



Direct to Midwife campaign

How can **YOU** help?

Women have the option to contact their local midwifery service direct once they know they are pregnant and the NHS in Greater Manchester wants to ensure that women know that they have this choice.

A publicity campaign is being launched to promote this message. However, we know that staff and volunteers who have face to face contact with families are ideally placed to pass on this important message, so we hope you can help.

What is the 'Midwife as First Point of Contact' campaign all about?

The choice to contact a midwife direct is outlined in national policy on maternity services (Maternity Matters, DoH, 2007). **Maternity Matters** sets out four national choice guarantees, one of which is the 'choice of how to access maternity care'. When a woman first learns that she is pregnant, she and her partner have the **choice of being able to go straight to a midwife**, if they wish, or to their General Practitioner.

It is believed that self-referral into the local midwifery service is a choice that will lead to **earlier access to maternity services**. This will help women and families get health advice earlier and ensure that screening test can be booked in the correct time frame.

How can you help?

We hope you will help by letting women know that they can contact their midwife direct when they find out they are pregnant.

Please pass on your local midwives' contact details (please see overleaf) or give women the Greater Manchester-wide 'Direct to Midwife' number – 0800 121 4400. This is an enquiry line being operated by NHS Direct that will put women in touch with their local midwifery service – it is not an advice line.

How else will we be letting women know they can go direct to a midwife?

We will be developing posters and other communication materials to get this message to women and their families. This communication material will be placed in pharmacies, GPs, children's centres, a variety of websites used by women and families and via the media.

If you have any queries about
the campaign, please contact:

0845 095 3000



Direct to Midwife
0800 121 4400



F.A.Q.s

➤ How do I get in touch with my local midwife?

Either through **Direct to Midwife 0800 121 4400**
(Please take note that this number is not a source of advice regarding pregnancy, nor should it be used as a number for women to ring when in labour)

Or via **your own local midwife number directly**
– Local Midwifery Service contact details are listed right.

➤ Why has Midwife as First Point of Contact been introduced?

Having the choice to go to a midwife as the first point of contact when pregnant is one of the national Maternity Matter choice guarantees. Women can still choose to see their GP if they prefer.

➤ Will my GP refer me to a midwife?

Yes, all women need a midwife during pregnancy to give themselves and their baby the best health possible.

➤ I'd prefer to get in touch with my GP first can I still do this?

If women would prefer to get in touch with their GP then they can still do this. However, self referring direct to a local midwife may help women enter the maternity care system at an earlier stage in their pregnancy.

Local Midwifery Service Contact Details



Bolton
01204 390 612

Bury
0161 720 7021

Central Manchester
0161 276 6246

Heywood, Middleton & Rochdale
0161 652 5811

North Manchester
0161 720 7021

Oldham
0161 652 5811

Salford
0161 206 5264

South Manchester
0161 291 2942

Stockport
0161 419 5551

Tameside & Glossop
0161 922 4039

Trafford
0161 746 2858

Wrightington, Wigan and Leigh
01942 778 631



TO CONTACT YOUR LOCAL MIDWIFE, GO...

Direct to Midwife
0800 121 4400

Pregnant?

Choose to go direct to a midwife or your GP. To contact your local midwife go...



Direct to Midwife
0800 121 4400

Pregnant?

Choose to go direct to a midwife or your GP. To contact your local midwife go...



Direct to Midwife
0800 121 4400