

Bliss Baby Charter Conference and Neonatal Excellence Awards

Driving change in family-centred care

26 September 2019
Leicester Holiday Inn



Bliss
for babies born
premature or sick

About Bliss

Bliss is the leading UK charity for babies born premature or sick. We were founded in 1979 and we exist to ensure all babies in neonatal care:



have the best chance of survival



have well-supported parents playing an active role in their decision-making and care



are cared for in neonatal environments that best support their development



benefit from neonatal research that can lead to practical improvements in their care



receive high quality care within a neonatal health system which is appropriately funded, structured and staffed.



Welcome



We are delighted to welcome you to the 2019 Bliss Baby Charter Conference, a national event designed to bring together health professionals from across the UK to showcase excellence in neonatal care.

We have a brilliant range of speakers and exhibitors at this year's conference which will explore some of the barriers to bringing about change in neonatal care, as well as help you to develop practical solutions to promote family-centred care on your unit.

We are incredibly proud that over 176 units are currently taking part in the Bliss Baby Charter.

Your dedication in supporting babies born premature or sick is inspirational to us. Some of the individuals, teams and projects that have made a significant commitment to improvements will be celebrated today through our Neonatal Excellence Awards.

I hope you enjoy the day and take away some key insights to inform your practice on the unit, as well as learn more about how Bliss can support you and your colleagues. We look forward to working together to give every baby born premature or sick in the UK the best chance of survival and quality of life.



Debbie Bezael
Head of Services, Bliss

Conference information

Evaluations and certificates Delegates will be sent an online evaluation of their conference experience. Certificates will be emailed upon successful completion of the online evaluation.

Follow us on social media @Blisscharity

Use the hashtag #babycharter

Join the discussion on Sli.do www.sli.do using the #bbconf

 bliss.org.uk

 babycharter@bliss.org.uk

 020 7378 1122

The Bliss Baby Charter

Driving change in neonatal care

The aim of the Baby Charter

The Bliss Baby Charter is designed to standardise high quality family-centred care across the UK. It is a practical framework for neonatal units to assess their practice against a set of seven core principles and develop meaningful improvements that benefit babies and their families.

The Baby Charter's reach

The Bliss Baby Charter is a nationally recognised and endorsed tool to drive improvements in family-centred care. It is an integral part of the current Neonatal Critical Care Transformational Review and is referenced in:

- NHS Maternity Workforce Strategy (2019)
- BAPM, *A Framework for Neonatal Transitional Care* (2017)
- BAPM, *Neonatal Service Quality Indicators* (2017)
- NHS England Quality Surveillance Neonatal Peer Review (2017)
- Neonatal Care in Scotland, *A Quality Framework* (2013)
- *All Wales Neonatal Standards*, 3rd edition (2017).

As of August 2019, over 176 neonatal units are working towards Bliss Baby Charter accreditation. This is 90% of units in the UK.



The Baby Charter's impact

Four neonatal units are currently Bliss Baby Charter accredited:

- Royal Devon and Exeter, Exeter (January 2019)
- Frimley Park Hospital, Frimley (July 2017)
- Queen Alexandra Hospital, Portsmouth (October 2016)
- Princess Anne Hospital, Southampton (May 2016)

The Baby Charter continues to drive change in units across the UK. Some examples are:

- Royal Cornwall Hospital now allow parents to stay cot-side during ward rounds and handovers
- Norfolk and Norwich University Hospital have implemented new strategies to reduce the sound level in nurseries
- Royal Bolton Hospital have introduced free parking for parents and refer to parent 'access' rather than 'visiting'
- Nottingham City Hospital and the Queen's Medical Centre have recently secured specialist bereavement staff for both sites.

View more examples and share your own at bliss.org.uk/baby-charter

The Bliss Baby Charter team look forward to working with you to help create more examples of change in your unit. With your drive and determination we can create a model of neonatal care which puts babies at the heart of decisions and supports parents to be involved as much as possible to improve outcomes for their baby.

