Event Guide

Midwifery Forum Programme

Bristol 2017

#midwiferyforum
The Fertilix® Advantage

Achieving and maintaining a healthy pregnancy critically depends on sperm preconception health.

Learn More and Order Fertilix®

To learn more about male reproductive health or order Fertilix®, online, visit our website at www.fertilix.co.uk.

About CellOxess

CellOxess Biotechnology is a world pioneer of preventative healthcare products. Our formulations are based on the latest science and backed by extensive preclinical and/or human clinical data. The company’s immediate focus is on male and female fertility. CellOxess LLC is located in Princeton, New Jersey.

Sperm DNA Damage

Even if your semen analysis is normal, you may still have elevated levels of SOS and DNA damage. A DNA integrity test could tell you more about your sperm DNA quality. However, there are specialized techniques and tests that are not routinely offered by IVF clinics. Two such tests can be ordered through your IVF physician are Sperm Chromatin Structure Assay (SCSA), offered by “SCSA Diagnostics” in US and COMET assay, offered by “Tewks Fertility Testing” in UK. Alternatively, you can use our Risk Assessment Tool (www.fertilix.com) to qualitatively determine your levels of SOS and DNA damage.

What is the Solution?

Though SOS is a serious issue, the solution appears to be simple. Several clinical studies suggest that men with SOS are deficient in a number of key antioxidants normally present in fertile men. After a decade of research, scientists at CellOxess Biotechnology have developed a unique nutraceutical formulation, trademarked Fertilix®. Since levels of SOS can vary from low to high, three separate formulations, using identical ingredients in different doses, were developed to provide individualised protection.

CellOxess UK

1 Acton Hill Mews, 330-328 Uxbridge Road, London, W3 9QN
Tel: (+44) 333 370 3188
Fax: (+44) 333 370 3189
www.celloxess.co.uk | www.fertilix.co.uk

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Fertilix® Preconceptual combines a mild dose of essential antioxidants for men wishing to conceive naturally. Consider taking this formulation if one or more of the following applies to you:

- You are 30-40 years of age and wish to conceive naturally
- You are <30 years of age but are at risk of oxidative stress due to poor health habits, intense exercise, or exposure to environmental toxins such as arsenic, lead, or mercury
- You have been found to have elevated levels of SOS
- You have been found to have moderate levels of SOS and DNA damage.
- You are 45 years of age or older and wish to conceive naturally
- You are 40 years of age or older and wish to conceive naturally
- You are a smoker
- You have a BMI greater than 30
- You have been found to have high levels of DNA damage or high levels of oxidant stress by sperm DNA integrity tests such as SCSA, COMET or TUNEL

Fertilix® Low Dose

Fertilix® Low Dose combines a moderate dose of essential antioxidants for men wishing to conceive naturally or by assisted conception. Consider taking this formulation if one or more of the following applies to you:

- You are 40-45 years of age and wish to conceive naturally
- You are 40-45 years of age and considering using assisted reproductive techniques
- You are 40-45 years of age and wish to conceive naturally
- You are a smoker
- You have a BMI greater than 30
- You are 45 years of age and wish to conceive naturally
- You are 40 years of age or older and considering using assisted reproductive techniques
- You are 40 years of age or older and wish to conceive naturally
- You have been found to have high levels of oxidative stress by sperm DNA integrity tests such as SCSA, COMET or TUNEL

Fertilix® Max

Fertilix® Max provides maximum antioxidant protection for men at risk of high levels of oxidative stress. Consider taking this formulation if one or more of the following applies to you:

- You are 45 years of age or older and wish to conceive naturally
- You are 45 years of age and considering using assisted reproductive techniques
- You are 45 years of age or older and wish to conceive naturally
- You are a smoker
- You have a BMI greater than 30
- You have been found to have high levels of oxidative stress by sperm DNA integrity tests such as SCSA, COMET or TUNEL

Order Fertilix® online at www.fertilix.shopify.com

For questions and comments please email us at info@fertilix.co.uk

Male Fertility in Decline

If you are struggling to conceive, you are not alone. These days, more than 1 in 6 couples seek medical assistance with their fertility. So what is going on and how should you address it? Scientists at CellOxess Biotechnology believe they have found a critical, yet little-known fertility factor, and now a simple, natural solution is available. Recent science suggests that increasing age, poor health and nutrition, as well as environmental factors such as chemicals, pollution, or radiation exposure from frequent cell phone use impacts the health and quality of sperm and eggs, the two cells that come together to create life. In particular, evidence points to sperm vulnerability to oxidative damage.

