

Facemums 2018

Final Report

July 2020



University of
Salford
MANCHESTER



Facemums

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Introduction

Continuity of care, and easy access to reliable information during pregnancy is essential to the health and wellbeing of pregnant women. In recent years, widespread use of the internet has fundamentally changed the way people obtain health information and communicate with health providers. Pregnant women have been found to be a group who are particularly motivated to look for information and support online.

In 2015 a pilot study was conducted to explore the feasibility of using professionally moderated social media groups to provide additional antenatal support for pregnant mothers. The intervention, called *Facemums*, proved to be extremely popular with users, and in addition to improving access to reliable information and support it was found that involvement in a group greatly enhanced relational continuity – one of the key aims underpinning NHS antenatal care.

Following the success of the original pilot study, in April 2019 a full-scale intervention was rolled out across **7 NHS Trusts and 8 Maternity Hospitals in 3 Sustainable Transformation Partnerships** (STPs) (Wave 1). A further **5 NHS Trusts** became involved in November 2019 (Wave 2). These two waves supported over **500 pregnant women** ('*Facemums*') and have involved training over **60 NHS midwives** to act as group moderators ('*Facewives*').

The *Facemums* programme has been hugely successful meeting the information and support needs of pregnant women and newly delivered mothers, improving continuity of care, providing professional access to midwives and facilitating peer support in a safe and manageable way.

12⁵⁶⁸

**During the lifetime of the
Facemums project
568 pregnant mothers were
supported in 12 NHS Trusts**



Lancashire Teaching Hospitals NHS Foundation Trust
Manchester University NHS Foundation Trust; Oxford Road Campus (St Marys)
Manchester University NHS Foundation Trust; Wythenshawe Hospital
Mid-Cheshire Hospitals NHS Foundation Trust
University Hospitals of Morecambe Bay NHS Foundation Trust
St Helens and Knowsley Teaching Hospitals NHS Trust (Whiston)
Warrington and Halton Hospitals NHS Foundation Trust
Wirral University Teaching Hospital NHS Foundation Trust
Bolton NHS Foundation Trust
The Leeds Teaching Hospitals NHS Trust
Liverpool Women's NHS Foundation Trust
South Warwickshire NHS Foundation Trust
Stockport NHS Foundation Trust

Facemums Project team

Project Board members

Ray Walker Co-Chair, Director of Nursing, Health Education England. **Prof Tony Long** Co-Chair, University of Salford. **Prof Ben Light** UoS Representative. **Dr Mike Farrell** Senior Responsible Officer, Head of Education Transformation, North, HEE. **Andrea Boland** North West Regional Chief Nurse, HEE. **Rose McCarthy** Project Lead, HEE. **Dr Lesley Choucri** Project Lead, UoS. **Kathy Murphy** Service Representative, Director of Nursing, Saint Marys. **Sascha Wells-Munro** Ma-ternity Improvement Advisor, NHS England. **Jackie Whittle** Digital Service Representative, Head of Digital Services. **Danielle Butler** Secretariat, Facemums Project Officer, UoS.

Steering Group members

Rose McCarthy Chair. **Sophie Sveinsson** Expert by experience Mother/radio presenter. **Jackie Whittle** Digital Nurse. **Jill Bentley** Expert by experience, mother, HP.

Facemums project team



Dr Rose McCarthy
Project PI



Prof Ben Light
Digital Health



Dr Lesley Choucri
Project Co-ap



Prof Alison Brettle
Evidence Based Practice



Dr John Chatwin
Research Fellow



Jude Jones
Project Midwife



Stacey Lee
Project Midwife



Danielle Butler
Project Officer



Laura James Project
Midwife

The Facemums Programme

Origin

The Facemums programme has been developing since 2015, when an initial pilot study (phase 1) explored the feasibility of creating online maternal Communities of Practice (CoP) for information exchange and support. Moderated by Registered Midwives (Midwife Moderated Facebook Groups - MMFG), the overall objective was to improve access to reliable, professionally validated information about maternal care for pregnant mothers.

The facemums pilot study established that mothers who used a MMFG believed that their maternity care was improved. Significantly too, they reported that the level of relational continuity they experienced, which is vital for effective high-quality maternity care, was higher.

The secondary phase of the study, which is reported on here, was to:



Roll out the facemums model across multiple NHS Trusts



Facilitate the development of multiple MMFGs



Establish whether or not reported benefits could be achieved at scale.

Pregnant mothers are offered the chance to join **Facemums** when they first meet with a **community midwife**

How does it actually work?

