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Respondent

20

Anonymous

213:43

Time to complete

Title and contact details

1. Title of Initiative (please ensure this is a good description of your initiative in no more than 90 characters) *

2. Name of organisation and region (please state context, ie general practice, community care etc) *

3. Name of person or team involved in the self-care initiative *

4. Timeframe and dates of initiative *

5. Contact name for entry *

6. Contact email for entry *

About your self-care initiative

7. Describe the problem you were facing and your objective(s) in tackling this. (1200 characters max) *

Caesarean-section recovery is often overlooked, despite C-sections in England reaching 42% in 2023–24. Hospital stays are brief, postnatal contact is limited, and no national discharge standards exists. With over 50% of C-sections unplanned, many mothers begin recovery with low health literacy, and limited confidence to self-manage. To address this, Lansinoh developed practical, empowering tools to support C-section recovery and improve outcomes. We recognised the vital role of frontline health professionals in signposting mothers to trusted resources and care. Our targeted bundle includes:- 1. C-section Hydrogel Pads; a product to soothe, cool and protect the incision site from friction 2. CPD-accredited education module 'Supporting women with self-care after C-section, to midwives, HV's, GPs, District Nurses and Pharmacists. 3. C-section Clinical Pearls: bite-sized, evidence-informed prompts for HCPs, aligned with NHS 10-Year Plan priorities such as preventing ill health. Together, these tools promote confident self-care, improving maternal wellbeing at a vulnerable time.

Please enter at most 1200 characters

8. Outline your initiative, explain your planning and execution of the project. (1200 characters max) *

Lansinoh supports health literacy and maternal wellness advocacy for HCPs and new mothers across the UK. Our network includes over 4,500 health professionals accessing evidence-based resources, samples, and education to support women through pregnancy, birth, and postnatal recovery. With over 42% of births now by C-section, we identified an urgent need for improved self-care support. We co-developed a C-section recovery bundle with mothers, midwives, IBCLCs, wound care experts and academics. In Oct 2023, we launched C-section Hydrogel Pads, to soothe, cool, and protect the incision site, supporting natural healing. Nearly 20,000 units have been sold and it won Bronze for Best New Mum / Postnatal Product in the Mother & Baby awards 2024. In Jan 2024, we launched a CPD-accredited module: "Supporting Women with Self-Care after C-section", completed by over 1,200+ HCPs. In 2025, C-section Clinical Pearls were launched: - bite-sized, evidence-based prompts to guide brief, empowering conversations. This initiative promotes confident recovery, improves outcomes, and aligns with NHS goals to enhance postnatal wellbeing and reduce ill health.

Please enter at most 1200 characters

9. What were the challenges and how did you overcome these? (1200 characters max) *

A 2019 survey found 50% of mothers faced breastfeeding challenges that altered their plans; 26% linked to birth-related procedures, often due to pain or difficulty sitting to feed their infant. A key challenge was the lack of consistent training materials or product signposting in C-section recovery. Our C-section recovery bundle - C-section Hydrogel Pads, CPD module, and Clinical Pearls required a co-ordinated approach combining education, access and reach. We co-created resources with professionals and mothers using the innovative cycle of -Think-Make-Refine-Try. We used social media and midwifery key opinion leaders to increase visibility and educate mothers on self-care. Product sampling at RCM and Primary Care Live events helped raise awareness among HCPs. We launched a CPD Module focused on Self-care after a C-section, to front line healthcare staff, aligned with NICE guidelines addressing a gap in non-mandatory training. Feedback especially student midwives inspired the development of Clinical Pearls: portable, evidence-based prompts to support HCP knowledge and skills in postnatal self - recovery care.

Please enter at most 1200 characters

10. Did you collaborate with other local partners, if so, who and why were they chosen? *

Yes, collaboration was central to this project. We partnered with the Health Professional Academy, an accredited, independent education provider, due to their strong track record in delivering high-quality CPD education to UK health professionals. The CPD module was also independently reviewed by a senior lecturer in adult health visiting from the University of South Wales. We worked closely with a respected C-section recovery clinician with over 40 years' NHS experience to co-develop the Clinical Pearls. Her expertise spans national, regional, and local levels—including contributions to the National Wound Care Standards and National Maternity Voices, which supports local Maternity and Neonatal Voices Partnerships (MNVPs). Her insight ensured the resources were evidence-based, clinically relevant, neutral, and aligned with best practice. These partnerships were chosen for their credibility, NHS alignment, and deep understanding of the needs of both HCPs and the women they support. We collaborated with social media influencers including Midwife Vic who also leads C-Section UK: Instagram @C-section UK

11. Would you describe your initiative as "innovative", if "yes" please tell us why. (800 characters max) *

Yes, Lansinoh combines education, tools and resources grounded in NICE evidence to support C-section recovery. This initiative blends digital education with practical, in-clinic tools to support C-section recovery to support self-care recovery conversations with mothers. Reach is also innovative as the content supports pharmacists as well as health visitors and midwives - helping more C-section mothers access the support they need at the time they need it most. Through partnerships with credible HCP influencers on social media, we extend awareness and advocacy supporting the mother infant dyad. Th model is scalable and ready to reach more frontline staff.

