

News Release

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DVD supports Bangladeshi women in pregnancy

A DVD which offers advice and support to Bangladeshi mums-to-be is available now as a tool to improve experience of maternity services.

The free DVD was produced as part of the Pacesetters programme, in partnership with NHS Leicester City and University Hospitals of Leicester NHS Trust.

Pacesetters is a Department of Health programme which focuses on tackling health inequalities by working with disadvantaged communities to improve their experience of healthcare. This project was chosen as in Leicester rates of infant mortality are higher than the East Midlands average.

The DVD tells the story of a Bangladeshi couple who are having a baby, from the start of the pregnancy until after the baby is born.

This community is being targeted as issues like language difficulties can prevent women from accessing the right support. The DVD aims to get across the importance of women seeing a midwife early in their pregnancy, ideally at around eight weeks but certainly before 12.

This initial 'booking-in' appointment allows a woman to discuss her health history and that of her family so any potential issues are identified and addressed early.

Titled 'Pregnancy and You', the DVD offers advice on every aspect of pregnancy and birth and signposts women to help and advice available from the NHS.

All content is based on interviews with local Bangladeshi women who shared their experiences of maternity care. The experiences of midwives were also taken into account.

The research revealed women were affected by language barriers and sometimes cultural misunderstandings. It made clear the importance of measures such as access to independent translators so women did not have to rely on their partner or a family member to understand health information.

Arti Mistry, Pacesetters Project Officer, said: "This project will empower women in the Bangladeshi community to have a positive experience of pregnancy. We have involved women from the community in every aspect of the film from influencing the content to deciding on the artwork for the cover. We expect the DVD to be in demand."

Sue Holligan, the Senior Midwife for the Community Midwifery Service, said: "I was delighted to be approached by Pacesetters at the beginning of the project. We knew there was a need for information for the Bangladeshi community and working with the families was very informative. I think the DVD will be of benefit to Bangladeshi women, as well as other mums-to-be, from pre-pregnancy to the first few weeks of becoming a family."

The DVD has been produced in Sylheti, English and British Sign Language. For a free copy please call 0116 258 8295.

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For further information please contact NHS Leicester City's press office on 0116 295 7278/4123.

Editor's notes:

To see a preview of the DVD visit www.leicestercity.nhs.uk/pregnancy

NHS East Midlands is one of six strategic health authorities working with the Department of Health on Pacesetters initiatives. There are currently 22 projects in the region which link in to a wide range of communities and groups in Leicestershire, Nottinghamshire and Lincolnshire.