During their first appointment with a midwife at their local maternity unit, pregnant mothers were given the opportunity to join a Facemums group, which was hosted on Facebook. These groups usually involved a maximum of around 20 pregnant women and were 'secret' which meant that they were invitation only and not publicly accessible. Each group was assigned 2 band 5 midwives who acted as moderators. Their job was to regularly monitor the comments and discussions posted on their group and be available to answer any maternity related queries. Importantly, they could step in to clarify misunderstandings or correct any inaccurate and misleading information that might have been shared. Facemums was highly inclusive, and pregnant women who wanted to take part only needed to be booked for care at a participating hospital maternity unit, be willing to use Facebook, and be of less than 16 weeks gestation.

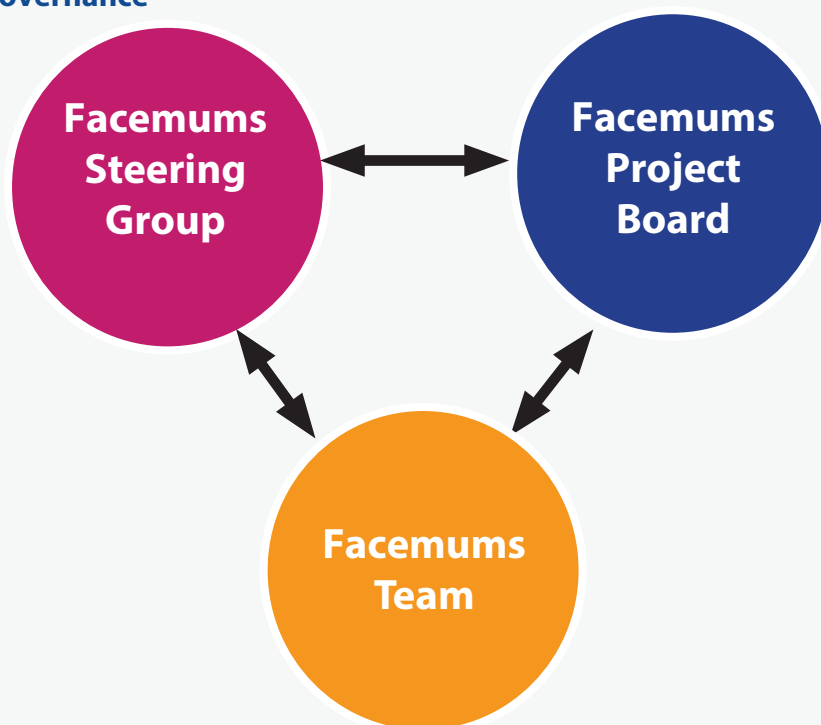
'It is like a community even though we're not meeting up.'

Governance

The project was led by **Dr. Rose McCarthy**, and **Dr Lesley Choucri**. A **Steering Group** including representatives from the project team, midwives and other healthcare professionals met 5 times during the course of the project. The group also had a strong Patient and Public Involvement focus and included current and former facemums users who acted as experts by experience.

A **Project Board** was convened at the onset of the project and included representatives from Health Education England, The University of Salford (academic leads), and NHS advisors on service development and Maternity Improvement. The Board met 4 times during the course of the project and helped to ensure that we were able to fulfil our original aims and objectives.

Facemums project governance



Facemums Steering Group



Scope of the work



The facemums 2018 roll-out involved groups of 15-20 pregnant women (Facemums) joining secret Facebook groups moderated by 2 NHS Band 5 midwives (Facewives).



The intervention took place in 2 waves:
Wave 1 involved 8 Hospital Maternity Units in 7 NHS Trusts. Wave 2 included 6 Hospital Maternity Units in 5 NHS Trusts.



We worked with 3 Sustainability Transformation Partnerships (STPs); Lancashire and South Cumbria; Cheshire and Merseyside; Humber, Coast and Vale.

12
NHS Trusts
took part in
Facemums

79
Midwives
trained

568
Pregnant
women
supported

Jude Jones and Stacey Lee were two of the first midwives to become Facewives during the original Facemums pilot study.

They took on the role of project midwives for Facemums

2018 and provided training and support to all of

the midwives who took part.



Jude Jones and Stacey Lee

Evaluation and Key Findings

Evaluation of Facemums 2018 is ongoing

consists of two main streams.

