Working with the Media

Maria Dore
Head of Midwifery
Southampton University Hospitals Trust
RCM Student Midwives conference 2010

One Born Every Minute

Starting Tuesday 9th February at 9pm

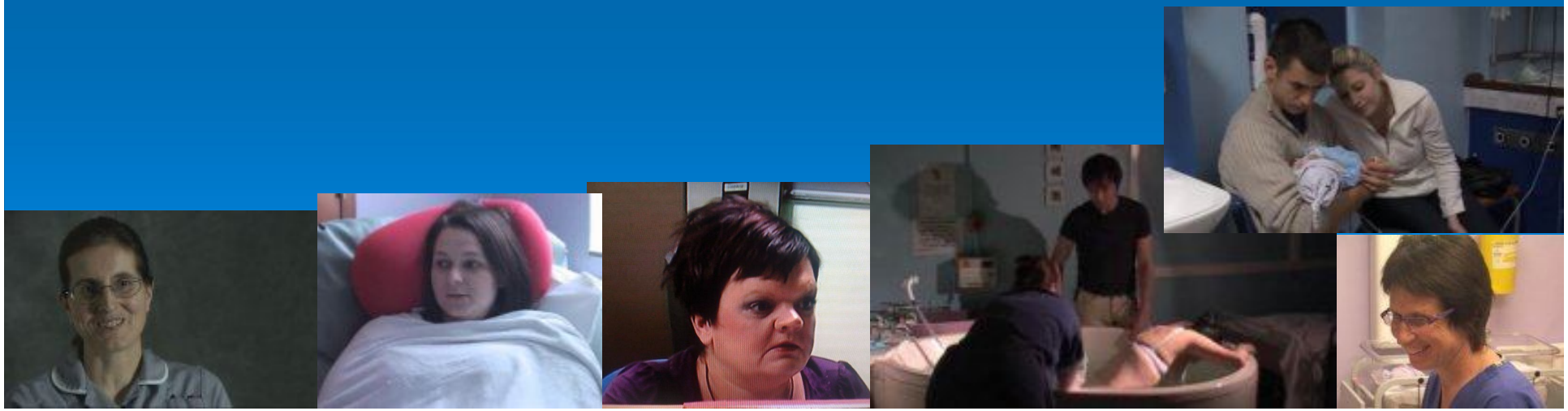
Visit the official website – http://lifebegins.channel4.com

Why do it?

- Raise the Profile of Birth
- Proud of the profession and the service
- Take the opportunity to learn and improve
- Check out the website – what a resource!

40 Cameras, 4 weeks, 24 hours a day

- An amazing way to discover your service and the people you care for
- Don't ever assume you know what women and families think!
- What you see in 45 minutes that tells a story –hides a million moments in time!



Who were the critics?

- Professional colleagues
- The Public
- The Media
- And last but not least - ourselves!

Finding the right platform

'Pregnant Woman' (2002)
Ron Mueck

"'One Born Every Minute' has been an incredibly useful springboard for discussions about best practice, birth environment, antenatal education and birth preparation. The website especially is an amazing resource and already has helped make a positive difference to the birth experiences of many local women and their partners. So thank you !''

Hannah Sherlock

Chair, Brighton and Hove Maternity Services Liaison Committee
Co-ordinator, NCT Brighton and Hove Homebirth Support Group "