

## reduced fetal movement video for feedback

Read Andrea (NHS ENGLAND)

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Dear all,

Following the identification of available funding in the clinical network, the development of an infomercial to raise awareness of reduced fetal movement was suggested during an engagement exercise with patient representatives, as part of the reducing stillbirth agenda. The reps were quite clear they did not want 'another leaflet', and thought a short video that would be screened on Baby TV units in ante natal units across the West Midlands would be an effective way of getting the message across.

The video would be 30 seconds long and screened every 30 minutes for a 12 month period. The script was developed by Joan Lilburn (midwife), Denise Jeffs (Midwife Educator), Andrea Read (SCN) and the production team. The script was reviewed by the West Midlands Maternity and Newborn Steering Group with clinical leads, CCG's, and ODN reps, and it was decided to send it out to a wider audience for feedback, to enable decisions to be made on some of the wording, and whether it should be animated or real footage.

The script was circulated to over 2000 people including midwives, patient reps and professional organisations i.e. Healthwatch, with an accompanying survey. There were 75 responses with 66% favouring real footage, and suggestions to use words such as 'danger'. The video has been extended to 45 seconds after we asked for it to show a distinct difference in the movement - i.e slowing down/stopping. We are aware it doesn't address all languages, people who can't read etc but that is one of the challenges we are not sure how to get over. Apart from these issues, overall the project team and a couple of the clinical leads think it is good, but just wanted to send it out to the maternity subgroups for feedback. We are probably not in a position to make major changes to it at this point, but just wanted to know if people think it gets the message across.

You should be able to view the latest version by clicking on the link below

<https://vimeo.com/172113489> It's password protected and the password is "baby movement"

I look forward to hearing from you

Kind regards

Andrea

**Andrea Read**

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