1. Regular user experience surveys

2. Digital Health (Facebook based analytics)

User experience surveys were the primary way in which we evaluated the effectiveness of Facemums. Basic information such as age, level of education and number of pregnancies was collected when a mother first joined Facemums. More detailed surveys were then posted to

all of the groups every 10 weeks by the project midwives. As part of this we also asked mothers to complete a separate clinical survey to find out how they felt about aspects of their antenatal care, and how being in a Facemums group impacted on this. Some of the most significant findings from the evaluation are the extremely high levels of user satisfaction reported: For example, **92%** of Facemums users thought that their antenatal care was improved because of Facemums, and over **98%** said they would recommend Facemums to other pregnant women.

Continuity of Care is widely regarded as the best maternity care model because it builds mutual support and nurturing between women and midwives. A key aim of Facemums was to improve **Continuity of Care** and our evaluation established that the model was highly effective in achieving this. Facemums enabled women to develop the kinds of relationships that directly facilitated trust, bridged gaps and discontinuities in support and helped foster **Continuity of Care**

Wave 1 and 2 of Facemums generated

over 15,000 separate Facebook posts



92%

of facemums users thought that their antenatal care was improved because of Facemums.

98%

of Facemums users would recommend the service to other pregnant women.

91%

of facemums users said that having access to a group had improved their continuity of care.

The **Digital Health** stream is collecting detailed usage data. This is generated using Grytics, which is a piece of analytical software, approved by Facebook. Grytics gathers data from Groups and allows for the detailed content analysis of discussions. This might include information such as how many times an individual posts a comment or a 'like', how often certain types of emojis are being used and so on. Significantly, it is able to work with the large number of groups and posts that are generated by Facemums. The digital health element of the project will report at the close of the project, once a complete data set is available.

*See the Dissemination section of this report (page 14) for a list of publications covering the evaluation findings in more detail.

Quotes from some pregnant mothers who took part in Facemums illustrating the profound effect it could have on their experience of maternal care.

'The Facewives always answer our pregnancy questions which is really helpful when I'm stressed. Such amazing ladies! Such an amazing idea!'

'I felt like I knew you when I met you even though I'd never seen you, I felt I knew you, because you know little things...'

'Having other mums in the same situation as me to talk to and midwives on hand to help is a brilliant way to help get through pregnancy.'

I just want to say a huge thanks for this service, it's been really useful all the info you've posted here. I appreciate your efforts! So glad to be part of this amazing project!'

'I have really enjoyed being part of the group & found it invaluable. As a second time mum things have been really different, and I had a much more positive experience throughout, however I still had lots of questions. I was able to access the Facewives when needed and found they were an incredible support.'

'The Facewives have been fantastic. They always reply promptly, are very informative, and are very approachable. I have been able to ask them about smaller questions that I would not normally have phoned someone about.'

'I have really benefited from having access to Facemums. I have come to them with problems I have not felt comfortable ringing my community midwife about. They are both lovely women who are excellent at their jobs. This has been a big comfort blanket for me.'

The facemums/wives are the only consistent support I have had throughout my pregnancy and it has been great to have that network, you never feel alone in what you're going through.

'What an amazing pair of ladies they both are [Facemums group moderators]. My experience this time around has been so much easier and more relaxed. I couldn't imagine going through this pregnancy without all their support. they both really are a credit to the NHS. Both first class diamonds. From the bottom of my heart I can't thank this page [Facemums] enough for all the support and information it shares.'



'It's like having midwives with me all the time.'

The Impact on Midwives

An important part of the evaluation of Facemums was finding out how the experience of running a group impacted on midwives.

Being a midwife in Facemums increased knowledge of current evidence

Facemums facilitates transformation from novice to expert midwife

Practicing as a midwife on social media can improve clinical practice

Running a **Facemums** group represents an opportunity for midwives to engage much more actively with the latest evidence and practice. The relationships they develop while moderating their groups are in themselves a valuable learning experience. We carried out extensive interviews and surveys with midwives to learn about the impact that being a **Facewife** had on their professional practice.

Some of our **key findings** included:

A **reported increase** in their understanding of evidence relating to the pregnancy continuum as a result of being a Facewife.

The experience was of **great value** to their preceptorship and helped prepare them for progression to a Band 6 role.

Midwives found that the additional learning they undertook in order to answer a wide range of questions and queries had a **direct and positive impact** on their clinical practice.



'As a preceptee you can feel that people don't take you seriously due to your experience or band. However as a Facewife there's no issue with this. You are just as important as every other

Facemums Response to Covid-19

The Facemums online model was ideally suited to adapt to the unprecedented upheavals in healthcare that accompanied the Covid 19 pandemic.

Maternity Social Media Response Services

At the start of the UK lockdown, the project team contacted the NHS Trusts who were taking part in Facemums to offer support setting up broader Covid-19 Maternity Social Media Response Services.