Programme

11.00 - 12.00 Registration, refreshments and exhibition

12.00 - 12.15 Welcome

Debbie Bezalel, Head of Services, Bliss

12.15 - 12.40 Overcoming barriers to change

Helen Wildbore, Healthcare Engagement Manager, Bliss
Chelsie Letts, Bliss Baby Charter Programme Lead, Bliss

12.40 - 13.10 Leading change

Andy Stevens, Project and Change Manager

13.10 - 14.00 Lunch, exhibition and networking

14.00 - 14.30 Supporting change: A policy and funder perspective

Kirstie Campbell, Head of Maternal and Infant Health, Scottish Government

14.30 - 15.10 Parent-driven change: Nottingham neonatal services

Mary Palframan, Family Support Sister, Queen's Medical Centre, Nottingham
Mel Ibrahim, Parent

15.10 - 15.25 Comfort break

15.25 - 15.55 Supporting change: Introducing baby-led, cue-based feeding

Sarah Roberts, Acting Senior Sister & Developmental Care Lead,
Queen's Hospital Burton, Burton-on-Trent

15.55 - 16.25 Collaborating to achieve better outcomes

Dr Neil Patel, Consultant Neonatologist, The Royal Hospital for Children, Glasgow
Ros Montgomerie, Senior Charge Nurse, The Royal Hospital for Children, Glasgow

16.25 - 16.55 Leading sustainable change through collaboration

Michele Upton, Head of Maternity and Neonatal Transformation Programmes,
NHS Improvement

16.55 - 17.00 Reflections

Debbie Bezalel
Head of Services, Bliss

Programme

17.00 - 17.15 Refreshments, exhibition and networking

17.15 - 17.30 Celebrating change

Lady Sarra Hoy, Bliss Scotland Ambassador

17.30 - 18.00 Neonatal Excellence Awards and presentations

Waterwipes Award for Team of the Year

Parents' Choice – sponsored by holidaycottages.co.uk

Project of the Year – sponsored by Medela

Lifetime Achievement Award – sponsored by Vitabiotics Pregnacare®

18.00 - 18.20 Special guest speaker: "Why I wrote about my neonatal journey"

Francesca Segal, author of *Mother Ship*

18.20 - 18.30 Closing remarks and prize draw

Debbie Bezalel, Head of Services, Bliss
Lady Sarra Hoy, Bliss Scotland Ambassador

18.30 - 19.30 Drinks reception and networking

Neonatal Excellence Awards

Bliss' Neonatal Excellence Awards recognise and celebrate outstanding individuals, teams and projects that make a difference to babies born premature or sick, through delivering high quality family-centred care as part of the Bliss Baby Charter.

The award categories are:

Waterwipes Award for Team of the Year

This award recognises a team which demonstrated collaborative working and ambition towards the delivery of family-centred care and the Bliss Baby Charter.

Parents' Choice – sponsored by holidaycottages.co.uk

The Parents' Choice Award is an opportunity for parents to thank a healthcare professional who has supported them and their baby in neonatal care by providing exceptional family-centred care.

Project of the Year – sponsored by Medela

The Project of the Year Award recognises and celebrates a project or initiative that has improved outcomes for babies through excellent family-centred care.

Bliss' Lifetime Achievement Award – sponsored by Vitabiotics Pregnacare®

The Lifetime Achievement Award recognises excellence in neonatal care for a healthcare professional who has demonstrated knowledge and support of family-centred care.

WaterWipes®
THE WORLD'S PUREST WIPES

WaterWipes have been specifically developed to be as mild and pure as cotton wool and water, to help maintain the important skin barrier function of the stratum corneum, while offering the convenience of a wipe.

- Made from 99.9% high purity water and a drop of Fruit Extract
- Soap and fragrance free to help reduce the risk of drying out the skin and the potential development of skin sensitivities
- Non-medicated and containing minimal ingredients

Recent research has shown that **97%** of midwives and health visitors in the UK, aware of the 'purity' credentials of WaterWipes would recommend them. Furthermore, WaterWipes are the only baby wipes to have secured numerous global accreditations, sponsorships, endorsements and registrations, including:



WaterWipes provide safe cleansing for the most delicate new-born skin and are so gentle they can also be used on premature babies

for more information visit:

www.waterwipes.com/uk/en/health-care

¹ Respondents who were aware of "WaterWipes is the purest baby wipe product in the world because it contains 99.9% water and a drop of fruit extract and no unnecessary ingredients". Research commissioned by WaterWipes among 250 midwives and 250 health visitors. January 2019



Speaker biographies



Chairs' welcome and opening remarks

Debbie Bezael oversees research, information and support for parents from Bliss volunteers, as well as training and development work with health professionals through the Bliss Baby Charter. Debbie also represents parents' views on several NHS working groups, such as the Neonatal Critical Care Clinical Reference Group. Prior

to joining Bliss, Debbie was Director of Community and Voluntary Services at Watford & Three Rivers Trust, Head of Information and Support Services at Target Ovarian Cancer and spent three years as a Regional Development Officer at The Lullaby Trust. She is also a Trustee of The Centre for Autism & ADHD Support.