Please enter at most 800 characters

12. Did you use any of the Self-Care Forum's free resources as part of your initiative? Provide details *

While we did not use the Self Care Forum's free resources directly within the CPD module or clinical pearls, our approach aligned closely with its core principles - supporting prevention, education, and behaviour change. Our C-section recovery clinical partner raised awareness of the Self Care Forum at the Personalised Care Forum Conference and the Midwifery and Maternity Forum webinar. We recognise the value of these resources and would consider integrating them more formally in future activity to further strengthen our self-care messaging.

Impact, outcomes, and evidence

13. Who was the initiative directed at and what were the benefits to the targeted group or individuals? (1200 characters max)

The C-section Self-care Bundle targeted front-line health professionals engaging with pregnant and postnatal women. By doing so, we aimed to improve health literacy early and create a more supportive recovery environment. The CPD module offered essential C-section recovery education, aligned with NICE and National Wound Management Standards. It addressed the reducing of surgical site infections (SSIs), one of the most common post-operative complications. In Wales in 2018, 1 in 25 women (4%) experienced an SSI post C-section. Delivered digitally with assessment, the module supported NMC, GMC, and GPhC revalidation. To reinforce learning, printed Clinical Pearls were created to prompt self-care conversations. Hydrogel Pad samples were also distributed to help HCPs introduce a soothing product designed to protect the incision from friction, and ease discomfort. Mothers benefited from trusted, evidence-based tools and advice that promoted confidence and better recovery outcomes. HCPs, in turn, enhanced their clinical knowledge and postnatal care skills - supporting both personal and professional development.

Please enter at most 1200 characters

14. Please quantify the impact of your initiative. (e.g. cost improvement, numbers of people helped, time saved) ((1200 characters max))

The digital CPD module, Supporting Women with Self-Care After C-Section provided consistent, evidence-based training in wound care and early complication prevention. Because it was free, it removed barriers of time and cost. In July 2024 alone, over 300 completions were recorded, with a projected annual reach of 50,000 HCPs. It supported NMC, GMC, and GPhC revalidation offering scalable, low-cost intervention with strong clinical relevance. To support learning in practice, we launched Clinical Pearls - printed prompts guiding recovery conversations - and Hydrogel Pad samples to introduce practical support for incision comfort. These tools enabled early intervention, reducing costly complications like surgical site infections, which can cost £10k-£100k per patient. Perinatal mental health issues cost the public sector £8.1bn annually. Even when trauma can't be avoided, early support can save £40m/year in NHS costs in improved breastfeeding outcomes, with fewer infant ear infections and less 6,000 babies hospitalised with respiratory illness. This initiative helps protect maternal wellbeing - supporting mothers to recover, bond, and thrive in the early years of parenting.

Please enter at most 1200 characters

15. Do you have formal or anecdotal evidence of success? (e.g. qualitative, quantitative, informal feedback?) (1200 characters max)

Quantitative feedback from our CPD module, Supporting Women with Self-Care After C-Section, showed strong engagement and impact. By Dec 2024, 1,279 professionals had completed it; 99% rated it as good or excellent. Those likely to recommend Hydrogel Pads rose from 81% to 96%—showing a clear shift in awareness and confidence. Anecdotally, midwives, students, pharmacists, and HVs shared Clinical Pearls helped them start meaningful, self-care conversations especially for anxious or uncertain mothers. Over 650 clinical pearl booklets have been freely distributed. Hydrogel Pad samples also drew positive feedback, with HCPs valuing a practical solution for mothers needing comfort post C-section. Nearly 20,000 Hydrogel Pads have been sold to new mothers, and 90% of surveyed users would recommend them. The pads received Bronze for Best New Mum / Postnatal Product at the Mother & Baby Awards 2024. These insights show a strong professional uptake, behaviour change, and benefit for mothers receiving timely, supportive care.

