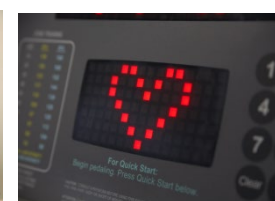
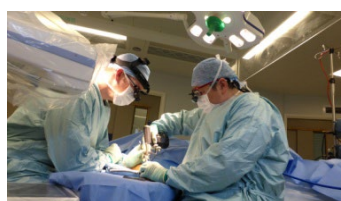


# Communications Annual Update

10 November 2022



## Last 12 months in numbers

- Dealt with **225** media enquiries
- Issued **166** press releases
- Researched/sourced **282** stories/headlines for Mel's WRU
- Written **48** video scripts
- Produced **27** issues of Let's Talk
- Commissioned **20** screensavers
- Processed **776** FOI requests
- 1.6 million page views on the website
- 1.4 million page views on the intranet

## Top 10 online pages (last 12 months)

### Website:

1. Links to online systems
2. Homepage
3. BRI contact details / map
4. Visiting and opening times
5. SLH contact details / map
6. Our People
7. Our services
8. Women and Newborn Unit
9. Maternity self-referral form
10. Information about COVID-19

### Intranet:

1. Policies and Guidelines
2. HR site
3. Thrive
4. Anti-microbial prescribing
5. Applications
6. COVID-19 site
7. Login page (mobile devices)
8. Teams page
9. Let's Talk
10. Anaesthesia

# Notable TV projects

The BBC Series 'Yorkshire Midwives on Call' was a huge success...

**INSIDE TV EASTER MONDAY**

**Pick OF THE DAY**

## Jolly babies

**YORKSHIRE MIDWIVES ON CALL** BBC2 8PM

Meet the six-strong team behind the Homebirth Midwifery Unit at Bradford Teaching Hospitals NHS Foundation Trust in this new series, as they look after expectant mums

from across the region. In tonight's opener, Jodie preps for a bedroom birth with midwife Gemma by her side, while fellow midwife Michaela hopes to assist junior doctors Rebecca and Tim with a water birth for their second child. And head midwife Laura cares for Keeleigh – who also has the support of her birth partner and cousin Leanne – as she hopes for a home birth for baby number four. Expect laughter, drama, tears and warmed cockles as, with the support of the team, proud parents meet their bubs for the first time.



## Yorkshire Midwives on Call NEW REAL LIFE 8PM, BBC2 (Wales, Sun)

Meet the busy midwives delivering babies into Yorkshire's homes in an emotional new series, which follows midwives from Bradford's homebirth midwifery unit. There are plenty of highs and lows tonight, as they deal with a super-quick labour, as well as a new mum who needs to be blue-lighted to hospital after suffering blood loss. But what's most striking is just how much care the midwives provide for each family, even going as far as to tidy up their kitchens and make the older kids tea! Continues tomorrow. ★★★★★ HD

● See feature, page 20

### What to watch

#### YORKSHIRE MIDWIVES ON CALL

BBC2 Tue 10.00pm, real life



The Yorkshire midwives invite the cameras back for a second series

There's plenty of life and take-a-deep-breath drama in this emotionally rich documentary series about the close-knit team of home-birth midwives in Bradford, and their pregnant patients, gets under way for its second series. "It's like *Call the Midwife* without the bicycles," laughs one of the team at the outset. And that it's the wingers, too, of course! pretty much sums up its appeal: we get to look in on – and learn about – the everyday drama of some of the biggest and most powerfully emotional moments in these new parents' lives, magnified all the more as they take place not in the clinical environment of a hospital but rather in the far more intimate setting of their own homes. With each member of the home birth team having around 30 women on their books at any given time, there's no shortage of opportunity.

**Factual**

**NEW EXCLUSIVE**

# LABOUR of love

**Lead midwife LAURA HUGHES on a new series following her home-birth team**

**YORKSHIRE MIDWIVES ON CALL**  
BBC2 EASTER MONDAY & TUESDAY, 8PM (TIMES VARY), BBC2 Factual

**E**xpect some very special deliveries as *One Born Every Minute* meets *Call the Midwife* in BBC2's new five-part series, *Yorkshire Midwives on Call*. The five-part series follows a small team of six midwives from Bradford's home-birth midwifery unit, who deal with everything from quick and easy births to full-blown emergencies. Here, in an exclusive interview, lead midwife Laura Hughes, 34, tells *ITV Times* about how she's had to handle the most stressful parts of the job, and reveals why Nurse Crane is her favourite character at Nonnatus House...

**What's a typical day for you?**  
I wouldn't say that there's ever a typical day, because things always come along to sign things on their head. But normally we start off with some antenatal appointments, then we'll see some postnatal women and their newborn babies at home. There's also lots of admin and a few births thrown in the mix as well. We normally deliver one or two births per shift, so it's quite full-on.

