

Self Care Forum Self Care Innovations Award 2023

Award Application Form and Eligibility

The Self Care Forum is inviting applications of good practise and innovations in self care, personalised care, and social prescribing that have made a difference to individuals, groups, or organisations.

Who can apply?

This invitation is open to everyone, whether you are an individual, a community champion, an employer, GP practice, Local Authority, school, college, business, or services organisation (public, private, or charitable). For a guide, see examples table below.

£500 bursary

The winner will receive a £500 bursary to spend on a self care related initiative and the top entries will be included on the Self Care Forum website to share best self care practise and excellence. The winners will be announced during the UK's National Self Care Week (13 – 19 November) as part of its launch and promotional activity.

Closing date for admissions: **31st July 2023.**

Examples of possible initiatives	If specific health-related conditions were targeted, they might include
<ul style="list-style-type: none"> • 2022's Self Care Week activities • Signposting to services • Protecting mental health and wellbeing • Promoting self care to the shielded population • Self care for the elderly or other specific groups • Self care introduced by employers • Local authority population or community initiatives • Pharmacy initiatives • GP initiatives • Self care education by schools, universities, or community groups such as Scouts, Guides etc • Empowering vulnerable groups 	<ul style="list-style-type: none"> • Long-term conditions • Obesity • Diabetes • General health • Nutrition • Exercise • Mental Health • Self-treatable conditions/minor illness

Please use the form below to tell us about your self care initiative.

If you are typing directly into the form, do not worry if the box extends beyond the page – it will continue onto the next one.

Title and contact details.

Title of Initiative (please ensure this is a good description of your initiative in no more than 6 words)

C-Section Recovery Manual-Your Body, Your Recovery

Name of Organisation and Region (please state context, ie general practice, community care etc)
Derbyshire- Health Professional- Independent Caesarean Recovery Coach
Name of person/team/individual being nominated
Janine McKnight-Cowan
Contact name for entry
Janine McKnight-Cowan
Contact email for entry
janinemcknightcowan@gmail.com
Timeframe and dates of initiative
2019-2022
Date of submission
28/6/23

Problem(s) and how you tackled them.

What was the problem you were trying to tackle? (max 200 words)

The rates of caesarean surgeries and recovery resources create a significant risk factor for surgical site infections, post-natal depression, and many failures in care for mothers that are both increasing in the UK and globally. In 2020-2021, 31% of all births in England and Wales were by caesarean (NHS Maternity Statistics 2022). In 2023, Trusts report monthly figures of 44-45 % (Norfolk and Norwich MVP 2023, Surrey, and Sussex Healthcare MVP 2023).

There is not workforce capacity for NHS Trusts to increase the aftercare for all caesarean patients, as a strategy to improve maternity services. Instead, supported self-management strategies, may be more practical and cost-effective. This also aligns with the Making Every Contact Count (MECC) approach to health and wellbeing as a requirement of the NHS standard contract (NICE 2022), which engages patients in preventative strategies by addressing risk factors. NHS England and NHS Improvement (2021) who highlighted the importance of personalised care in maternity services, and this should also extend to caesarean maternal recovery following birth.

A key priority for the improvement of equity and equality for mothers receiving care, is the development of preventative programmes that engage those at greatest risk of poor health outcomes.

Therefore, when developing the content for this book and the tools within it an overarching objective was to integrate multiple motherhood recovery strategies to achieve at every stage of the postpartum recovery journey.

Please give a brief description of your self-care innovation (max 250 words)

The creation is an international co-produced recovery manual for all women who birth by caesarean section, to discover the facts about birth, postnatal period and learn all the essential top tips and facts from health professionals with a combined 85 years of work in that field. The knowledge and skills shared is designed to empower women to feel strong, confident, and to enhance their recovery and fast track return to normal activities, exercise, daily living. Written by two midwives who share their experiences as a legacy for mothers, to accompany them on their individual recovery journey, at home, with their family to support them. Evidence based discussion, and mothers' stories from United Kingdom and Australia address the many questions mothers have and assists them with personalised care and answers they will understand, and hopefully adopt.

This self-care manual is the packed with award winning, innovative tools to support mothers.

These include Five Guide@, YouTube videos, SCAR TRACKER@ Daily Recovery Planners@ Journaling, Caesarcare.com@ Pain management tools, sleep advice, coping mechanisms, links to web sites and vital sources of evidence-based information. Including 12 chapters of supportive recovery reading.

What challenges or barriers were you faced with and how did you solve the problems or overcome the barriers? (max 250 words)

The biggest barrier has been to get the ideas, the creativity and the work re-produced within the NHS. This manual is a collection of all public health prevention and recovery messages, within a take home read.