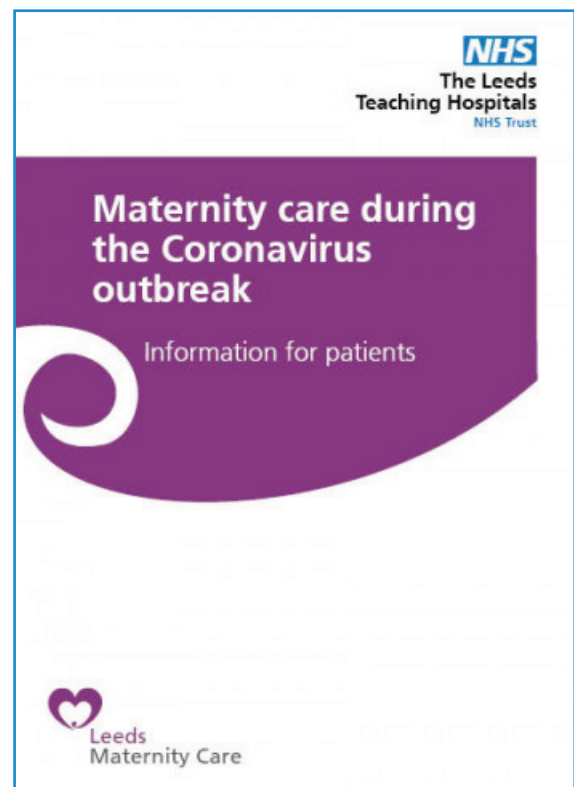
The Facemums informed Covid-19 Maternity Social Media services developed in these Trusts are now followed by over **14,000 Facebook users**. As Covid continues, this number is increasing daily.

With Facemums support and training **Warrington and Halton NHS Foundation Trust** adapted their existing Facebook page to be more Covid-specific. 5 shielding midwives were trained and groups were created for health information and parent education. These quickly attracted **8500 followers**.

Leeds NHS Teaching Hospitals Trust established an E-Midwife Facebook page moderated by 'shielding' midwives – trained by Facemums. This page is now followed by more than **1250 Facebook users**

'This group has lowered my anxiety massively in relation to Covid 19. I honestly don't know what I would have done without this. They have gone above and beyond in a situation where they have extra massive stress to deal with. I would have been lost without them.'

Former Facewives at **Wirral University Teaching Hospital NHS Foundation Trust** created a large Covid Facebook Group. They have also trained additional midwives and non-clinical staff to help run the group, which now has over **1700 members**.



Manchester NHS Foundation Trust set up 4 Facebook groups, run by former Facemums midwives. These groups now offer Covid-specific support to over **80 pregnant mothers**.

South Warwickshire NHS Foundation Trust developed a Covid-specific Facebook group, moderated by a Facewife and non-clinical maternity staff. The group currently has over **2500 members**.

The Facemums Sites

Wave 1

Lancashire Teaching Hospitals NHS Foundation Trust

- 2 Facemums groups
- 4 Facewives trained
- Our first Facebaby in Facemums 2018 was born in Lancs in July at 26 weeks.

Without this platform, I would not have found these women and extend a huge thanks to our Facewives Amy-Sue and Lydia.

'A brilliant service. I would highly recommend it.'

'I couldn't have got through pregnancy and the early weeks without the facewives.'

Manchester University NHS Foundation Trust; Oxford Road Campus (St Marys) and Wythenshawe Hospital

- 13 Facemums groups
- Some of the Mums from the Oxford Road groups are still in touch and speak daily, sharing their experience of being new mothers.

Mid-Cheshire Hospitals NHS Foundation Trust

- 1 Facemums group
- 2 Facewives trained

University Hospitals of Morecambe Bay NHS Foundation Trust

- 1 Facemums groups
- 2 Facewives trained

'A fantastic experience, which is a credit to the Facewives and the effort they put into creating a community who are happy to open up, make connections and trust other members.'

St Helens and Knowsley Teaching Hospitals NHS Trust (Whiston)

- 2 Facemums groups
- 4 Facewives trained

Warrington and Halton Hospitals NHS Foundation Trust

- 3 Facemums group
- 6 Facewives trained

'I have loved every moment of being in that group.'

'I've found it really useful as a good info source especially for local info that the Facewives have posted on how services are set up in the current Covid situation - I would have struggled to access this otherwise.'

