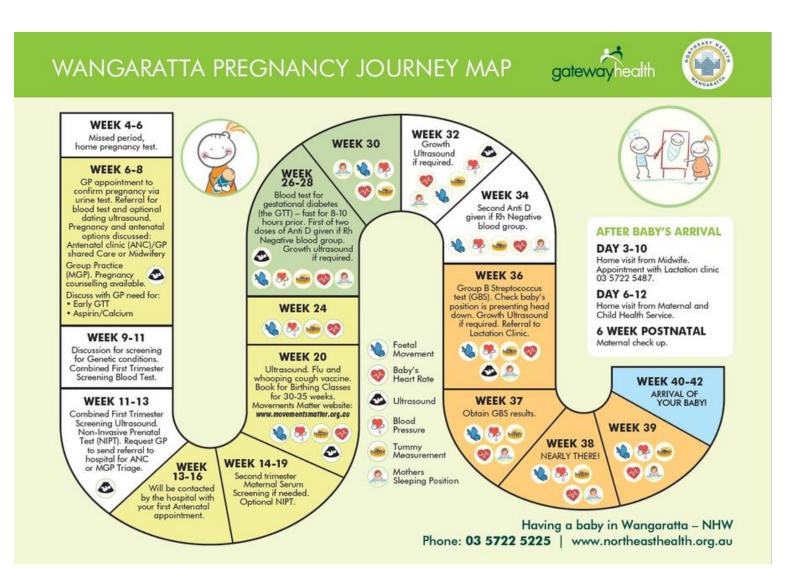
Consultations held with:

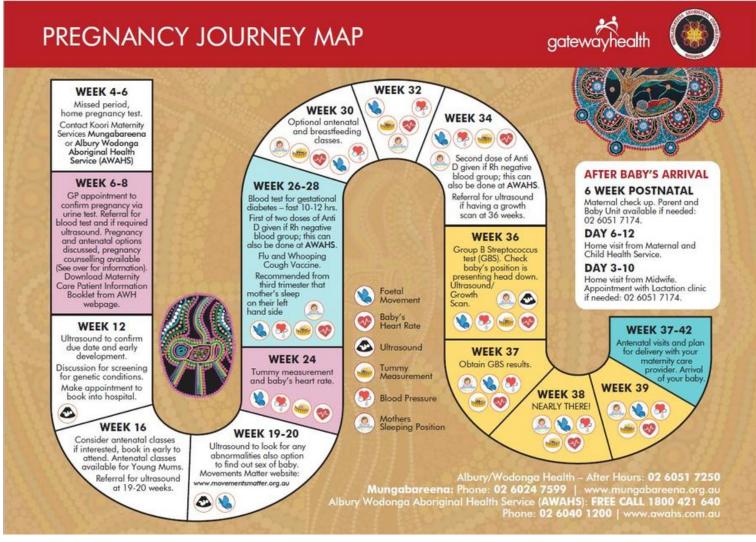
- Pregnant/Breastfeeding women
- Northeast Health Wangaratta Midwifery
- Antenatal Clinic
- Midwifery Group Practice
- Early Motherhood Service
- Northeast Health Wangaratta Lactation Clinic
- Maternal and Child Health Service in the Rural City of Wangaratta
- Albury Wodonga Health Midwifery Unit

#### **NEW RESOURCES DEVELOPED**

- Pregnancy Journey Map for Wangaratta produced
  - An engaging interactive website was developed to sit alongside the map
- Breastfeeding Journey Map produced
  - For new mothers to understand where issues may occur and availability of local services

# RESOURCES





# IMPLEMENTATION

## **PROJECT AIMS**

- Improve the knowledge of local women about pregnancy and breastfeeding
- Contribute to the increase of breastfeeding rates in Wangaratta and surrounding areas

## **PROJECT DETAILS**

## 2015

 Pregnancy and Breastfeeding Journey Maps introduced into all GP clinics in the Rural City of Wangaratta, and Alpine Shire

#### 2016

- Pregnancy Map for Wodonga LGA produced
- These maps are provided to women at the local maternity unit, GP clinics, sexual health clinics, across Wodonga and the Alpine Shire (located near to both Wangaratta and Wodonga)

## PROJECT DETAILS

### 2018

- Development and launch of mobile App: Communities Latching onto Breastfeeding
- The App replaced the interactive website, providing direct access to the Pregnancy and Breastfeeding journey maps, as well as local Google Maps of Breastfeeding Welcome venues
- The app also has a map with local feed and change facility locations in NE Victoria
- Further development and updating of both journey maps commenced in late 2018
- Consultations with multiple health agencies across NE Victoria occurred to map and update maternity services

## 2019

• In consultation with local Aboriginal Health Services, an Indigenous Pregnancy Map was produced

#### gatewayhealth ALBURY/WODONGA PREGNANCY JOURNEY MAP **WEEK 32** Missed period, nome pregnancy test WEEK 34 WEEK 30 **WEEK 6-8** GP appointment to confirm pregnancy via urine test. Referral for blood test and if require ultrasound. Pregnancy Second Anti D given if Rh Negativ blood group. **AFTER BABY'S ARRIVA** -Referral for Ultrasound and antenatal options discussed, pregnancy counselling available **6 WEEK POSTNATAL** if having a growth scan at 36 weeks. **WEEK 26-28** Download Maternity Care Patient Information Booklet from AWH webpage. WEEK 36 Group B Streptoco test (GBS). First of two doses of Anti D given if Rh Negative blood group. **DAY 6-12** Home visit from Maternal and Child Health Service. Check baby's position presenting head down WEEK 12 Flu and Whooping Cough Vaccine. **DAY 3-10** Ultrasound to confirm due date and early Recommended from third trimester that Home visit from Midwife 0 0 Appointment with Lactation clinic if needed: 02 6051 7174. Discussion for screening 🔌 🤧 🍛 💠 Make appointment to book into hospital. Ultrasound WEEK 37-42 **WEEK 37** 0 WEEK 24 WEEK 16 Blood Pressure ummy measurement and baby's heart rate **WEEK 38** classes if interested book in early to atter Antenatal classes ava **WEEK 19-20** for Young Mums. . any abnormalities also option to find out sex of bab Matter website: at 19-20 Having a baby in Albury Wodonga - Albury/Wodonga Health

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#### 2020

The maps are provided to women via multiple GP clinics, community health centres, antenatal and lactation clinics, the local midwife program, and the maternal and child health centres, across both the Rural City of Wangaratta and Alpine Shires

An evaluation of the journey maps is being undertaken during 2020/2021.

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