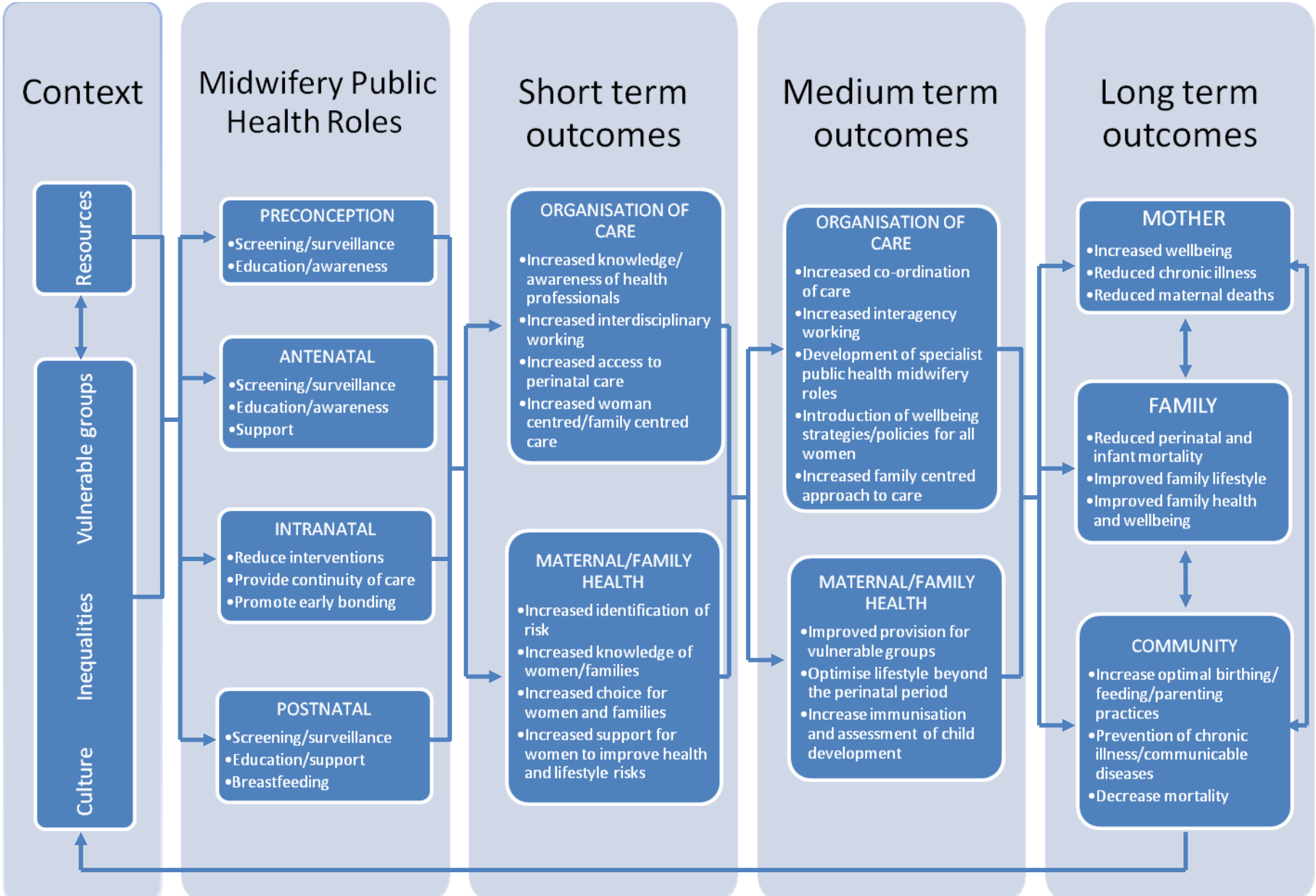
Context
Resources
Vulnerable groups
Inequalities
Culture
Midwifery Public Health Roles
PRECONCEPTION
•Screening/surveillance
•Education/awareness
ANTENATAL
•Screening/surveillance
•Education/awareness
•Support
INTRANATAL
•Reduce interventions
•Provide continuity of care
•Promote early bonding
POSTNATAL
•Screening/surveillance
•Education/support
•Breastfeeding
Short term outcomes
ORGANISATION OF CARE
•Increased knowledge/ awareness of health professionals
•Increased interdisciplinary working
•Increased access to perinatal care
•Increased woman centred/family centred care
MATERNAL/FAMILY HEALTH
•Increased identification of risk
•Increased knowledge of women/families
•Increased choice for women and families
•Increased support for women to improve health and lifestyle risks
Medium term outcomes
ORGANISATION OF CARE
•Increased co-ordination of care
•Increased interagency working
•Development of specialist public health midwifery roles
•Introduction of wellbeing strategies/policies for all women
•Increased family centred approach to care
MATERNAL/FAMILY HEALTH
•Improved provision for vulnerable groups
•Optimise lifestyle beyond the perinatal period
•Increase immunisation and assessment of child development
Long term outcomes
MOTHER
•Increased wellbeing
•Reduced chronic illness
•Reduced maternal deaths
FAMILY
•Reduced perinatal and infant mortality
•Improved family lifestyle
•Improved family health and wellbeing
COMMUNITY
•Increase optimal birthing/ feeding/parenting practices
•Prevention of chronic illness/communicable diseases
•Decrease mortality