Sperm Oxidative Stress Impairs Male Fertility

Did you know that a healthy man can produce up to 500 million sperm cells simultaneously, but it takes each one some 74 days to develop and mature, we recommend a 90-day course of Fertilix® for optimum results. However, the benefits of Fertilix® may be seen in as early as three weeks.
General Information

Assistance
If you have any queries during the study day, please visit the registration desk, which is staffed throughout the event, and we shall be happy to help.

Downloading Speaker Papers
Speakers’ presentations will be available from tomorrow to download free of charge from www.maternityandmidwifery.co.uk/events/bristol-2017

Refreshments
As this is a free-to-attend event, refreshments are not included as part of your ticket. However there will be opportunities throughout the venue to purchase drinks, snacks and sandwiches.

To avoid the lunchtime rush, why not purchase your lunch in the morning break?

Security
A cloakroom will be available in the exhibition area. Please note that, in the interests of security, we advise you to keep items of value with you at all times. Neil Stewart Associates and the venue accept no liability for delegates’ personal belongings.

Mobile Phones
As a courtesy to the speakers and other delegates please switch your mobile phones to SILENT whilst the conference is in progress.

Academic Poster Display
The poster display is an opportunity to speak to the authors to find out more about a range of innovative projects and research. Please do find time to

Exhibition and Exhibition Competition
Please visit the exhibition stands in your refreshment breaks today. The support of our exhibitors enables us to provide this free to attend event.

Also, don’t forget to enter the competition (entry form available from the registration desk). There are lots of great prizes to be won!

Evaluation Form
We would be most grateful if you could find some time during the day to complete the evaluation form inside this guide and return it to the registration desk.

Certificates of attendance will be emailed on receipt of your completed evaluation form.

Join the Conversation!
The hashtag for this event is #midwiferyforum.

Find the official Maternity, Midwifery & Baby twitter account at @MidwiferyForum and join the ever-growing Maternity, Midwifery and Baby group on Facebook.
Please note that this study day will be filmed and recorded and measure your contributions accordingly. Rooms 1 will be live streamed throughout the event. Sessions in room 3 will be filmed and sessions in room 2 will be recorded for podcasts. All video and audio will be made freely available online in the days following this event. Links to the footage and podcasts will be sent out to you by email.

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>09:00</td>
<td>Registration, refreshments and exhibition</td>
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<tr>
<td>09:20</td>
<td>Chair’s welcome</td>
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<tr>
<td>09:30</td>
<td>How does the ‘Better Births’ review contribute to the ‘Respectful Maternity Care’ campaign and the universal rights of childbearing women?</td>
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<td>09:55</td>
<td>Big can be beautiful and normal: plus plus size pregnancy and birth – are we serving women well?</td>
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<td>10:20</td>
<td>Examining maternity services: the role of CQC in advancing maternity care</td>
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<td>10:45</td>
<td>Questions &amp; discussion</td>
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<td>11:00</td>
<td>Refreshments, networking, exhibition &amp; academic poster display</td>
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<td>11:45</td>
<td>Concurrent Seminars: Each seminar will be no longer than 25 minutes, with 5 minutes between seminars to allow for movement between rooms</td>
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<td>12:15</td>
<td>Seminar 4: Better Births</td>
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<td>Seminar 5: Public Health</td>
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<td>Seminar 6:</td>
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**Seminar 1: Better Births**
- Room: 1
- Live Stream

**Seminar 2: Public Health**
- Room: 2
- Podcast

**Seminar 3:**
- Room: 3
- Filmed

**A leadership challenge: VBAC**
- Outside Guidance - improving experience and satisfaction for pregnant women and their families

**Seminar 4: Better Births Early Adopter Site**
- Helen Williams, Head of Midwifery, Taunton and Somerset NHS Foundation Trust

