

# The Barking, Havering and Redbridge University Hospitals NHS Trust Maternity Wheel



## A Report

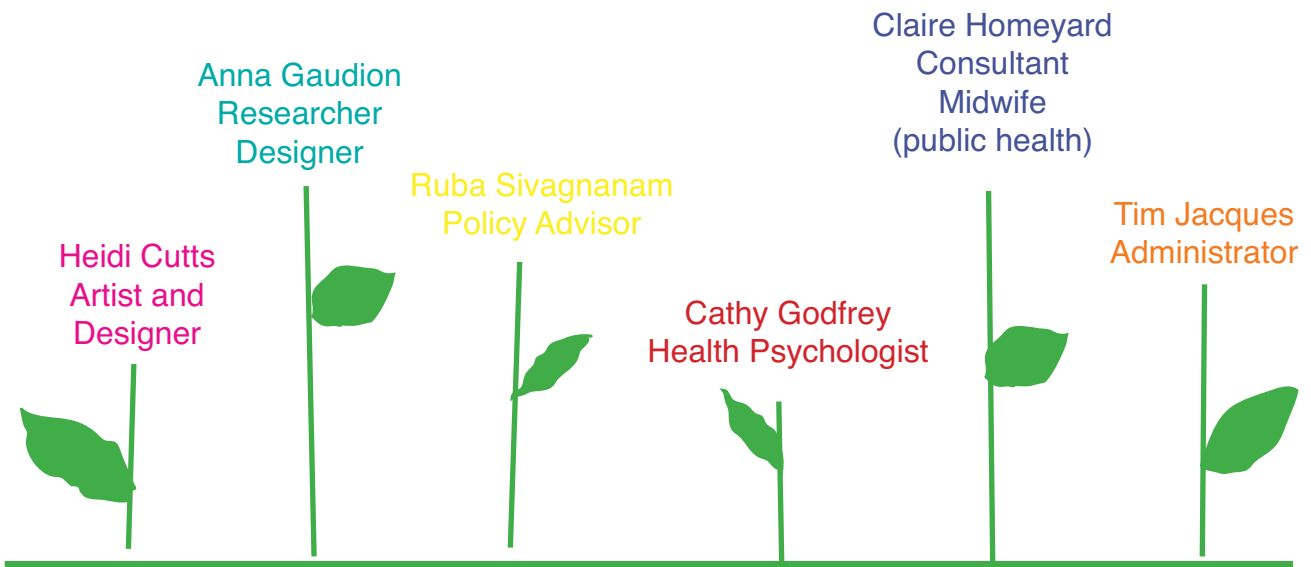
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## The Polyanna Project

The Polyanna Project is a non-profit making organisation that develops resources with and for communities around health and social need. The name Polyanna reflects the ethos of the team ... optimism.

[www.thepolyannaproject.org.uk](http://www.thepolyannaproject.org.uk)  
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# Background



## Introduction

The remit of this project was to adapt The Women's Wheel to one configured specifically for use by women accessing and receiving care from maternity services by Barking, Havering and Redbridge University Hospitals NHS Trust (BHRUT). As a universal resource the Maternity Wheel would include borough specific services and national help lines for pregnant women and new mothers, including numbers for domestic abuse, breastfeeding and smoking cessation support.

In December 2008 the Barking and Dagenham Women's Wheel was launched, one of the distribution routes was by midwives to women living in Barking and Dagenham and receiving antenatal care from BHRUT. However, the focus on specific borough related information meant that a large number of women who booked at BHRUT but lived in one of the other boroughs it served would not benefit from this resource. It was highlighted from the evaluation of The Wheel that it provided a means to advertise domestic abuse support services in a non-stigmatising way and afforded midwives more of an opportunity to talk about such services when giving it out to women (Gaudion et al. 2009a).