Trying to get standard operating procedures for some of the topics, like caesarean wound care have proved to be unsuccessful, but it has led to having partnerships with national wound care teams, and tissue viability teams.

International time differences, IT technology, were barriers. Both authors were passionate about their need to respond to mothers need, due to the constraints seen in their own countries health care systems. Unrealistic policies, guidelines, and lack of co-production at a service level, and a huge lack of caesarean section recovery resources unavailable to mothers, became the driver for writing.

The Covid 19 pandemic highlighted the responsive need for quality care, and this was followed by the Ockendon reports into maternity care. Women remain ill-informed to prepare for and recover from caesarean section, and we wanted to help solve that problem by creating a legacy of all the evidence-based experiential care we had literally 'in our heads' and creating a must-read for any mother, daughter, granddaughter, about to birth by caesarean section. We got through three years of writing, publishing, edits, ten hours apart, research and eventually had our manual to take mothers on their journey from birth to supporting their personal recovery.

Since then, we have become international speakers, writers, bloggers, and have created platforms for mothers on Facebook, Instagram, web pages, and Twitter. The C-Section Recovery conversation is now becoming a huge movement, and our manual is shaping the support for mothers. We have achieved so much professionally and personally and have thousands of followers.

Did you collaborate with other partners or organisations, if so, who were they?

The manual collaboration was between Australian Midwife: Leonie Rastas and me. Contributions came from evidence-based papers, and mothers, who had lived experience. Their stories are published within the manual.

Awards from within the manual FIVE GUIDE@ was supported by RCN Foundation, and RCN, with this piece of work I won the RCNi Community Nurse of the year award in 2019.

We collaborated with other award-winning nurse/midwife colleagues who are mentioned in the manual. Our publishers were Ocean Reeve, from Brisbane in Australia.

Leonie and me first connected at the 2019 International Midwifery Expo in London, here you could say 'our' book was conceived.

We have been active speakers and writers for Midwifery Forum, Australian midwifery journals, RCM, Queens Nurse Institute, and many more including university training sessions for health visiting. Derbyshire ICB have used training resources from Five Guide, and Institute of Health Visiting have included it as a Best Practice Guideline.

Impact and outcomes

Who was the initiative directed at and what were the benefits to the targeted group or individuals? (max 250 words)

The initiative was and always has remained with mothers internationally who birth with a caesarean section.

However, since the book has been on release it is proving to be a huge source of clinical learning with health visitors, maternity outreach workers, Doulas, student midwives. International sales of the book have seen it sold in USA, Australia, Canada, Brazil, Netherlands, UK, Ireland, and many other countries. Yet it is currently only printed in English.

We have had some fantastic reviews, and these are available on the publishing websites.

We have both designed web sites, and support Instagram accounts, Twitter, and Facebook platforms to 'stay in touch' with our mothers.

This was never a quantitative exercise, we simply wanted to fill the gap in the resources available to recovering mothers.

Our self-care journey approach was about imparting knowledge, choice, and a legacy to the mothers we had both cared for.

Our followers, our reviewers, and the offers of speaker or journal writing events has allowed us to advocate for recovering caesarean section mothers in a way we could not within our employed roles.

Those that buy the book, will become informed on what, why, when, and how caesarean recovery can be achieved, and if they are at all worried about something use the manual index to get the answers they need.

Were there further benefits to you, your colleagues, your organisation or to a wider area such as the NHS? If so, what were they? (e.g improved job satisfaction, smoother running of facility, happier service users, better use of scarce resources, cost saving)

Our benefits have been to create a legacy, for mothers, our colleagues, our own families, more so to enhance the resources available to women following caesarean birth. We will never re-coup the financial cost to ourselves, it has been a labour of love, a legacy leave, a professional tenacity to 'make a difference', and create a resource that mothers can have at home.

If you google us, we 'pop up' the book 'pops up' we are making the difference we wanted to make and any benefits we hope lie in the recovery and self-care of mothers and their support network.

For me it led to further NHS challenges of safe practice. This in wound care especially. This is an ongoing agenda.

For me, as the NHS celebrates it's 75th year, I end my career at 45 years within it, knowing I did a good job, and have a lasting self-care legacy. The book also is being submitted into The British Library!

Nationally, It is my dream for every maternity and Neonatal service to share the book 'with mothers'. Because their self-care is as important as being able to breast feed and make that whole person transition into motherhood. Without any anxieties, or traumas on their birth experiences.

Evidence

Please quantify the benefits of your initiative. (e.g. cost improvement, numbers of people helped, time saved)

Books sold >1000 Internationally in one year

Facebook pages 3.2k followers

Twitter->200 followers

Instagram followers->600

Reviews-Google, Waterstones, available to read online

Journal writing-8 series writing for The Practising Midwife, All4Maternity

YouTube hits >2k

Do you have formal or anecdotal evidence of success? (e.g. qualitative, quantitative, informal feedback?)

