2. Setting up Continuity of Care Schemes in a fun and exciting way

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Theme: Bringing in better births for mothers and babies

Better Births asks us to provide a midwife who will normally provide continuity throughout woman’s journey, if that is what she and her partner want. Most of the continuity of care studies show that having a midwife that a woman knows ensures more normal births, less caesarean sections, less intensive care admissions for infants and financial cost saving combined with an improvement in mental health. Happier women, happier babies and happier partners. At the same time we can have happier midwives and happier doctors!

This presentation shows how to set up continuity of care schemes in a completely non-threatening, practical and fun way, it attracts those who might be interested but a bit afraid and reassures those who do not want to get involved.

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