Domestic abuse is known to escalate during pregnancy and can have profound effects on the woman and her unborn baby. It is recommended good practice that midwives routinely ask women if they are affected by domestic abuse at some point in their pregnancy (Lewis 2007, RCM 1999), ideally this would be early on during the needs, risk and choice assessment (booking visit). The Wheel as a resource provides a carry home affirmation of service provision. It is available to all and acts as a tool to highlight relevant local and national services and to assist women to get the best care and support available during their pregnancy and following the birth of their baby.

The Polyanna Project was commissioned to undertake the research to find the most appropriate services to include on The Wheel and to create a version, specifically a Maternity Wheel, that although structurally the same looked different from the Barking and Dagenham Women's Wheel.

## The Wheel

The Wheel is a CD sized card with delightful images of women from a broad spectrum of ethnic backgrounds on a rotating cover. As The Wheel is turned phone numbers for a range of services are revealed.

The core idea is to facilitate women to access a number of services. The design of The Wheel means that all services are presented together, thus more sensitive areas such as those around mental health and domestic abuse are presented in an unstigmatised way. Outreach work in earlier projects highlighted that The Wheel was an ideal format for accessing information in a non-stigmatising, non-directive way (Gaudion et al. 2007). During the consultation period for the original Women's Wheel in Hackney women said:

"...you would not be embarrassed by looking at it on the bus. People do not like to say about domestic violence or admit they are depressed, or else people will think you are a bad mum... this way no one knows and you can put it in your handbag."

"You can use it to start a conversation." (Gaudion et al. 2007: 17).

## Policy Background

There are a number of policy initiatives that underpinned the rationale for the development and distribution of the original Women's Wheel developed in Hackney and later adapted according to local need in Barking and Dagenham, and Blackburn and Derwent. The National Service Framework, for Maternity Services (DH 2004) and its implementation strategy Maternity Matters (DH 2007), both recognise the need for non-directive information to be available for women to help them access and use services. In addition recent Public Service agreements (PSAs), including Reducing Infant Mortality PSA (DH 2007), PSA 18 (HM Treasury 2007a); PSA 19 (HM Treasury 2007b) and the NHS Operating Framework for 2008/09 (DH/NHS 2007) have added impetus.

Importantly one of the recommendations made by the National Domestic Abuse and Pregnancy Advisory Group in the CEMACH report, Saving Mother's lives (Lewis 2007), is that women should receive a laminated card with a list of useful and local numbers of organisations including those for domestic abuse.

The report, Health inequalities: Progress and next steps (DH 2009), outlines the Government's approach to reach the health inequalities PSA targets assessing what has worked to date and setting direction for beyond 2010. In the foreword of this policy document, the then Secretary of State for Health, Alan Johnson states:

"We can't ignore the facts, people living in deprived areas are more likely to smoke, to eat less nutritional meals, take less exercise and be more susceptible to drugs and alcohol abuse. We want to ensure better health for everyone irrespective of social class. But the most disadvantaged are the least assertive and are experiencing the worst health outcomes. They require more help."  
(DH 2009: 5)

The policy paper recognises the part that social and cultural capital in the 'Bourdieu' (1984) sense affects access to services and knowledge:

"Health literacy represents the cognitive and social skills that determine the motivation and ability of individuals to gain access to, understand and use information in ways that promote and maintain good health...it is...necessary to improve people's access to, and understanding of health information and their capacity to use it effectively supports improved health" (DH 2009: 59).

The Wheel supports the above, a woman in Barking said:

"It is definitely useful, not everyone knows stuff and it is handy, information is usually in different places but this is here altogether"  
(Gaudion et al. 2008: 13).

## A Universal Resource

The Maternity Wheel is to be given to all women at their needs, risk and choice assessment (booking) by their midwife. Good practice will be for the midwife to talk through The Wheel with the woman, and use The Wheel to initiate discussions about issues such as domestic abuse in a non-stigmatising way and facilitate women to access services throughout pregnancy and beyond. In previous pieces of work consulting with women about The Wheel, women shared that they would keep it in their handbags or on the fridge and that they would share the information contained with other people (Gaudion et al. 2007, 2008). This was partly because of the efficacious playful nature of the resource but also because the information and services included were thought to be useful and pertinent. Women talked of referring to The Wheel as a resource to help family, friends and neighbours.