The book is available to buy online, or direct from any of our social media platforms.

Success is measured by us in a sale, an inquiry, a request for information, coaching, or teaching, or speaking at events. We have a legacy; we are overwhelmed we have been able to create this and share it.

Tools that are included within the book have been supported by:

RCM, RCN Foundation, IHV, RCNi, DCHS NHS Trust, Dr Ruth Oshikanlu MBE FiHV FRCN, YouTube, Instagram, websites, book sales.

In the words of some of our mothers:

'This manual has been like a good friend'

'The daily planners and the journalling are empowering tools and provided me with valuable information as a first-time mum'

'This book has it all in one cover, I keep right next to me'

'My partner read it too, and it helped us all recover'

'Thank you, finally there is a concise resource for women having a caesarean birth, it is so informative, highly sensitive, and enlightening'

What was the cost of this initiative in terms of time, money, and/or other resources? Please be as specific as you can

It has cost us both to publish, print the manual £12,000

It took > 300 internet hours to discuss the book and build it.

There were over 58,000 words created

It cost me £6000 to travel to Australia to launch and present the book at the Australian College of Midwifery event in Queensland.

3 years during Covid and working within the NHS immunisation team whilst writing

The book sells for £20.99 online we only receive 15% of sales and we split that x2

And, finally...

Are there any lessons you learned or top tips that you would like to share? (max 200 words)

Lessons learned/Top Tips

- Don't be put off, if you have an idea and can afford to write about it do it!
- Leaving a professional legacy has meant all the skills and knowledge we had in our heads, has now been shared with women, their support network, and the new generation of maternity care workers.
- Do not look to make money- this has been a labour of love
- Travel, make friends and truly network at events. My meeting Leonie led to us creating this unbelievable manual.
- Nurses and Midwives can achieve where systems and processes may stop them.
- I have a voice, and I have connected with mothers and professionals around the world
- I have given myself some self-care whilst writing this. On the dark days, even my own theories and values 'picked me up' and kept me going.
- Publishing is a nightmare get advice, talk to other authors

Did you use any of the Self-Care Forum's resources? If so, please specify.

I am a Personalised care Institute ambassador and have regularly sourced self-care forums newsletters.

Please provide the social media addresses of all those who were involved in the initiative.

Janine McKnight-Cowan BEM, BSc Hons Midwifery, BSc Hons Public Health, Queens Nurse

Email: fiveguide.csection@gmail.com

Website: www.fiveguidecsectionrecovery.com

Instagram: @five. guide

Twitter: @Fiveguide1

Facebook: Five Guide-Caesarean Section Recovery

Leonie Rastas

Email: leonierastas@gmail.com

Website: www.caesarecare.com

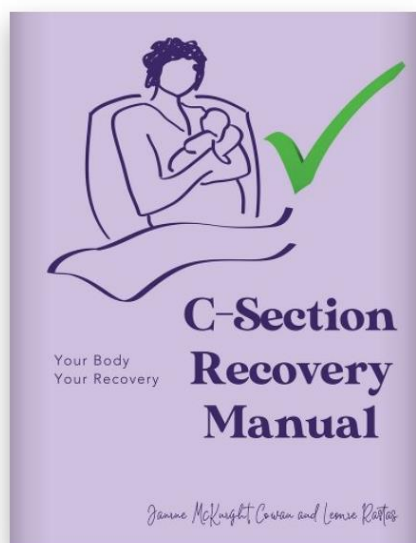
Why do you think this initiative deserves to win the award? (Max 100 words)

We took the plunge, we wanted to share our knowledge, all of it!

We wanted to give women what they needed to know to care for themselves.

C-Section Recovery Manual-Your Body-Your Recovery is self-care at home.

Do you have an image, materials or weblinks to supplement your application? Please supply no more than 2 images which may also be used to promote your application if successful. Ensure images are square (ie height/width dimensions are the same).



Your application may be chosen to be uploaded to the “best practise” page of the Self-Care Forum website to share self-care excellence so that others might use the learnings in your application. We will also include your email address so that people may get in touch with you. If you would prefer that your application and/or email address was NOT chosen, then please make it clear in the box provided below.

We look forward to receiving your application. Please email your completed form to:

selfcare@selfcareforum.org



About the Self Care Forum

The Self Care Forum supports organisations in helping their communities and service users better understand how to self care. It is the leading independent provider of best practice around self care and the 'go-to' place for top quality resources, current opinion, and self care interventions in the UK.

It is a charity and aims to improve public health by promoting self care at national policy level. It creates resources, runs the UK-wide National Self Care Week, and supports robust research evidence.

For more information about the Self Care Forum please go to the website. www.selfcareforum.org.