Ayrshire and Arran midwives win top UK award

A team of midwives from Ayrshire and Arran has won one of the UK’s top midwifery prizes at the Royal College of Midwives (RCM) Annual Awards.

Midwives Elaine Moore and Mary Garven won the Vitabiotics Pregnacare Award for Excellence in Maternity Care for its Vulnerable Families Maternity Team.

The midwives introduced a “Vulnerable Families Midwives” (VFM) who was identified as the key health professional for providing antenatal and postnatal care. This midwife worked as the woman’s advocate supporting lifestyle/health changes and parenting plans.

The service has improved the experience vulnerable women receive by providing them with a designated midwife, who supports them. The midwife also works specifically with families experiencing difficulties or crises and works more effectively to improve the involvement of fathers.

Elaine Moore and Mary Garven were presented with their award at the Royal College of Midwives’ 12th Annual Midwifery Awards at a ceremony in The Brewery, London on the 22nd January 2014. The ceremony was hosted by journalist and broadcaster Natasha Kaplinsky.

The judges described the project as “totally inspiring, innovative and passionate. (It) identified a particular problem in their area and did something about it without
extra funds. It was a well-grounded in the policy agenda. It was a privilege to listen to them.”

Angela Cunningham, Head of Midwifery and Children’s Services - NHS Ayrshire & Arran, explains: “We are very lucky in NHS Ayrshire & Arran to have staff who continually test the boundaries and work hard to achieve the healthiest life possible for everyone in Ayrshire and Arran.

“On behalf of the organisation, I would like to congratulate Elaine and Mary on winning this award. To be shortlisted for such a prestigious award is great. But to win is truly wonderful. Elaine and Mary have worked tirelessly to develop this service, and are making a real difference to the lives of some of our mums. Well done!”

Susanne Bisinotto, Brand Marketing Manager, Vitabiotics Ltd, said: “Pregnacare is proud to support the RCM Awards and help encourage better care for all pregnant women, new mothers and their families.”

Cathy Warwick, Chief Executive of the Royal College of Midwives, said: “To win an award is a real achievement.

“Without midwives, their teams and colleagues from other health professions pushing at the boundaries of practice we would not see the care they are able to give to women, babies and their families improve and move forward. This is innovation in action which will help maternity services everywhere to deliver safer, better and continually improving care.

“I congratulate Elaine and Mary on this achievement and thank them and their colleagues for their dedication, skill and commitment to vulnerable mothers, babies and their families.”

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Photograph: – Left to right: Suzanne Bisinotto Brand Marketing Manager for Pregnacare – the award sponsor, Mary Garven NHS Ayrshire & Arran, Cathy Warwick CEO Royal College of Midwives, Elaine Moore NHS Ayrshire & Arran and Natasha Kaplinsky.

For more information contact the RCM Press Office on 020 7312 3456, pressofficer@rcm.org.uk, or Miriam Porte, Communications Officer, NHS Ayrshire & Arran, 01563 826 108. Vitabiotics Press Office - Jessica Brice 0208 955 2645 jbrice@vitabiotics.com

Notes to editors

About Pregnacare

Vitabiotics Pregnacare® is the UK’s No.1 pregnancy supplement brand, providing special nutritional care for throughout pregnancy and breast-feeding. The range includes Pregnacare® Conception, specially formulated for women who are trying for a baby, Pregnacare® Original, Plus & Max for throughout pregnancy and Pregnacare® Breast-feeding & New Mum for postnatal health.

In 2013 Vitabiotics, became the first British business to receive a prestigious Queen’s Award for Enterprise in Innovation for its vitamin research. This was awarded for the development of its Pregnacare® range and in recognition of the ground breaking, highly successful Pregnacare® clinical research.

For more information visit www.Pregnacare.com

About the RCM

The Royal College of Midwives is the voice of midwifery. We are the UK’s only trade union and professional organisation led by midwives for midwives. The vast majority of
the midwifery profession are our members. The RCM promotes midwifery, quality maternity services and professional standards. We support and represent our members individually and collectively in all four UK countries. We influence on behalf of our members and for the interests of the women and families for which they care. For more information visit the RCM website at www.rcm.org.uk.

The 2014 awards are the twelfth Royal College of Midwives Annual Midwifery Awards. Prizes are given across 15 categories. The winners were announced at a ceremony on 22nd January 2014 at The Brewery, London. For more information about the RCM Awards, please visit: http://www.rcmawards.com/