Maternity staff who give out The Wheel need to be mindful of good practice when communicating information to women. In a piece of work conducted by the Polyanna Project in South East London, women consulted expressed that any leaflets (or similar format publications) that were given to them for information should not be given as part of a passive act but that the professional needed to utilise this process as an opportunity for discussion about the information given (Gaudion et al. 2009 b). As The Wheel is an interactive resource, that you can turn to reveal information, it actively encourages this process and helps both care givers and women to facilitate dialogue and conversation.

## Evaluation of the Barking and Dagenham Wheel

Six months after the Barking and Dagenham Wheel was launched the Polyanna Project sought feedback from over 30 local service staff and community advocates. The findings were extremely positive. People identified the reasons why The Wheel worked, including that it was discrete, non-stigmatising, user friendly and an object to keep (Gaudion et al. 2009a).

The Wheel was also found to be of benefit to professional staff and advocates as it helped them refer more effectively:

"Today we saw a women with a history of domestic violence, but the child protection practitioner was on holiday and we were unsure who to contact. We used The Wheel to call DVAS and ask them what to do." (Gaudion et al. 2009a).

As an attractive object it was seen as 'meant for women', just right for hiding with CD's or in your handbag and women asserted that it could be 'invisible' to perpetrators of domestic abuse as it was so obviously 'girly' (Gaudion et al. 2007).

Midwives interviewed by the Polyanna Project reflected that they often found it difficult to 'ask the question' [about domestic abuse] and at times changed the meaning of the question by enquiring; "Is everything OK at home? Are You Happy?" (Homeyard and Gaudion 2009c: 37). However for other midwives asking directly about domestic abuse and being able to talk about it openly was less of a challenge.

During a staff consultation session around domestic abuse it was recognised that midwives at BHRUT needed a "universal" resource to support them in routine enquiry and referral for domestic abuse. In earlier work it was noted that sharing the domestic abuse information on The Wheel with women at booking and other relevant times may be useful to help de-stigmatise 'the question' and instigate a conversation between the midwife and the woman (Gaudion et al. 2008).

# Methodology



An initial Performa was compiled by the Polyanna Project with relevant key service areas for pregnant or postnatal women highlighted. These included: money matters, breastfeeding, smoking cessation, domestic violence and young people (see appendix 1 for complete list). Key stakeholders including members of the MSLC; PCT; Supervisors of Midwives and maternity management team were asked to list the services they thought should be included on The Wheel in order of priority and add any broad topics that they felt were missing. This process reduced the number of areas to eight to fit on The Wheel, for which three telephone numbers or web links could be given for each (appendix 2).

An initial meeting with Victoria Hill (Strategic Implementation Lead for Domestic Violence) and Matilda Von Sydow (Children and Young People's Campaigns Coordinator), was held and the strap line to encircle The Wheel agreed together with the acknowledgements. The strap line Barking, Havering and Redbridge University Hospitals NHS Trust Maternity Wheel was agreed and also that the copyright would remain with The Polyanna Project. Following discussions with the supervisors of midwives it was decided to include the BHRUT web address on the outside of The Wheel. This offered an opportunity not only to advertise additional information available on the maternity micro site but also to document more in-depth information about services on The Wheel whose function may otherwise be confusing for women (for example MSLC or PALS).

It was agreed that although the Maternity Wheel was to look generic its main focus was to impart information regarding domestic abuse. Initial discussions regarding the art work muted the idea of images of men and women depicting an ethnic mix of White British, White other, Somali, Asian and Black African. The inclusion of images of men on The Wheel was later revisited by the project team and it was decided that as the precedence of The Wheel was domestic abuse it would be more pertinent to keep images to those of women only.

A second chart was created which underwent a number of drafts and modifications according to the suggestions and requirements of the commissioners, MSLC and the BHRUT community midwives, supervisors of midwives and management team.