**Seminar 5: Public Health**
- Nicola Van Eerde, Maternity Matron, Musgrove Park Hospital
- Mary Gardner, Antenatal Clinic Lead Midwife, Taunton and Somerset NHS Foundation Trust

**Seminar 6:**
- Innovation in reducing stillbirths through evidence-based practise

**Reviewing trends and themes of stillbirths locally**
- Laura Bassett, Risk Manager
- Laura Wyatt, Bereavement Midwife, Cardiff & Vale Health Board

**Setting up a flu clinic for our pregnant women**
- Donna Southam, Advanced Specialist Midwife for Audit and Research/Supervisor of Midwives, Division of Women & Children, Basildon & Thurrock University Hospitals NHS Foundation Trust

**Somerset Better Births Early Adopter Site**
- Helen Williams, Head of Midwifery, Taunton and Somerset NHS Foundation Trust

**The MAMA Pathway**
- Elaine Constantine and Paula Headen, Specialist Midwives, Enhanced Midwifery Service, Tameside & Glossop IC NHS Foundation Trust

**Innovation in reducing stillbirths through evidence-based practise**
- Donna Southam, Advanced Specialist Midwife for Audit and Research/Supervisor of Midwives, Division of Women & Children, Basildon & Thurrock University Hospitals NHS Foundation Trust
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<thead>
<tr>
<th>Time</th>
<th>Session 7: Better Births</th>
<th>Session 8</th>
<th>Session 9: Changing Practice</th>
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| 12:45 | Enhancing skills in midwifery-led settings  
Jeanette Carter, Practice Development Midwife – Maternity, Helen McDonnell, Community Team Leader and Bernie Quigley, Community Midwife, Warrington and Halton NHS Foundation Trust | Back to basics  
Sue Davidson and Kathy Patrick, Midwifery Matrons, Kettering General Hospital NHS Foundation Trust | Empowerment, engagement and memory making: how midwives can make it better for bereaved parents  
Rachel Hayden, Consultant and Trainer in Memory Making and Bereavement Photography, Gifts of Remembrance |

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<tr>
<th>Time</th>
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<th>Time</th>
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|-------|---------------------------|---------------------------|------------|
| 14:45 | Whose blood is it anyway? The importance of optimal/delayed cord clamping for every baby  
Amanda Jayne Burleigh, Independent Midwife | A systematic review of the effectiveness of infant massage programmes in improving mother and infant attachment  
Rebecca Balakrishna, Consultant Nurse Manager, CAMHS | Supporting a regional health bureau in Northern Ethiopia in reducing maternal deaths and deaths in children under five years  
Nichola Morgan, Midwife, Contact Supervisor of Midwives, East Kent Hospitals University NHS Foundation Trust |

|-------|---------------------------|---------------------------|------------|
| 14:45 | Influencing fetal position in labour: what are midwives' experiences?  
Sue Thornber, Midwife, Research Midwife, Maternal & Fetal Health Research Centre, Saint Mary’s Hospital | A prospective cohort study of the association between vigorous exercise during pregnancy and pregnancy outcome  
Sarah Lee, Research Midwife, Central Manchester University Hospitals NHS Foundation Trust | Sharing knowledge about maternal mental health in Nepal  
Jilly Ireland, Midwifery Advocate for Quality, Poole NHS Foundation Trust |

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| 15:15 | Bring kindness and humanity into the maternity services  
Dr Tracey Cooper, Head of Midwifery, Warrington Hospital Maternity Unit |

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<tr>
<td>16:15</td>
<td>Sue Macdonald, Midwifery Consultant</td>
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<td>16:30</td>
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The Academic Poster Display is a visual opportunity to discover more about a range of innovative midwifery projects and research. Meet the project authors at their poster for further information.