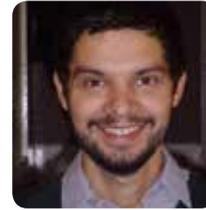
Overcoming barriers to change

Helen Wildbore is Healthcare Engagement Manager at Bliss. She oversees the work of the Bliss Baby Charter team, working with neonatal healthcare professionals across the UK to embed family-centred care. Helen is a member of the National Discharge Planning Group and the National Bereavement Care Pathway Core Group

on behalf of Bliss Scotland. She has more than a 15 years' experience of working in academic and third sector organisations. Helen was previously Policy and Programmes Manager at the British Institute of Human Rights, specialising in using rights-based approaches to improve health services.



Chelsie Letts leads on the delivery and direction of the Bliss Baby Charter. This includes supporting healthcare professionals undertaking the Bliss Baby Charter, coordinating assessment visits and ensuring that all neonatal stakeholders are engaged with the Bliss Baby Charter. Chelsie's background was originally fundraising focused, with roles at Bliss and Breast Cancer Haven.



Leading change

Andy Stevens is an experienced Project and Change Manager who has implemented a variety of change and process improvement programmes in the non-profit sector. These have ranged from planning and delivering a growth strategy, system implementation, and adapting organisations in response to changing demands and

funding. The constant across this work has been supporting organisations through these periods of change.



Supporting change: A policy and funder perspective

Kirstie Campbell has led on Maternal and Infant Health Policy in the Scottish Government since late 2014.

She has worked for the Scottish Government for 19 years in a variety of different roles and prior to that worked for the UK Department of Trade and Industry and in the private sector.



Parent-driven change: Nottingham neonatal services

Mary Palframan is a Family Support Sister at Queen's Medical Centre in Nottingham. Mary has been a Neonatal Nurse for 30 years, working both in the UK and abroad. She has held many roles in this time including deputy ward sister and clinical nurse educator for transport. Mary has been in her current role as Family Support Sister for five years.

Mel Ibrahim is mum to Tahlia and Amaya. Amaya was born in 2016, at 24



weeks, weighing 11b 6oz. The family spent 19 weeks at Nottingham's QMC neonatal unit. During this time Mel struggled with severe anxiety and panic attacks. Although the neonatal team were dedicated and supportive to the family there were gaps

in specialist services to support the mental health needs of families. Mel approached the family support sister to raise money to provide emotional support on the unit. Mel has since spoken at the NHSE Perinatal Mental Health event and participated in a mental health podcast and blog with Bliss.



Supporting change: Introducing baby-led, cue-based feeding at Queen's Hospital, Burton on Trent

Sarah Roberts is acting Senior Sister and Developmental Care Lead, NNU, Queens Hospital Burton on Trent. Sarah qualified in neonatal speciality in 1989, working within neonates since, alongside practice nursing and school nursing. Due to family commitments she had a break away from nursing between 2006 and 2014, completing a Return to Practice module with the University of Wolverhampton in March 2015. She is the Developmental Care Lead on the unit and is a champion of the principles of family-centred care.



Collaborating to achieve better outcomes

Dr Neil Patel is a Consultant Neonatologist at the Royal Hospital for Children, Glasgow. He leads HUG (Helping Us Grow Group), a collaboration of staff and families working together to support families to care for their babies in the neonatal unit. Empowerment of parents and staff of all backgrounds and grades has been key to his team's success. Neil is a Scottish Quality and Safety Fellow and a Senior NHS Research Scotland (NRS) Fellow, and his interests include quality improvement, staff and family empowerment, neonatal haemodynamics and non-invasive monitoring.

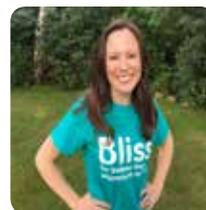


Ros Montgomerie is a Senior Charge Nurse in the NICU at the Royal Hospital for Children in Glasgow. She is involved in the Helping Us Grow group (HUG), which supports all members of the multidisciplinary team and families in providing a holistic approach to the care of babies in the unit. The aim of the HUG group is to ensure that parents have the best possible support and the confidence to care for their babies during their stay in NICU and on their discharge to home.