The section headings on The Wheel were adapted to fit maternity provision and following consultation with key stakeholders the final headings were agreed as:

- Domestic Violence or abuse? Afraid at home?
- Want to stop drinking or smoking? Worried about addiction?
- Feeling stressed or depressed? Help and advice?
- Healthy Living? Need a GP or Dentist?
- New baby? Need help and support?
- Young parent? Need advice?
- Access and choice? Feedback to maternity services?
- Sex and health Family planning?

All the numbers were tested, this included:

- Checking the numbers were correct
- Checking that the telephone was manned at all times and when it was not that there was a suitable, relevant and clear answer phone message
- A named person was identified from the help line to check that the name and number were correct
- Additional resources suggested on the messages such as internet sites were followed up and checked for usefulness
- Services were sent a PDF of the final version of The Wheel to ensure that they were in agreement as to how their service was presented.

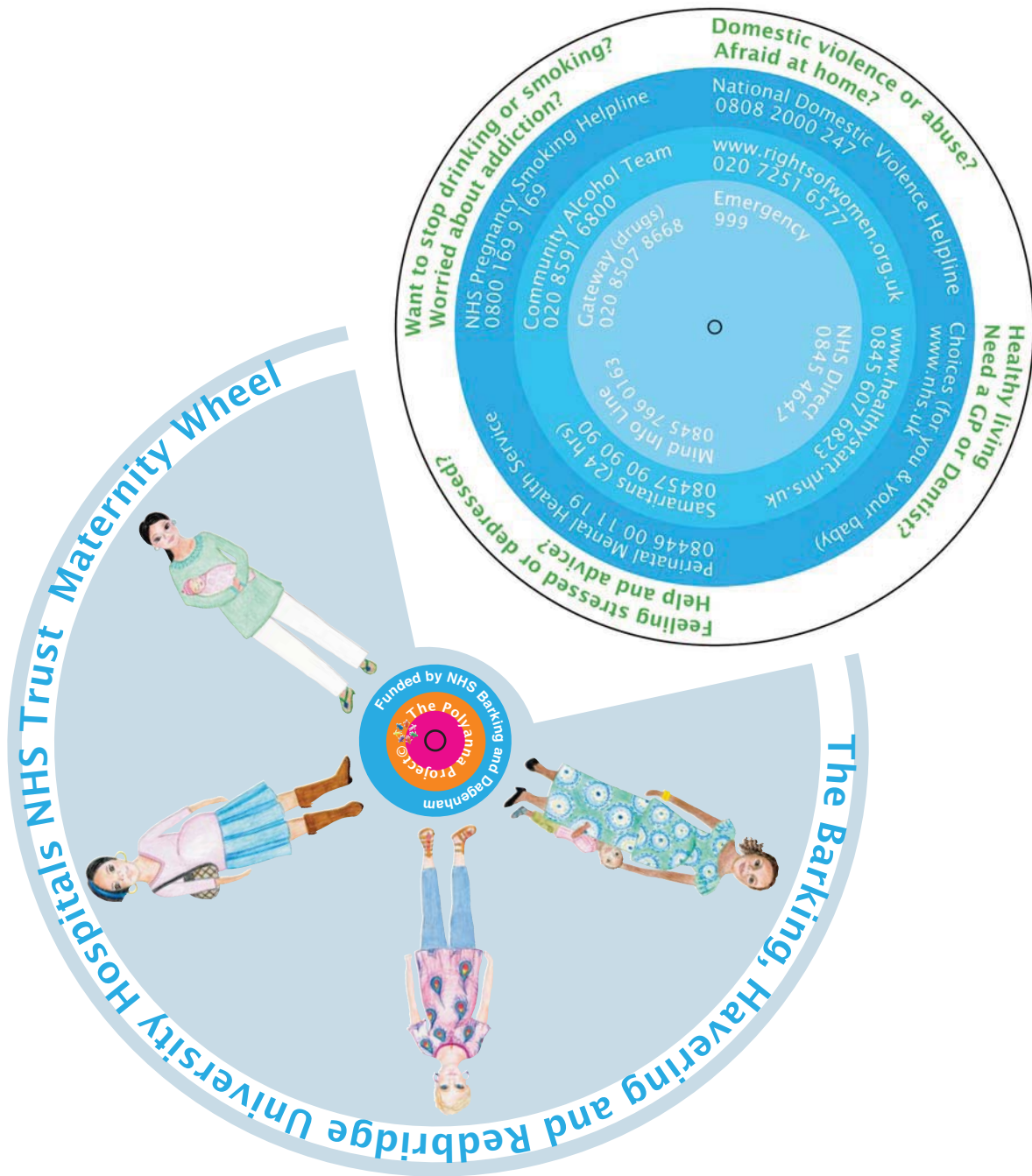
Services were replaced if their specific information did not fit within the space, the information available was insufficient, the phone or web link did not work or if it was of poor quality. Within the present political landscape of funding insecurities, whereby services become transient the project aimed to include those which were more likely to be sustainable and which in turn would be aware of local new services and were willing to sign-post accordingly. The services included in the final version were a mixture of both local and national.