A systematic review of the effectiveness of infant massage programmes in improving mother and infant attachment
Rebecca Balakrishna, Consultant Nurse Manager, CAMHS, Children’s Services, Western Area Health Trust

Reviewing trends and themes of stillbirths locally
Laura Bassett, Risk Manager, Cardiff and Vale Health Board

Empowerment, engagement and memory making – how midwives can make it better for bereaved parents
Rachel Hayden, Founder and Trainer, Gifts of Remembrance

Sharing knowledge about maternal mental health in Nepal
Jilly Ireland, Supervisor of Midwives, Poole NHS Foundation Trust

A prospective cohort study of the association between vigorous exercise during pregnancy and pregnancy outcome
Sarah Lee, Research Midwife, Central Manchester University Hospitals NHS Foundation Trust

The MAMA Pathway
Elaine Constantine and Paula Headen, Specialist Midwives, Enhanced Midwifery Service, Tameside & Glossop IC NHS Foundation Trust

Innovation in reducing stillbirths through evidence-based practise
Donna Southam, Advanced Specialist Midwife for Audit and Research / Supervisor of Midwives, Division of Women & Children, Basildon & Thurrock University Hospital NHS Foundation Trust

Influencing fetal position in labour: what are midwives’ experiences?
Sue Thornber, Research Midwife, Maternal & Fetal Health Research Centre, St Mary’s Hospital, Manchester

1 in 5 pregnant women is affected by Pelvic Girdle Pain

Pelvic Girdle Pain can be treated with manual therapy

- Early diagnosis and treatment can lead to full resolution or reduction in symptoms during pregnancy.
- Prompt treatment of PGP reduces costs to the NHS for long-term care.

www.pelvicpartnership.org.uk
01235 820921
contact@pelvicpartnership.org.uk
Charity registered in England no. 1100073
Exhibitor Stand List

1. Roche Diagnostics
2. The Dogs Trust
3. Johnson & Johnson
4. Thornbury Nursing
5. Nutricia Early Life Nutrition
6. Limbs and Things
7. W Australia Dept of Health
8. CMV Action
9. Hologic
10. HiPP Organic
11. Kicks Count
12. Premaitha Health
13. Public Health England
14. LogixX Pharmaceutical Ltd
15. SMA Nutrition
18. Ceuta Healthcare
19. The Practising Midwife
20. Midirs
Exhibitor Profiles

Further exhibitor details can be found on the Maternity and Midwifery website.

THE PRACTISING MIDWIFE

The Practising Midwife is the leading journal for midwives and all health professionals connected with pre-conception care, pregnancy, birth and neonatal matters. Times ahead are exciting as we have introduced new and challenging themes focused on supporting midwives in practice and we have now launched our breath taking new website (practisingmidwife.co.uk). We retain our characteristic qualities, with regular advancing practice, midwifery basics, evidence series and pertinent articles, but you will find us at the forefront of innovation in the areas we cover. Our readers tell us that TPM is quite simply the best journal for staying informed in an eminently readable form.

CMV Action

Cytomegalovirus (CMV) is a common infection that can infect people of all ages, usually with no long-term effects. However, it is very dangerous to unborn babies and is the most common infection passed from a pregnant woman to her baby. CMV causes more problems than Down’s, Spina Bifida and Cystic Fibrosis, yet few pregnant women and professionals have heard of it. CMV Action is a small, but dynamic, UK registered charity raising public awareness of CMV and campaigning for better prevention measures within our health service. We are firmly committed to limiting the devastating impact of this virus for those currently affected and for future generations.

LogixX Pharma

LogixX Pharma is a specialty pharmaceutical company with a core focus on products for the management and treatment of niche therapeutic conditions as many of these conditions are poorly treated with a high level of unmet medical need. To meet this challenge LogixX Pharma is rapidly expanding its portfolio of products to bring new therapies to patients, new treatment approaches to healthcare professionals and better health outcomes for patients. Our product portfolio covers the fields of Respiratory (ENT and Asthma), Rare Diseases (Primary and Secondary Carnitine Deficiency), Nutraceutical Supplements (Fertility, Sexual health, Prostrate Health and Cardiovascular supplements). LogixX Pharma is committed and focused on acquiring, registering and marketing niche products in therapeutic areas of high unmet medical and patient need.

Hipp Organic

Our milks are the only complete range of organic formula milks in the UK. With over 50 years of breast milk research, our organic formula contains iron, vitamins A, C and D and PRÆBIOTIK® (GOS), whilst our infant milks also contain Omega 3 & 6 LCPs (DHA & AA). Our new infant milk is the first formula in the UK to contain less than 2g protein/100kcal. With a reduced protein level of 1.89g protein/100kcal, our new formula is enriched with alpha-lactalbumin.

