



ANTENATAL & POSTNATAL JOURNEY MAPS



INTEGRATED HEALTH PROMOTION 2013-2020 CASE STUDY

BACKGROUND

IDENTIFYING A NEED

2013

- Gateway Health and Northeast Health Wangaratta reviewed the local pregnancy journey for expectant mothers as well as the local breastfeeding rates

FINDINGS

- A multitude of information about the stages of the baby's growth and development existed
- Very little information was available for expectant mothers providing advice on the medical aspect of pregnancy;
 - what tests to have
 - when to have them
 - why to have them
 - local services available for pregnant women
- Often the information provided was limited, confusing and used medical jargon
- Significant drop in local breastfeeding rates

DEVELOPING A SOLUTION

COLLABORATIVE DESIGN OF NEW RESOURCES

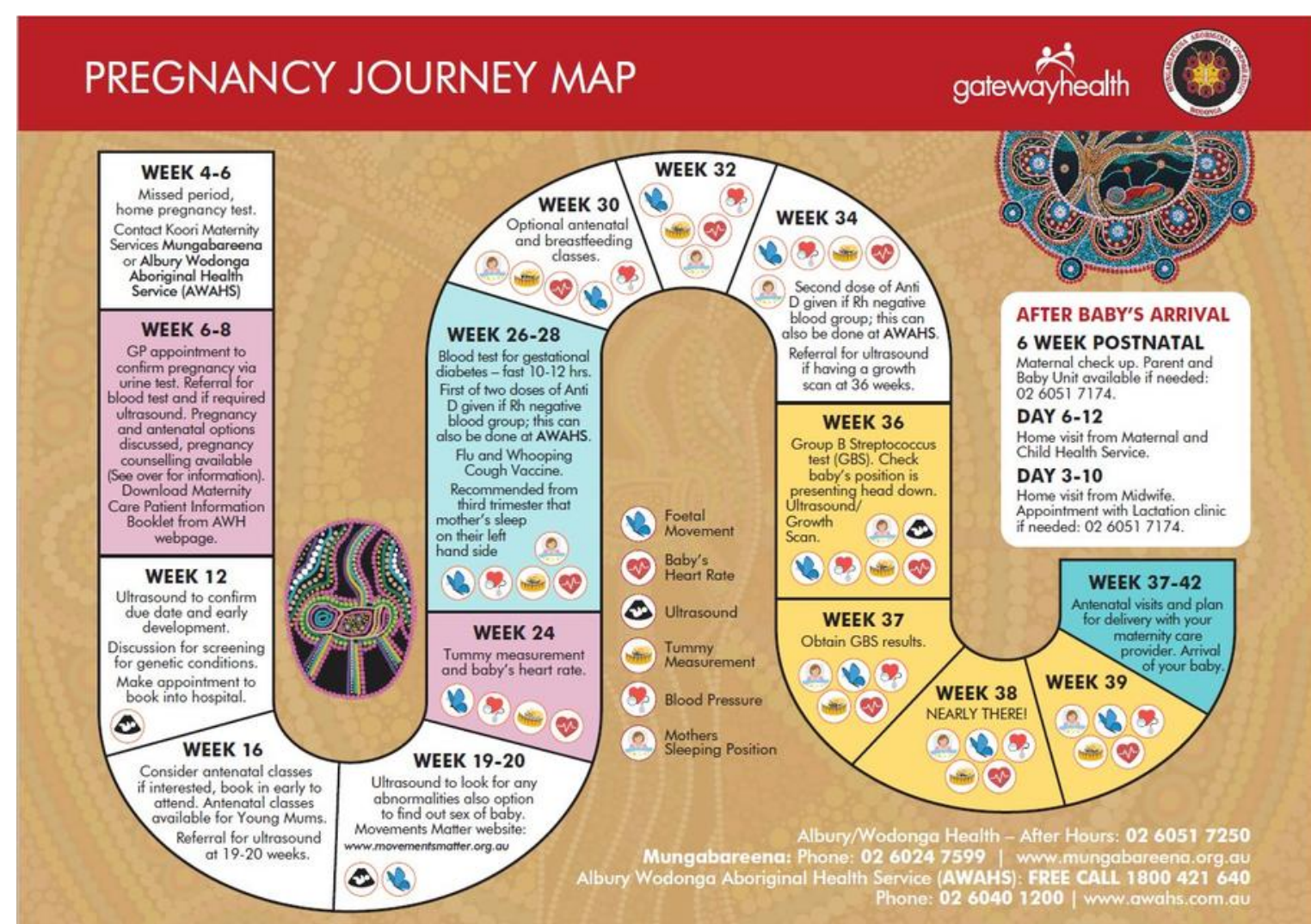
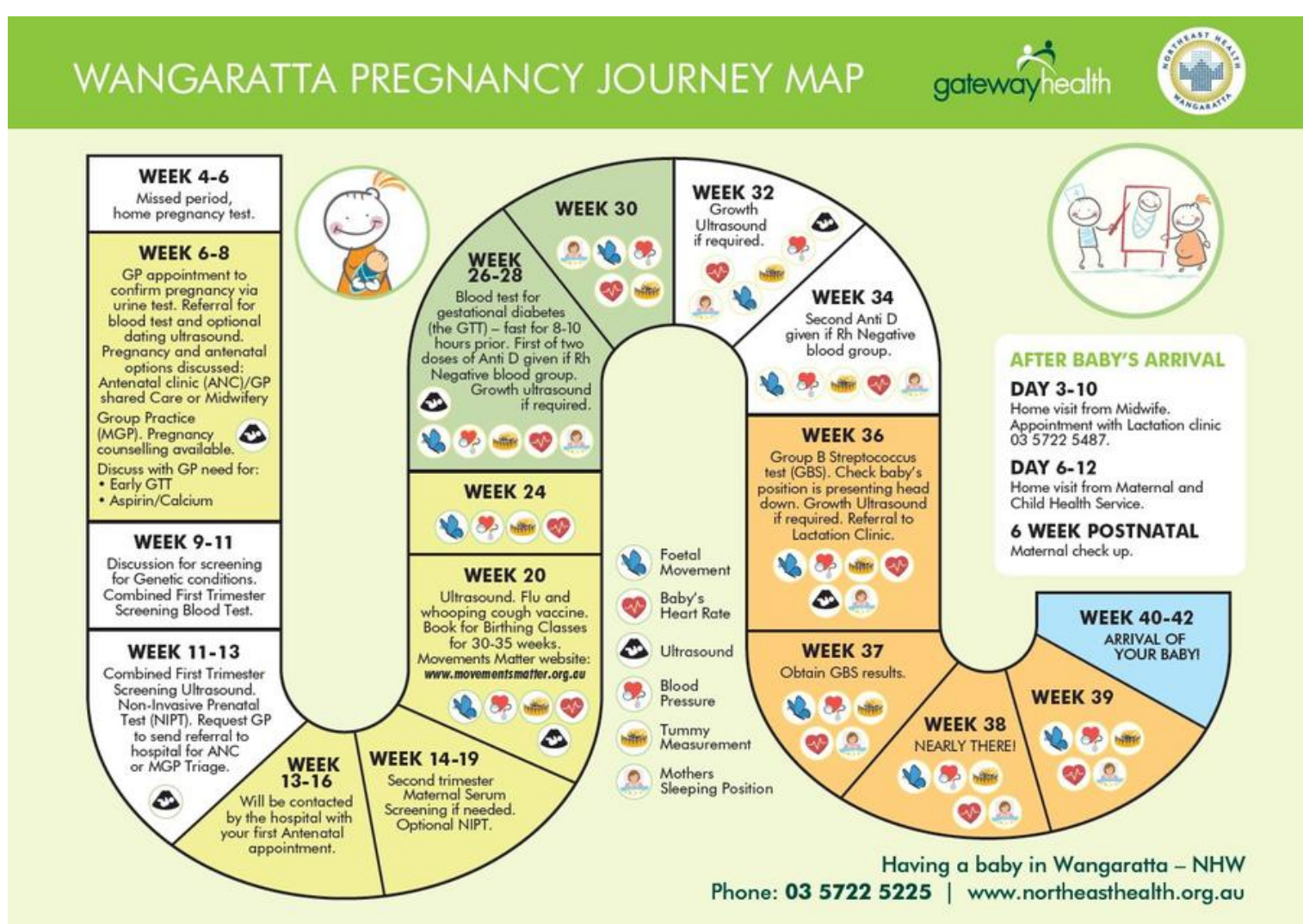
Consultations held with:

- Pregnant/Breastfeeding women
- Northeast Health Wangaratta Midwifery
- Antenatal Clinic
- Midwifery Group Practice
- Early Motherhood Service
- Northeast Health Wangaratta Lactation Clinic
- Maternal and Child Health Service in the Rural City of Wangaratta
- Albury Wodonga Health Midwifery Unit

NEW RESOURCES DEVELOPED

- Pregnancy Journey Map for Wangaratta produced
 - An engaging interactive website was developed to sit alongside the map
- Breastfeeding Journey Map produced
 - For new mothers to understand where issues may occur and availability of local services

