Storybump

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Wiltshire Community Health Services

Supporting Vulnerable Women in Pregnancy

- The Work of Booktrust
- Introduction to Storybump
- Pilot Areas
- Evaluation of Storybump Pilots
- Next Steps
- Storybump in Action

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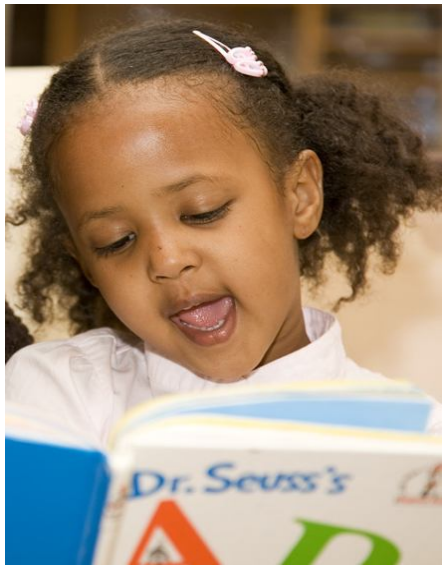
Booktrust is an independent charity dedicated to encouraging people of all ages and cultures to engage with books. The written word underpins all our activity and enables us to fulfil our vision of inspiring a lifelong love of books for all.



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Bookgifting Programmes

Booktrust has unique expertise in bookgifting that is widely recognised.

Bookstart provides three packs for every child in England.

- Bookstart Baby: 7-9 months
- Bookstart+: 2 years
- My Bookstart Treasure Chest: 3 years

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What is Storybump?

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Supporting Vulnerable Women in Pregnancy

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Storybump Pilot Areas

- Tameside Hospital NHS Foundation Trust
- Kings College Hospital NHS Foundation Trust
- Tithe Farm and Parkside Neighbourhood Centres – (Bedfordshire)
- Wiltshire Community Health Services
- Wirral University Teaching Hospital NHS Foundation Trust
- Northumberland Care Trust
- Doncaster Family Nurse Partnership
- Central London Community Healthcare
- Mid Yorkshire Hospitals NHS Trust
- Liverpool Women's Hospital
- Derby City Family Nurse Partnership
- Lincolnshire Community Health Services

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Evaluation

Raw data (1st pilot) 60 participants

24-28 weeks

- **76.8%** had never read to their unborn baby
- **58.9%** said reading was relaxing
- **80%** enjoyed reading magazines

Post pregnancy 6-8 weeks

- **92%** were continuing to use Storybump with their new baby
- **72%** were reading everyday to their baby

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Next Steps

- The pack will be launched as a purchasable resource following evaluation Summer 2011

- We are currently undertaking market research to help us refine and develop the offer prior to launch.

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Storybump in Action

Anita Johnson

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Benefits for Practitioners

- The Storybump pack provides Midwives with a unique opportunity to encourage some of our most vulnerable mothers (and fathers) to be to get to know their unborn baby

- Storybump opens the doors to the development of the public health role and the bigger picture by enabling midwives to work outside their normal clinical practice

- The Storybump pack is designed to provide Midwives with a tool to engage with parents-to-be providing free resources that will encourage them to talk, read, and sing to babies in the womb.

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Wiltshire Community Health Services – Pilot Site

30 Storybump packs are piloting in the following areas:

- Bath City Team
- Paulton Birthing Unit, North East Somerset
- Shepton Mallet Birthing Unit, East Somerset
- Frome Birthing Unit, East Somerset
- Trowbridge Birthing Unit, Wiltshire
- Chippenham Birthing Unit, Wiltshire

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Who’s Involved?

- Young parents
- Mental health concerns/attachment issues
- Child Protection concerns/ domestic violence
- Poor literacy skills of either parent
- Learning disabilities
- Care leavers

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Mercedes – a young parent

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Sophie – a care leaver

- Sophie is turning 21 this week
- She is isolated and lives in poor conditions with little money
- They have DVD's but no books. She reads magazines because they're easy.
- The Midwife visits at home because she doesn't attend appointments.
- When the Midwife gifted the pack they opened it and Sophie couldn't stop touching the books and stroking them. They read the books together.
- From that moment on she was more receptive to the Midwives.
- Midwife "This was a moment in Midwifery care and a personal moment in my career when I witnessed how she received the books "

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Impact

"I never realised how a Midwife can have such a role or that I could make such an impact on literacy"

Gifting Midwife

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The Power of the Book…

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Child Health Strategy 2009

"A child's experiences in pregnancy and the first years of life lay the foundations of their future life chances"

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Contact Details

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