Many of the services wanted to include more information than the space available allowed. This in several instances included the full title of the service, for example: 'Freephone 24 Hour National Domestic Violence Helpline, run in partnership between Women's Aid and Refuge'. The Polyanna Project liaised with them with alternative suggestions for more succinct titles that maintained their meaning.

In the case of NHS direct the commissioners and supervisors of midwives wished to stress the importance of attending the dentist whilst pregnant and registering with a GP (DH 2007). It was agreed that further and greater depth of information could be given in person and via answer phone messages if the number was used. This included opening times and a fuller description of what the service offered. As previously discussed, distribution of The Wheel should not be a passive act and therefore the midwife should use it as an opportunity to explain the services.

Two services presented a particular challenge for easy comprehension when using either their full titles or better known abbreviations, these were PALS and MSLC but it was felt that using the overall segment heading 'Access and choice. Feedback to maternity services?' and encouraging midwives to talk through The Wheel when they gave it out could mitigate any confusion. It was decided that even when using the full title it offered no more clarity to the public as to the purpose of the service than when using the abbreviations. To ensure staff are clear as to the purpose of available services included on The Wheel, the web address and a short description of each one is included at the end of this report (appendix 3).

# Recommendations



- Midwives should be given an introduction to The Wheel and the importance and purpose of the resource. They should also have basic knowledge about the services contained on The Wheel (appendix 3).
- The Maternity Wheel should be given out at the booking visit and re-offered during the postnatal period (Lewis 2007).
- To facilitate understanding the midwife should discuss its purpose and highlight the eight service areas (including the domestic abuse helpline).
- In subsequent antenatal visits The Wheel could be used to facilitate women to be active partners in their health, for example when discussing breastfeeding, the national breastfeeding helpline should be pointed out.
- It is imperative that the Maternity Wheel is not used as a substitute for routine enquiry about domestic abuse but that it supports the process of information giving and enquiry by the midwife. Importantly the midwife needs to be aware that it is important to let the woman know that it is safe for her to disclose any abuse when she is ready. Midwives need to be aware that they should refer on and not act as caseworkers for the woman and that it is important that the woman takes the lead in deciding what action to take, calling a help line may be the first step (Homeyard and Gaudion 2009).
- That The Wheel be posted on the maternity section of BHRUT intr@net and internet information sites.
- That this report be placed on the Intr@net so that it is available for midwives and other maternity workers to read thus underlining the importance of asking about domestic abuse during pregnancy and the postnatal period.
- That an evaluation project be conducted to assess how useful the resource has been for midwives in routine enquiry and facilitating discussion to help women affected by domestic abuse to access help.