Please enter at most 1200 characters

Learning and sustainability

16. What was the cost of this initiative in time, money, and other resources? Please be as specific as you can. (1200 characters max) *

This initiative reflects Lansinoh's long-term commitment to public health in maternity care. It was not a one-off campaign but a strategic investment in scalable, sustainable tools addressing gaps in postnatal support. Development costs included: CPD module £35k, Hydrogel Pad sampling £2k, and Clinical Pearls £5k -funded entirely by Lansinoh UK. This forms part of our ongoing contribution to the sector, built on over 40 years of trust with HCPs. We also support charities such as the Maternal Mental Health Alliance (MMHA), reinforcing our commitment to maternal wellbeing. We work ethically—partnering with HCPs as collaborators, recognising their input, and ensuring independence and professional standards are maintained. This initiative demonstrates how commercial-public collaboration can deliver meaningful, shared value. As more C-section recovery takes place at home and complications arise post-discharge, timely self-care support is vital. Our CPD module, Clinical Pearls, and Hydrogel Pads were created to meet this need -supporting consistent, mother-centred care and promoting safe, confident recovery in community settings.

Please enter at most 1200 characters

17. Were there any learnings from the initiative, if so what were they? (1200 characters max) *

We've learned that early, accessible education is vital for both mothers and the professionals who support them. Equipping midwives, health visitors, and pharmacists with evidence-based tools boosted their confidence to initiate meaningful recovery conversations -especially post-discharge, when many complications arise. Midwifery students (RCM Conference 2025) praised the CPD module and Clinical Pearls as valuable aid-memoires to support antenatal conversations, particularly in higher-risk women with high BMI or diabetes. This is crucial given that half of C-sections are unplanned. Raising awareness of surgical site infections (SSIs) and self-care helped bridge theory and practice. There is clear potential to scale this training across midwifery programmes nationally. Social media partnerships with midwifery voices broadened reach and helped signpost women to trusted support. HCPs appreciated having simple tools-like the Hydrogel Pad—to offer women in early recovery. Above all, the initiative showed how ethical, collaborative industry-HCP partnerships can deliver credible, clinically relevant resources.

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18. Are you continuing to implement the initiative, please give details. (1200 characters max) *

Yes. We would like to continue working more with universities and maternal and infant health charities across the UK. In 2025, we have continued to fund the CPD Module Supporting Women with Self-Care After C-Section for a second year to enable more Health professionals to upskill their knowledge and skills. We plan to adapt the C-section clinical pearls to a digital format so these can be downloaded by health care professionals as a free, available tool.

Please enter at most 1200 characters

And finally

19. How easy will it be to replicate your initiative and do you have top tips to share? (1200 characters max)

Our C-section self-care bundle is scalable, accessible, and easily replicable across maternity settings and professional education platforms. The CPD module is hosted online, free in 2025, and aligns with NICE and Wound Care standards -suitable for NHS Trusts, universities, and professional bodies. Clinical Pearls can be adapted as digital printed prompts for antenatal and postnatal use - ideal for time-pressured professionals. Hydrogel Pad samples provide a tangible, non-pharmacological aid to support mothers in early recovery. These tools are ready for NHS and university portals to promote, increasing access for pregnant women, new mothers, and families. This bundle offers a model that could be adapted across other postnatal or surgical recovery pathways

Please enter at most 1200 characters

20. Please let us know the social media addresses of those involved in the initiative.

Instagram @lansinohfamily Instagram @five.guide Facebook: Health Professional Academy

21. Why do you think this initiative deserves to win the award? (800 characters max)

This initiative facilitates meaningful, compassionate conversations between health professionals and mothers at a vulnerable time. It places mothers at the centre of their recovery by providing clear information, practical tools, and emotional reassurance around C-section recovery, where confidence and self-care are critical. By combining trusted education with supportive resources, it empowers professionals to offer guidance on pain management, reduce complications, and ease anxiety. With NHS maternity services under pressure and maternal mental health challenges rising, this initiative offers scalable, sustainable support. In the long term, it helps build better starts -for mothers, babies, and families -by advocating recovery, bonding, and self-care.

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22. 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 and width dimensions are the same). Please email information to selfcare@selfcareforum.org including the name title of your initiative (as in Q1).

Yes - Will send on email.

23. Your application may be chosen to be uploaded to the "best practise" page of the Self-Care Forum website to share self-care excellence with others who might want to use the learnings in your application. We will also include your email address so that people may get in touch with you. Please confirm your preference below. *

- ☒ I am happy for the Self-Care Forum to add our entry to the website **with** my email address
- ☐ I am happy for the Self-Care Forum to add our entry to the website **without** my email address
- ☐ I would rather our entry was not included on the Self-Care Forum website

24. Would you consider becoming a self-care champion? *

- ☒ Yes
- ☐ No
- ☐ Maybe, I'd like to know more