**Did you always want to be a midwife?**  
Yes, probably from my mid-teen years when I used to watch all the birth programmes on TV. I originally trained to be a riding instructor, then I got a job in sales, and it was only in 2004 after my children were born that I finally took the leap. I don't have a clue how many babies I've delivered since then, but it's well into the hundreds!

**What's the best bit of your job?**  
The births – it's always a real privilege and the energy that you feel in that room is amazing, especially when you have supported the woman all the way through her pregnancy. I love the moments where you feel you've made a difference.

**How did you feel about having cameras follow you?**  
They really annoyed us at first! They were with us for almost a year and they joined us at our busiest time. They didn't understand how much pressure we were under at the beginning and I think it took us a couple of months to find a good rhythm together. But over time, it became really comfortable and now we really miss the cameras!

**Do you and your team watch BBC's *Call the Midwife*?**  
Yes, it's the one programme midwives universally love.

**Teamwork: The midwives from the Bradford unit**

# Home deliveries!

**NEW**

**Call the Midwife meets One Born Every Minute** in BBC2's emotional new series *Yorkshire Midwives on Call*, which follows six midwives from Bradford's homebirth midwifery unit. There are plenty of highs and lows in the first episode, as midwife Claire is called out to mum-of-three Keeleigh, pregnant with her fourth child, whose waters have broken. 'Birthing a baby at home is completely different to birthing a baby on the maternity ward with doctors around,' says Claire. 'We've got a lot of responsibility – the adrenaline doesn't stop.' Worryingly, immediately after Keeleigh gives birth, she begins to lose a lot of blood, and Claire calls an ambulance to take her and her newborn daughter, Willow, to hospital.

**Happy family... Rebecca and Tim with their sons Freddie and newborn Toby**

**YORKSHIRE MIDWIVES ON CALL**  
Easter Monday & Tue, 8pm, BBC2 (Wales, Easter Sunday, 6pm & Tue, 8pm) Factual

Meanwhile, midwife Michaela has a much easier time with Rebecca, who gives birth to her second son, Toby, in just over seven hours – one of Michaela's quickest ever births. So quick, in fact, that Michaela even finds time to tidy Rebecca's kitchen.

**Positive outcome**  
Fortunately, several days after being blue-lighted to hospital, Keeleigh is home and recovering. 'It is tough when mums don't necessarily get the home birth they want but we have to put their safety first,' says Claire. 'I really love this job, though – there's no feeling like it.'

**Helping hand... Midwife Michaela**



# Notable TV projects

...with great reviews.

## **Yorkshire Midwives on Call, BBC2, review: Childbirth as it is in real life – miraculous and entirely normal**

The BBC's new documentary series goes further than just the spectacle of birth ★★★★★



## **CHRISTOPHER STEVENS** reviews last night's TV: It's Call The Midwife... but with hatchbacks instead of bicycles

By Christopher Stevens For The Daily Mail  
Updated at 10:49 am on 19 April 2022



# Notable TV projects

...Yorkshire Midwives on Call featured in:

- The Times, Sunday Times, Irish Times, Observer, The Guardian, Daily Telegraph, The Sun, Daily Mirror, Daily Mail, Daily Express, Metro, T&A, Yorkshire Post, Yorkshire Live, Femail First
- TV Times, Radio Times, What's on TV, Inside Soap, Inside TV, Total TV Guide
- BBC Look North, BBC Morning Live, BBC Radio - Leeds, Radio 2, 5Live

mirror.co.uk

MONDAY 18.04.2022 DAILY MIRROR 25

## WACKY WORLD OF HOME BIRTHS

# Call the modern midwife

**DYNAMIC DUO** Gemma and Laura  
**EXCLUSIVE**  
BY KATIE BEGLEY

**C**razed cats, DJing dads and a birthing temple are just some of the unusual things a team of midwives have had to contend with over the years. And as the popularity of home births continues to grow, the profession is becoming more and more eye opening all the time.

Be it a mischievous moggy puncturing a birthing pool or a wall of snakes slithering in the background, one team in Yorkshire is certainly used to seeing it all.

Midwife Laura Hughes, 34, laughs: "It can be like a bit of a circus."

"It's definitely a juggling act for us when we have to look after the mother but then also deal with everything else that's going on in the house, from other kids, to family members and pets."

"At one birth we came down from getting the mum settled with the baby and found the cat licking the placenta."

"You never really know what's going to happen."

Laura is part of a six-strong team that look after nearly 200 home births a year in Bradford. And their daily lives are being captured on camera for the first time in BBC2 series Yorkshire Midwives On Call.

The show which starts tonight, has been branded "the real Call The Midwife" and promises a warts-and-all insight into the job. The team certainly have some stories to tell.

"We had one birth where they'd moved into this house and had set up their spare room into a birthing temple, it was absolutely amazing," Laura says. "I would've paid to go and stay in there as a hotel room!"

"She'd hang all different cloths and silks from the ceiling, she had fairy lights everywhere, aromatherapy candles. She even had like a little basket that said 'Midwives' on it which was full of Lucozade and crisps for us, which was really sweet."