## Conclusion

The need for good non-directive information available for women to help them access and use services is essential. The Maternity Wheel supports this by providing relevant contact numbers and web addresses of evidence-based information and support services. The Wheel is culturally appropriate and accessible and the services included on the Maternity Wheel have been tailored to local women's needs.

Even in 2010 in a world of expanding technological advancements and communication, finding the appropriate services to include on the Maternity Wheel was challenging. The value of the Maternity Wheel is that it provides an initial framework for accessing services for all women. Many women would remain unaware of the availability of such services without this resource. In addition the Maternity Wheel facilitates women to be partners in their own care and around their different needs. It also encourages them to take the initial step in seeking advice and information and to access services.

# Appendix 1

Pick up to 8 sections

Section	
Breastfeeding	
Mental Health	
Smoking & Substance Misuse	
Parents/Fathers	
Disability	
Teenagers/Young parents	
Access/Choice agenda	
Domestic Abuse	
Preconceptual Care	
Sexual Health (inc HIV)	
Get involved/Give your feedback	
Money Matters	
New Baby	
FGM	
Staying Healthy (inc. Dentist & Weight)	
Add any other suggestions here...	

## Appendix 2

WHEEL SECTION	LINE 1	LINE 2	LINE 3
Domestic violence or abuse? <b>Afraid at home?</b>	National Domestic Violence Helpline 0808 200 0247	<a href="http://www.rightsofwomen.org.uk">www.rightsofwomen.org.uk</a> 020 7251 6577	Emergency 999
Want to stop drinking or smoking? <b>Worried about addiction?</b>	NHS Pregnancy Smoking Helpline 0800 169 9 169	Community Alcohol Team 020 8591 6800	Gateway (drugs) 020 8507 8668
Feeling Stressed or depressed? <b>Help and advice</b>	Perinatal Mental Health Service 08446 00 11 19	Samaritans (24hrs) 08457 90 90 90	Mind info Line 0845 766 0163
Healthy living <b>Need a GP or Dentist?</b>	Choices (for you & your baby) <a href="http://www.nhs.uk">www.nhs.uk</a>	<a href="http://www.healthystart.nhs.uk">www.healthystart.nhs.uk</a> 0845 607 6823	NHS Direct 0845 46 47
New baby? <b>Need help and support?</b>	National Breastfeeding Helpline 0300 100 0212	Meet-a-Mum <a href="http://www.netmums.com">www.netmums.com</a>	Parentline 0808 800 2222
Young parent? <b>Need advice?</b>	Young People Friendly <a href="http://www.youngpeoplefriendly.co.uk">www.youngpeoplefriendly.co.uk</a>	Teenage pregnancy midwife 0797 497 1848	Connexions direct 080 800 13 2 19
Access and choice <b>Feedback to maternity services</b>	Supervisor of Midwives 020 8970 8000	MSLC (maternity user forum) 01708 465 000	<a href="http://www.pals.nhs.uk">www.pals.nhs.uk</a> 0800 389 8324
Sex and health <b>Family planning?</b>	Local Sexual Health Services 020 8924 6400	Sexual Health Direct 0845 122 8690	Sexual assault 020 7247 4787

## Appendix 3

### Services Included on the Maternity Wheel:

#### Domestic Violence or abuse? Afraid at home?

##### National Domestic Violence Helpline

Freephone 24 Hour National Domestic Violence Helpline, run in partnership between Women's Aid and Refuge.

This is a service for women experiencing domestic abuse and anyone calling on their behalf, for example friends, family, colleagues and professionals. There are translation services for callers whose first language is not English.

The website has sections for women, their friends and family and one for professionals which includes information on how to recognise domestic abuse.

<http://www.nationaldomesticviolencehelpline.org.uk/dvh/women/>

##### RightsofWomen

This organisation provides free confidential advice to women. They specialise in family law, domestic violence, sexual violence, children and contact issues and immigration and asylum law. The website has useful information on policy and training.

The website gives information on the opening times of the advice service.