Wirral University Teaching Hospital NHS Foundation Trust

- 1 Facemums group
- 2 Facewives trained



'These ladies are a great asset to the midwifing community, both Sarah Louise and Elise showed a lot of kindness, empathy and professionalism. This was very much appreciated in keeping mums calm, confident and knowledgeable for our next stage in life.'



Wave 2

Wave 2 of Facemums got underway in Nov 2019.

It is due to complete at Sept 2020

The Leeds Teaching Hospitals NHS Trust

- 4 Facemums groups
- 8 Facewives trained
- Health Visitors from Leeds 0-19 Public Health Integrated Nursing Services will join the Leeds groups once the Facemums service ends and will be present to share their expertise and support the mums until their babies are 6 months old.

Bolton NHS Foundation Trust

- 2 Facemums groups
- 4 Facewives trained

South Warwickshire NHS Foundation Trust

- 6 Facemums groups
- 12 Facewives trained
- SWFT plan to roll out Facemums to all maternity services at their Trust

Stockport NHS Foundation Trust

- 2 Facemums groups
- 4 Facewives trained

Liverpool Women's NHS Foundation Trust

- 2 Facemums groups
- 4 Facewives trained





'Being a Facewife has been such a wonderful opportunity to practice continuity in a way I never imagined!'

'Such an easy way to achieve continuity, and so rewarding.'

93%
of Facewives found
Facemums to be a
positive experience



Conclusions

-  **Facemums** had a direct and positive impact on levels of Continuity of Care reported by pregnant mothers.
-  The flexibility of the **Facemums** model and its ability to adapt to a fast-changing healthcare environment was well demonstrated during the Covid 19 crisis.
-  **Facemums** offers innovative new ways to provide CPD for midwives.
-  **Facemums** is at the forefront of digital transformation in maternal care and directly addresses the practical challenges of the healthcare digital agenda.

The Facemums team have been able to support the

Nightingale Challenge with operational support and advice

Facemums
met the challenge of
supporting
pregnant mothers
during
Covid 19

Facemums users
report greater
Continuity of Care
during pregnancy

The **Nightingale Challenge** asked over 1000 healthcare employers from around the world to provide leadership and development training for young nurses and midwives during 2020, the **Year of the Nurse and the Midwife**. The aim of the challenge was to support them as practitioners and enhance their skills as advocates and health care leaders.

As part of the **Nightingale Challenge, the Nursing Now initiative** built on the learning and experience gained from **Facemums** and created virtual communities of nurses to directly help them develop their leadership abilities.

Supported by **Health Education England**, nurses from the UK, Uganda and India used online platforms for 16 weeks where they shared their experiences about nurse leadership.

These pilot groups have been highly successful in connecting nurses and midwives and facilitating their leadership ambitions. The **Nightingale Challenge** is being extended beyond the **Year of the Nurse**, and plans are now in place to pilot to over 100 groups across the globe.



Dissemination

Publications

McCarthy, R., Choucri, L., Ormandy, P. and Brettle, A., 2017. **Midwifery continuity: The use of social media.** Midwifery, 52, pp.34-41.

Chatwin J, Jones J, James L, Choucri L, Butler D, & McCarthy R (2021) **Experiences of pregnant mothers using a social media based antenatal support service during the COVID-19 lockdown in the UK: findings from a user survey.** BMJ Open 2021; 11:e040649. Doi:10.1136/bmjopen-2020-040648

McCarthy R, Byrne G, Brettle A, Choucri L, Ormandy P & Chatwin J (2020) **Midwife moderated social media groups as a validated information source for women during pregnancy.** Midwifery. Volume 88 (Sept) doi.org/10.1016/j.midw.2020.102710

Chatwin J & McCarthy R (2020) **Widening access in online maternity support. Practicing Midwife** 23(1) 5

UK and international conferences

- British Journal of Midwifery- Defining normal birth in the 21st Century. Leeds 2019.
- BAPIO Annual Global Conference. India. 2019
- Royal College of Physicians- Commonwealth Nurses Conference. London 2020
- Facemums Interim Project Event. Manchester 2020
- Maternity Service Implementation Group Workshop. Leeds 2020.
- Nursing Now- Nightingale Challenge One Year On. 2020

Acknowledgements

Many thanks to all the mothers and Facewives who
contributed to the success of Facemums !

For more information on the Facemums
programme contact:

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@Facemums1 on Instagram



Facemums on Facebook



@Facemums on Twitter

Special thanks to **Dr Mike Farrell** at HEE for supporting us with Facemums, challenging us to ensure it was the best it could be and believing in its potential to contribute to the transformation of maternity.



Health Education England

Facemums 2018 Final

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