Connecting new and expectant parents with services in Hammersmith & Fulham
The Maternity Champions project was developed on the model of the well-established Community Champions project.

The Maternity Champions project has a different focus supporting local parents and parents-to-be.

Key role supporting hard-to-reach new and expectant parents.
Why was the project set up...

- To improve health outcomes for women and their babies in pregnancy and the first 12 months

- The community midwives team has been based at Old Oak Community Centre since the start of the project and the midwives work closely with the volunteers
Who are the Maternity Champions

• Maternity Champions are volunteers from the local community
• Maternity Champions team can effectively engage and support pre-natal and post-natal parents
• The ability to listen non-judgementally, provide support, and understand the maternity experience and care pathway are all essential for a good Maternity Champion
• Maternity Champions are trained to engage expectant and new parents in the course of their everyday lives
• Training gives knowledge, skills and confidence to engage, support and guide expectant and new parents
Maternity Champions Training

• The ‘core’ training includes
• Birth and Beyond Community Peer Supporter (BBCS)
• An understanding of local resources available to support families
• Communications skills • Safeguarding (Level 3)
• Boundaries and the role of the BBCS peer supporter,
• Multi-agency working and diversity awareness
Community-based Midwifery team based at the Children centre we have a joint respect of working this has help define the role of the Maternity Champions
New and expectant parents

We take a holistic approach from Pregnancy through to the first year of babies life activities
Outcome of the two year pilot and the future of Maternity Champions

Following an independent evaluation of the two year pilot, the

All hubs are in areas of socio-economic deprivation, but do benefit from us being able to work with volunteers from a rich diversity of
Findings of independent evaluation

• Significant impact on local families
• Health impacts
• Supporting the promotion of key Public Health messages
• Evidence that indicates a positive impact
• A return on investment
• Creation of a successful volunteer scheme