Co-worker Gemma Gordon, 38, a former air stewardess, says the team have to be ready for anything.

"The last birth that I went to a cat had bitten a hole in the birthing pool that they'd repaired with a puncture repair kit," she laughed. "It held up quite well, thankky."

"Tots are just part of the day job really. You kind of get used to cats and dogs jumping all over you."

Laura adds: "Twenty

**DOTING** Keefeigh and little girl Willow

**LITTLE MARVEL** Laura with home birth baby boy

**OH BOY** Little Toby is born to Rebecca and Tim

**SHEER JOY** Freddie, two, meets Toby

**GANG OF FOUR** Tim, Rebecca and their boys

to one house and the mother had given birth in the hallway.

"I turned around to look behind me at what I thought was a bookshelf and it wasn't, it was a whole wall full of vivariums with snakes and tarantulas, all sorts of stuff in it."

But it is not just pets - partners can also create chaos on the day.

Mum-of-two midwife Stephanie Croftin, 38, said: "I've been to a birth where the dad was a DJ, so we had the decks set up and some lights, it was like a rave."

Among those couples sharing their birthing experience on camera are junior doctors Rebecca Wheelhouse and Tim Sale, who have little Toby.

Rebecca says: "One of the things that made us think how special it would be is the thought of how many babies have already been born in our house considering it was built in 1860."

"It feels like it's probably been a long time since there were any babies born there so we're wanting to do it."

Laura, who's been a midwife for more than seven years, is hoping to

prove home births aren't just for "the stereotypical hippie mum".

"You don't need a big house. We've been in studio flats, tiny bedsits, houses where there's extreme poverty, where they've got no furniture and no carpets on their floors," she says.

One of the more complicated cases was Keefeigh Fisher, 26, who lives with her boyfriend and their three children Lily, 10, Harrison, seven, and one-year-old AJ.

Complications had prevented her from having a home birth with any of them, before striking it lucky with number four, Willow. However

Keefeigh lost more blood than the midwives were happy with, so they called an ambulance.

"I did get taken into hospital, which wasn't part of my plan so it was upsetting, proper scary," she says. "But I got the home birth I wanted. Laura was so good, I've never met a better midwife. And I've had four kids!"

Laura adds: "There really is nothing quite like it seeing a child born in their own home."

Yorkshire Midwives On Call is on BBC2 tonight at 8pm.

features@mirror.co.uk  
@beegleyk

## Notable TV projects

- CBBC Operation Ouch! – a day in the life of a young epilepsy patient
- Channel 4 News – COVID-19 vaccines and clinical trials
- ITV Good Morning Britain – organ donation
- BBC Newsnight - vaccine clinics for pregnant women
- Plus numerous pieces for BBC Look North, ITV Calendar, ITN News, British Muslim TV on subjects as diverse as hospital chaplains, PAT dogs, whooping cough vaccine trials, A&E HDU units, winter pressures, Horsforth Christmas house, Moderna vaccine trials, patient stories, staff profiles.

## Some notable projects and campaigns

- Development and launch of:
  - Thrive platform on intranet for all devices
  - Parent education microsite – labour, birth and parenthood
  - Children’s diabetes microsite – information for children, parents, families, nurseries and schools
  - ‘Shape up for Surgery’ – prehabilitation microsite
- Devised new format for Mel’s weekly round-up video, aligning it with programme strands from our vision allows us to tell stories with greater depth and impact, a longer shelf-life and more exposure across multiple platforms.



# Some notable projects and campaigns

- SPaRC launch
- Maternity EPR/Fetalink go-live
- Virtual Royal Infirmary: ongoing promotion of virtual services
- Sustainability / BTHFT Green Plan: comms to support implementation and #MissionToNetZero
- Corporate Strategy: promotion of refreshed corporate strategy and contribution to ICS / Place
- Campaigns: 'vaccines protect', #embeddingkindness, 'Respect Us', Root Out Racism, organ donation, all hands in, healthier together, suicide prevention, eliminate Hep C

# Upcoming project support

- Digital Patient Information Project: comms support including script and content reviews, development of patient journey web pages and virtual guides, promotion of new digital information, Patient Education Review Group
- Place: support BD&C HCP in virtual team working, campaigns (eg: cost of living, winter pressures, vaccinations), PLACE-based partnership awards
- Equality, Diversity & Inclusion: forward planning on religious festivals, staff equality network updates and health equity projects
- 'Veteran Aware' – supporting our commitment to improving care for veterans, reservists and members of the armed forces.

# Communications team structure

Significant challenge of long term absences

Two fantastic additions to the team this year who:

- Strengthen our digital / online communications
- Support internal communications and engagement
- Improve team diversity and representation

Name	Role
Jason Joy	Head of Communications
Sarah Smith	Communications Manager
Mohammed Musa	Senior Communications Officer (Internal)
Hafsa Naz	Digital Communications Officer
Tanya Tarry	Senior Communications Officer
Virginia Mason	Senior Communications Officer