

Healthy Pregnancy Information Hub

More than just a website

Lynnette Borissenko

Public Health Analyst

Toi Te Ora – Public Health Service



Why Another Website

- Useful, quality information for health professionals
- Focus on modifiable risk factors
- Information on local services
- In one place
- Fewer than five clicks per search



- Pathways
- **Info Resources**
- Referrals and Advice
- Professional Development
- News
- Calculators
- Checklists

Bay Navigator - Advantages

- An open website – no passwords
- DHB supported – specialists, software
- Governance group, Maternity Quality Groups
- Designed for health professionals

Healthy Pregnancy



Local Services

As Soon As You Are
Pregnant



- *Find Your Midwife*
- BOP's ASAP
- Lakes 0800 LakesBaby
(0800 525 372)

Childbirth &
Parenting Classes



- Parents Centre
- Huria Trust
- Hapu Mama – Rotorua
- Plunket

Nutrition



EARLY LIFE NUTRITION

The opportunity to influence
long-term health



Nutrition

- Guidelines
 - *Early Life Nutrition*, Australasian experts
 - *Healthy Weight Gain* – quick reference
- Food Safety
- Healthy Recipes
- Videos - Gravida

Immunisation



- Recommended for Pregnant Women – Pertussis, Influenza
- Neonatal Vaccines - Hepatitis B, TB (BCG)
- A few resources on childhood immunisations

Physical Activity and Mental Health



Physical Activity

- Guidelines
- Programme links eg Sport BOP, *Healthy Families*

Postnatal depression

Health professionals should be alert to the increased risk of experiencing mental health problems among teenage mothers and women who have experienced:

Postnatal depression affects more than 1 in every 10 women within a year of giving birth






previous history of mental illness

a traumatic birth

a history of stillbirth or miscarriage

relationship difficulties

social isolation



Mental Health

- Risk factors for post-natal depression
- Referral to local services

Smoking, Alcohol and Drugs



- Smoking Cessation support
- *Hapu Mama – A Success Story* – 1 minute video
- *ABC Alcohol for Pregnancy – A guide for health professionals* (HPA)
- Referrals – Community Mental Health & Addictions

After Your Baby is Born

- Safe Sleeping
- Breastfeeding
- Checklist for new parents
 - GPs
 - WellChild/Tamariki Ora providers
 - Dental Services
 - NIR
 - Newborn Hearing Screening



Key Message: PEPE

Tools and Research



- Healthy Conversations video
- Childhood obesity risk calculator
- Quick Guides
- Midwifery Research Reviews
- Smoking Cessation Research Reviews

For Future Development

- Clinical Pathway
- Comprehensive referral information
- Patient Resources
- Professional Development eg *Healthy Start* Online Course



Pathways

Link to local and Map of Medicine pathways



Information Resources

Look something up or find something out



Referrals & Advice

Refer to or seek advice from another provider



CHIP/ECLAIR



GET INVOLVED

Search

Feedback and Suggestions Welcome

baynav@bopdhb.govt.nz

Lynnette.Borissenko@bopdhb.govt.nz

Acknowledgements:

Wendy Carey and Kerryn Wooderson