<http://www.rightsofwomen.org.uk/adviceline.php>

<http://www.rightsofwomen.org.uk/about.php>

##### Emergency

The emergency, 999 number previously advertised widely in public phone boxes may not be widely known by women, in particular those who are new to the country (Gaudion et al 2008). Pointing out the number to call in an emergency gives added permission and recognition of the severity of importance of domestic abuse by professionals.

#### Healthy living Need a GP or Dentist?

##### NHS Direct. Doctor/Dentist

NHS Direct is a 24 Hour, 365 days a week advice service.

It has both an interpreter service for Non English speakers and a textphone service for people who are deaf or hard of hearing.

The website links to NHS Choices to provide information on a wide range of services, including how to find a local service, up to date information about any current health issues in the media and health advice.

<http://www.nhsdirect.nhs.uk/zone.aspx?zonename=HomePage>

## **Healthystart.nhs.uk**

Healthy start is a scheme aimed at disadvantaged families to promote healthy eating in pregnancy and the early years. The scheme provides vouchers for fruit, vegetables and milk backed up by healthy eating advice. It has replaced the Welfare Food System. The website gives information aimed at both women and their families and professionals.

Data from HMRC tax credits confirming the names of new babies included in child tax credit qualifying claims is used to verify entitlement to Healthy Start vouchers - so it's very important that any family already on Healthy Start for a pregnancy, or planning to apply for it for a baby, contacts the tax credits helpline quickly when a new baby is born. Even where the mother might herself be unable to claim tax credits because for example she is under 16, her carer can often claim for the new baby and so could qualify to get Healthy Start vouchers for it too.

The tax credits helpline phone number is 0845 300 3900.

<http://www.healthystart.nhs.uk/>

## **NHS Choices**

This is an information service to help people make choices about their health and provides practical information about finding and using NHS services in England.

<http://www.nhs.uk/aboutNHSChoices/Pages/AboutNHSChoices.aspx>

## **Want to stop drinking or smoking?**

### **Worried about addiction?**

## **NHS Pregnancy Smoking helpline.**

The advice line is backed up by a comprehensive website linked to NHS Choices which provides information and advice including a section on pregnancy and advice for fathers.

<http://smokefree.nhs.uk/>

<http://smokefree.nhs.uk/smoking-and-pregnancy/>

## **Community Alcohol Team**

The Community Alcohol Team (CAT) is commissioned by Barking and Dagenham to provide services to clients who are experiencing problems with alcohol.

[http://www.nelft.nhs.uk/about\\_us/adult\\_wf/adult\\_wf\\_community/community\\_drug\\_and\\_alcohol\\_team](http://www.nelft.nhs.uk/about_us/adult_wf/adult_wf_community/community_drug_and_alcohol_team)

## **The Gateway Service**

This service is for people with problematic drug and substance use, some may also be drinking. Women can self refer or access via their GP, Social Worker or health professional.

They provide a range of services including assessment, needle exchange and acupuncture.

<http://www.barking-dagenham.gov.uk/6-social-services/drug-alcohol/local-axe.html>

## Feeling stressed or depressed? Help and advice?

### **Samaritans**

The Samaritans provides confidential emotional support 24 hours a day via the telephone, e-mail, letter and face to face in most of the branches.  
<http://www.samaritans.org/>

### **Perinatal Mental Health Service**

This is a service for women and potential parents with existing mental health problems who become pregnant; and women who develop mental health problems during pregnancy or in the postnatal period.

The aim of the service is to offer an integrated and proactive mental health service to pregnant women, expectant fathers and their babies. The service works closely with primary care, maternity services and social care.

### **MindinfoLine**

Mind can direct people to mental health services and has a number of resources and useful reports for both women and their families and professionals.  
<http://www.mind.org.uk/>

## New baby? Need help and support?

### **Breastfeeding helpline**

The Breastfeeding Network work alongside the Association of Breastfeeding Mothers, to provide this service. The helpline offers additional access to good support and information.  
<http://www.nationalbreastfeedinghelpline.org.uk/>

### **Meet a Mum**

<http://www.netmums.com>

Netmums an online parenting organisation with more than 730,000 members, mostly mums. Netmums is a network of local sites that cover the UK, each site offering information to mothers on everything from where to find play groups and how to eat healthily to where to meet other mothers. The site also provides support services for those in need of help. There are local groups and contacts in Barking and Dagenham, Redbridge and Havering and Brentwood.