Leading sustainable change through collaboration

Michele Upton MSc, RGN, RM ENB 405 works as Head of Maternity and Neonatal Transformation Programmes in NHS Improvement. She is a registered general nurse, midwife and neonatal nurse with extensive experience in patient safety and quality improvement. Her role at NHS Improvement is varied and includes leadership of Workstream 2 – Improving Practice for Safer Care – of the Maternity Transformation Programme. She also advises and leads the delivery of new maternity and neonatal policy initiatives. She is best known for her work on ATAIN - an exemplar of collaboration and sustainable change.



Celebrating change

Lady Sarra Hoy was a senior lawyer before she gave birth to her first child, Callum who was born at 29 weeks weighing 2lb 2oz. Sarra first met Callum in NICU when he was one day old. He spent the first 60 days of his life in neonatal care. Since then Sarra went on to have a second child, Chloe, born at 36 weeks. In 2017 Sarra Hoy became the first Celebrity Ambassador for Bliss Scotland. She has brought an enormous amount of awareness to the cause – especially to Bliss Scotland's campaign work.



"Why I wrote about my neonatal journey"

Francesca Segal is an award-winning writer and journalist. Her debut novel, *The Innocents*, won the Costa First Novel Award, the National Jewish Book Award for Fiction, the Sami Rohr Prize, and a Betty Trask Award. Her second novel, *The Awkward Age* ('smart, soulful and compelling' – Nick Hornby) was published in 2017. She lives in London with her husband and twin girls.

Sponsors & Exhibitors

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Waterwipes

Platinum sponsor

WaterWipes are the world's purest baby wipes, made from 99.9% high purity water and a drop of fruit extract. They have been developed to be as mild and pure as cotton wool and water, helping maintain the skin barrier function of the stratum corneum, while offering the convenience of a wipe. They provide safe cleansing for the most delicate newborn skin and can be used on premature babies. WaterWipes are the only non-medicated wipe option available.

WaterWipes are recommended by midwives and other healthcare professionals worldwide, and are the preferred wipe for many Neonatal Intensive Care Units throughout Ireland, US, Australia and New Zealand.

waterwipes.com

mothercare

Mothercare

Gold sponsor

Mothercare produces a premature baby clothing range (available from 2lb) which is available in selected stores and online with free home delivery. Mothercare have a long-standing relationship with Bliss; strengthened this year with Bliss voted as their Charity of the Year.

mothercare.com

Chiesi

Chiesi

Silver sponsor

Chiesi Limited is the UK affiliate of Chiesi Farmaceutici S.p.A. It is headquartered in Manchester and employs over 250 employees. Chiesi Farmaceutici is an international research-focussed Healthcare Group based in Parma, Italy, with over 80 years of experience in the pharmaceutical industry. The group employs nearly 5,000 people and has affiliates in 26 countries. Chiesi researches, develops and markets innovative drugs in the respiratory therapeutics, specialist medicine and rare disease areas. Its Research and Development organisation is also headquartered in Parma, Italy, and integrated with six other key R&D groups in France, the USA, the UK, Sweden and Denmark to advance Chiesi's pre-clinical, clinical and registration programmes.

chiesi.com

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Medela

Bronze sponsor

Medela was founded in 1961 by Olle Larsson and headquartered in Switzerland. Today Medela is led by his son Michael Larsson. Medela concentrates on two business units: "Human Milk", with basic research recognised globally and leading in the development and manufacturing of breast milk feeding products and solutions, and "Healthcare", engineering and manufacturing highly innovative medical vacuum technology solutions. Medela has twenty subsidiaries in Europe, North America and Asia, distributes its products in over 100 countries and employs more than 1,800 staff worldwide.

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holidaycottages.co.uk has been established for over 25 years and offers over 5,000 hand-picked holiday cottages in great locations all over the UK. Many of their cottages are perfect for families, set in top destinations with popular attractions nearby. The cottages offer baby-friendly features such as cots, highchairs and stairgates, along with facilities such as games rooms suitable for older children.

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

In 2013 Vitabiotics became the first British business to receive a coveted Queen's Award for Enterprise in Innovation for its vitamin research. This was awarded for the development of its Pregncare range and in recognition of the groundbreaking, highly successful Pregncare clinical research.

pregncare.com

it's the small things that matter

new premature baby clothing and blanket
all developed with the help of Bliss -
sizes start from 2lbs



- ♥ the new collection is now available in 41 stores across the UK and online
- ♥ designed in conjunction with neonatal units and Bliss
- ♥ sleepsuits and bodysuits open flat for easy dressing and to allow access for special care
- ♥ soft-touch hook and loop fastenings

to find out more visit [mothercare.com](https://www.mothercare.com)

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premature or sick