The IONA® test is an advanced non-invasive prenatal screening test that helps midwives and other healthcare professionals offer pregnant women peace of mind. The pioneering IONA® test estimates the risk of a fetus having Down’s syndrome or other serious genetic diseases and is developed by Premamtha Health, the leading UK based provider of NIPT. The IONA® test has a higher detection rate and lower false positive rate than existing screening tests, giving pregnant women, their families and their midwives greater confidence in the result and reducing the need for unnecessary invasive follow-up tests and the associated anxiety and stress.

Immunisation is the single most effective way to protect children, teenagers and adults against infectious diseases. Public Health England publishes an extensive range of materials on immunisation, for individuals, parents and health professionals. There are many new publications on offer now. Make sure you visit our stand to see if you are up to date with what’s new in Immunisation and pick up your leaflets and posters at MMB London 2017.
With over 100 years of caring for babies and 50 years of ongoing research into breast milk and early life nutrition, Nutricia Early Life Nutrition combines science and experience to support parents, carers and healthcare professionals. At Nutricia Early Life Nutrition, we are committed to actively contributing to new scientific insights and discoveries in the field of early life nutrition. As a company dedicated to health, we take our social responsibility very seriously. We put our beliefs into practice, adopting environmentally sustainable processes where possible, and supporting the local and wider community through ongoing health initiatives.

Roche Diagnostics gives you The Power of Knowing that you’re using accurate information to make the right decisions today, so your patients can experience a healthier tomorrow. Roche’s broad spectrum of clinical testing supports women throughout the course of pregnancy from conception to birth. The portfolio includes tests that measure the ovarian reserve and groups of tests that fulfill national screening requirements for first trimester fetal anomalies, infectious diseases, bone health and anaemia. The latest additions to this portfolio are Harmony non-invasive prenatal testing (formerly of Ariosa Diagnostics) and the sFlt/PIGF ratio test for the diagnosis and short term prediction of pre-eclampsia.

New AmnioSense™ is the only home test available in the UK that can help women understand if a fluid leak during pregnancy is more likely amniotic fluid or urine. As accurate as hospital-based tests, AmnioSense™ is a panty liner containing a unique detector, so it’s a familiar format and easy to use. AmnioSense™ detects fluid by testing the pH (acidity) levels and ammonia levels. Even the smallest amount of amniotic fluid leakage will create a visible blue and/or green stain. Clinical research was considered by NICE and The Committee concluded that the adoption of AmnioSense™ should be encouraged.

SMA Nutrition offers a range of scientifically developed formulas to help meet the nutritional needs of babies and young children. SMA Comfort - an easy to digest infant milk designed specifically to care for babies experiencing tummy troubles. SMA Staydown - designed for the dietary management of babies with significant reflux. SMA LF (Lactose Free) - designed for the dietary management of primary and secondary lactose intolerance. SMA LF is the only whey dominant formula in the UK and ROI. All the above milks are halal and vegetarian society approved.

For over 30 years, Thornbury Nursing has set the pace within the temporary nursing sector. The company was founded upon the principle that exceptional skills should be recognised with exceptional rewards. We provide highly skilled Midwives across the UK to an ever-expanding spectrum of clients. With a variety of work available across the UK and access to extremely competitive pay rates, what are you waiting for?

Do you see yourself working for WA Health? The Department of Health – Western Australia is seeking qualified registered nurse/midwives and direct entry midwives, with recent experience in the UK or Ireland for in-demand and specialty positions in our metropolitan and rural hospitals. We can advise you on potential roles and opportunities for visa sponsorship.

JOHNSON’S®, the #1 baby skin care brand in the UK* has been pioneering the science in baby skin care for more than 120 years. Over the past 5 years Johnson & Johnson has helped advance 90% of all publications and peer-reviewed scientific literature on baby’s skin globally. We understand that multisensory stimulation contributes to happy, healthy baby development, and our pioneering research and technology helps us to create products that enrich the sensorial experience of everyday baby routines, such as bath time, while being safe, mild and effective.