There is further information, for example an internet support chat rooms for mothers, work and money advice, postnatal depression and pregnancy and birth.

<http://www.netmums.com>

<http://www.netmums.com/home/localhome/redbridge/>

<http://www.netmums.com/home/localhome/barking-dagenham/>

<http://www.netmums.com/home/localhome/havering/>

<http://www.netmums.com/home/localhome/southessex/>

## **Parentline**

Parentline is a National charity providing help and support for anyone caring for children from newborn to young adults.

<http://www.parentlineplus.org.uk/>

## **Young parent? Need advice?**

### **Young People Friendly**

Young people Friendly is a web based resource for young people in Barking and Dagenham, Redbridge and Havering.

<http://www.youngpeoplefriendly.co.uk/about-y pf>

### **Teenage Pregnancy Midwife**

This is a team of midwives and a maternity support worker who provide care for young pregnant women under the age of 18. You can contact them directly if you think you are pregnant.

<http://www.bhrhospitals.nhs.uk/maternity/mat17.php>

### **Connexions**

Connexions offer a service for young people aged 13-19 yrs old and includes a range of information from health, housing careers and money. Confidential advice can be via the telephone, e-mail, chat room or message board. The National advice line will put young people in touch with their local service.

<http://www.connexions-direct.com/>

## **Sex and Health Family planning?**

### **Local Sexual Health Service**

This is the local sexual health service offered between Barking, Havering and Redbridge University Hospitals NHS Trust

<http://www.bhrhospitals.nhs.uk/sexualhealth/sh1.php>

### **Sexual Health Direct**

The Sexual Health Direct helpline is a national service run by the Family Planning Association. It provides information about contraception, planning a baby, pregnancy choices, abortion, sexually transmitted infections and sexual wellbeing.

<http://www.fpa.org.uk/Information/WherewithcanIgetinformationandadvice/helpline>

## **Sexual Assault**

The Haven Whitechapel offers services to women (and men) of all ages who have experienced rape and serious sexual assault within the last year.

The phone number is answered 24 hours a day with access to a forensic examination 24 hours a day and follow up medical and psychosocial care Monday - Friday during clinic times.  
<http://www.thehavens.co.uk/>

## **Access and choice Feedback to maternity services?**

### **Supervisor of Midwives**

'Supervision is a statutory responsibility which provides a mechanism for support and guidance to every midwife practising in the United Kingdom. The purpose of supervision of midwives is to protect women and babies by actively promoting a safe standard of midwifery practice' (LSAMO Forum UK, 2009:2).

Supervisors of midwives have a duty to support and promote childbirth as a normal physiological event and to work in partnership with women; creating opportunities for them to engage actively with maternity services (NMC 2006).

Supervisors of midwives also have a role in advising and supporting women who use midwifery services; advocating for the right of women to make informed choices and providing extra advice for women who are experiencing difficulty in achieving their care choices.

There is a supervisor of midwives on call 24/7 - they can be contacted via the hospital switchboard.  
[www.midwife.org.uk](http://www.midwife.org.uk)

### **MSLC (Maternity Services Liaison Committee)**

Maternity services liaison Committee is a forum for users of Maternity Services, providers and commissioners to come together to design and improve services to meet the needs of local women. Central to its philosophy is a commitment to involving the views of users in developing the service.  
<http://old.csip.org.uk/~mslc>

### **PALS (Patient Advice and Liaison Service)**

PALS offers a range of services for anyone using the health service including information about the NHS, how to get involved with your local service, helps to resolve problems people have in using the service including information about the complaints procedure.  
<http://www.pals.nhs.uk/>

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