*Based on MAT % Market share data in the Baby Category – April 2015 – April 2016

Collaborating with the clinicians and health professionals, Limbs & Things creates and manufactures innovative, relevant task trainers to enable competent and confident learning, which in turn leads to improved patient outcomes and reduces medical errors. The company works in close collaboration with clinicians to research, design and create products that enable clinical educators to deliver curriculum requirements, bringing greater confidence and competence to healthcare professionals worldwide. Limbs & Things' task trainers enable medical professionals to teach and practice skills for a range of examinations and procedures in areas including women’s health, men’s health and general medical checks as well as surgical procedures.
Kicks Count aim to empower mums-to-be with knowledge about their baby’s movements during pregnancy, as well as giving them confidence to speak to a midwife if they have any concerns. As a baby’s movements are a key indicator of their wellbeing, reporting a reduction in movement early can ensure that any babies found to be in distress can be delivered early. Our overall objective is to decrease the high stillbirth and neonatal death rate in the UK, currently 16 babies are stillborn or die within the first 7 days of life.

Because perinatal care is so critically important for both expectant mothers and their babies, Hologic has a business uniquely devoted to delivering that care. We have developed the Fetal Fibronectin® (fFN) test - a sophisticated test that accurately assesses the risk of preterm birth. With the information this test provides, you can rule out preterm labour, better manage your patients’ treatment options and positively affect the quality of life for them and their babies. For enquiries please contact your Hologic representative or euinfo@hologic.com. For more information on Hologic, visit www.hologic.com.

Midwifery Forum

Need to keep up to date on the latest developments in Midwifery? Visit our new website dedicated to the maternity and midwifery sector – Midwifery Forum

Maternity, Midwifery & Baby study days regularly take place in different cities around the UK, but we wanted to offer a different way for our delegates, speakers and exhibitors to stay connected throughout the year, so we have launched a new website, Midwifery Forum.

www.maternityandmidwifery.co.uk

On this site we feature the latest news on developments in midwifery practice, comment and opinion from our speakers and other sector leaders as well as the latest industry product news.

We also feature hours of videos recorded at our events, with in depth analysis of the issues raised. Visit Midwifery Forum today, and don’t forget to sign up to the free newsletter!
Midwives in the United Kingdom and Ireland thinking about a career change are encouraged to explore the opportunities available in metropolitan and regional areas of Western Australia.

Maternity services in WA have seen significant reforms with midwives offered opportunities across varying models of care such as community midwifery programs, midwifery group practice and hospital care. For Amanda, a clinical midwife specialist, it was the promise of a better family life that clinched the decision to move from Portsmouth to work in Perth’s Fiona Stanley Hospital.

“Midwifery in Perth is very similar, woman-focused, and there are lots of opportunities for British midwives to share their skills and experience,” Amanda said.

Amanda’s qualifications and skills were obvious to those in charge, and she has been promoted within the system in a short time. “There are opportunities for advancement, and I have no regrets about coming over – the best thing I ever did” she said.

For English born and trained midwife Joan Cummins, the lure of adventure and the opportunity to refine her craft, brought her to Western Australia more than 20 years ago.

Joan is now a clinical nurse manager and practising midwife at Kununurra Hospital in Western Australia’s far north Kimberley region, and says coming to Western Australia was one of the best decisions of her life.

To meet growing demand in the health system, WA Health is looking to recruit suitably qualified midwives with a minimum of 2–5 years recent experience.

WA Health will only offer employment to those midwives who have met the registration requirements and have the in-demand skills.

Midwives Carla and Amanda at Fiona Stanley Hospital

For further information:

E CV directly to nurses@wago.co.uk

W www.wago.co.uk
(follow Work – Opportunities for Health Professionals)

T WA Department of Health’s London office on 020 7395 0575
Real life results

Organic Babies Soothing Baby Salve

✓ Top-selling, natural rescue salve to soothe baby’s skin
✓ Certified organic to soften, protect and calm away irritation
✓ A non-aqueous cream for dry, sensitive skin

Eczema fact
1 in 5 children in the UK suffers from eczema

After trying prescribed hydrocortisone creams and antibiotics to treat my son’s eczema, I decided to try your Soothing Baby Salve. This is a before and after photo using the salve twice a day for three days. I’ve even stolen some for myself!

Kelly, mum to Jay

*ONLY QUALIFIED HEALTH CARE PROFESSIONALS / WHILE STOCK LASTS