RESOURCES



IMPLEMENTATION

PROJECT AIMS

- Improve the knowledge of local women about pregnancy and breastfeeding
- Contribute to the increase of breastfeeding rates in Wangaratta and surrounding areas

PROJECT DETAILS

2015

- Pregnancy and Breastfeeding Journey Maps introduced into all GP clinics in the Rural City of Wangaratta, and Alpine Shire

2016

- Pregnancy Map for Wodonga LGA produced
- These maps are provided to women at the local maternity unit, GP clinics, sexual health clinics, across Wodonga and the Alpine Shire (located near to both Wangaratta and Wodonga)

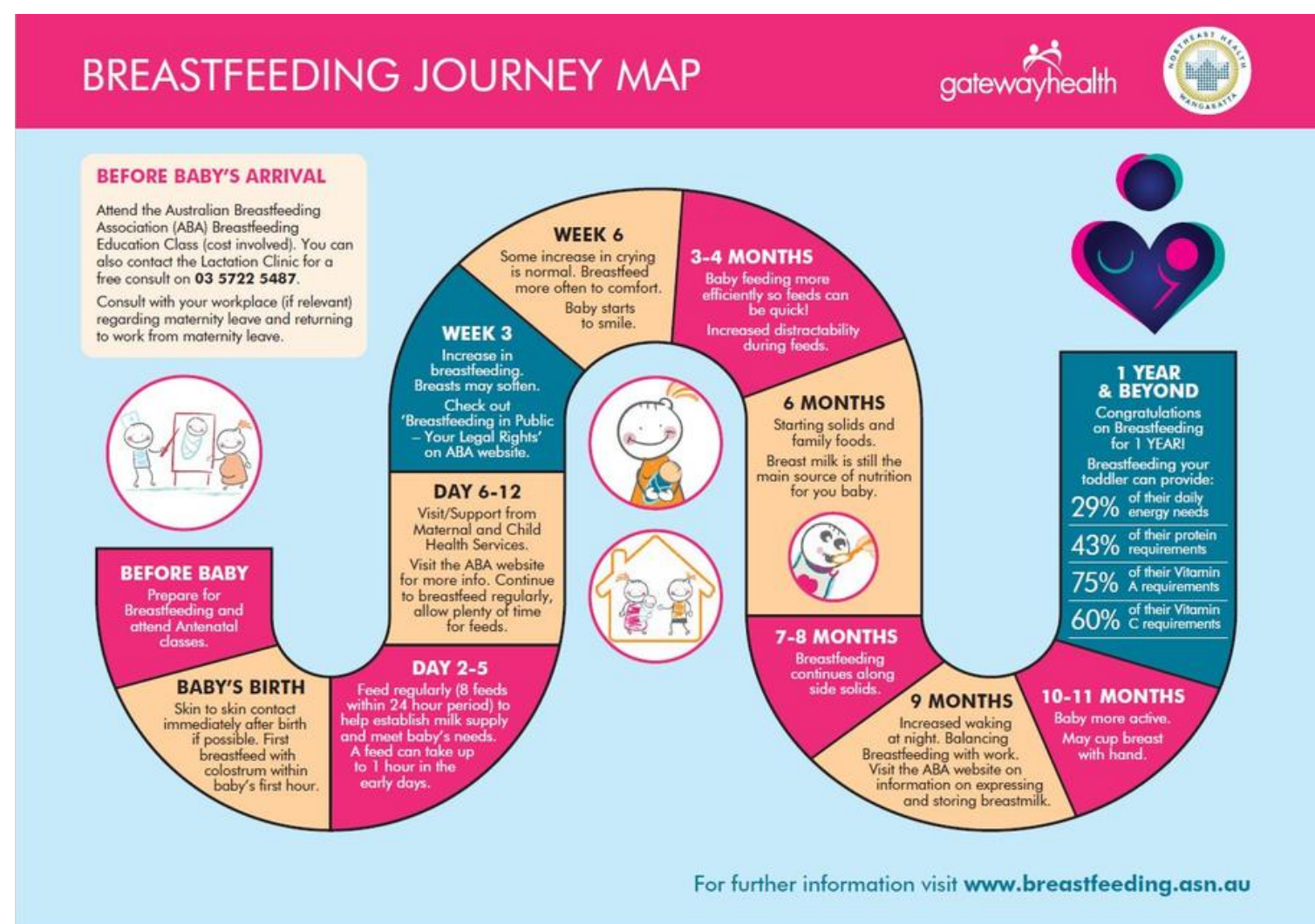
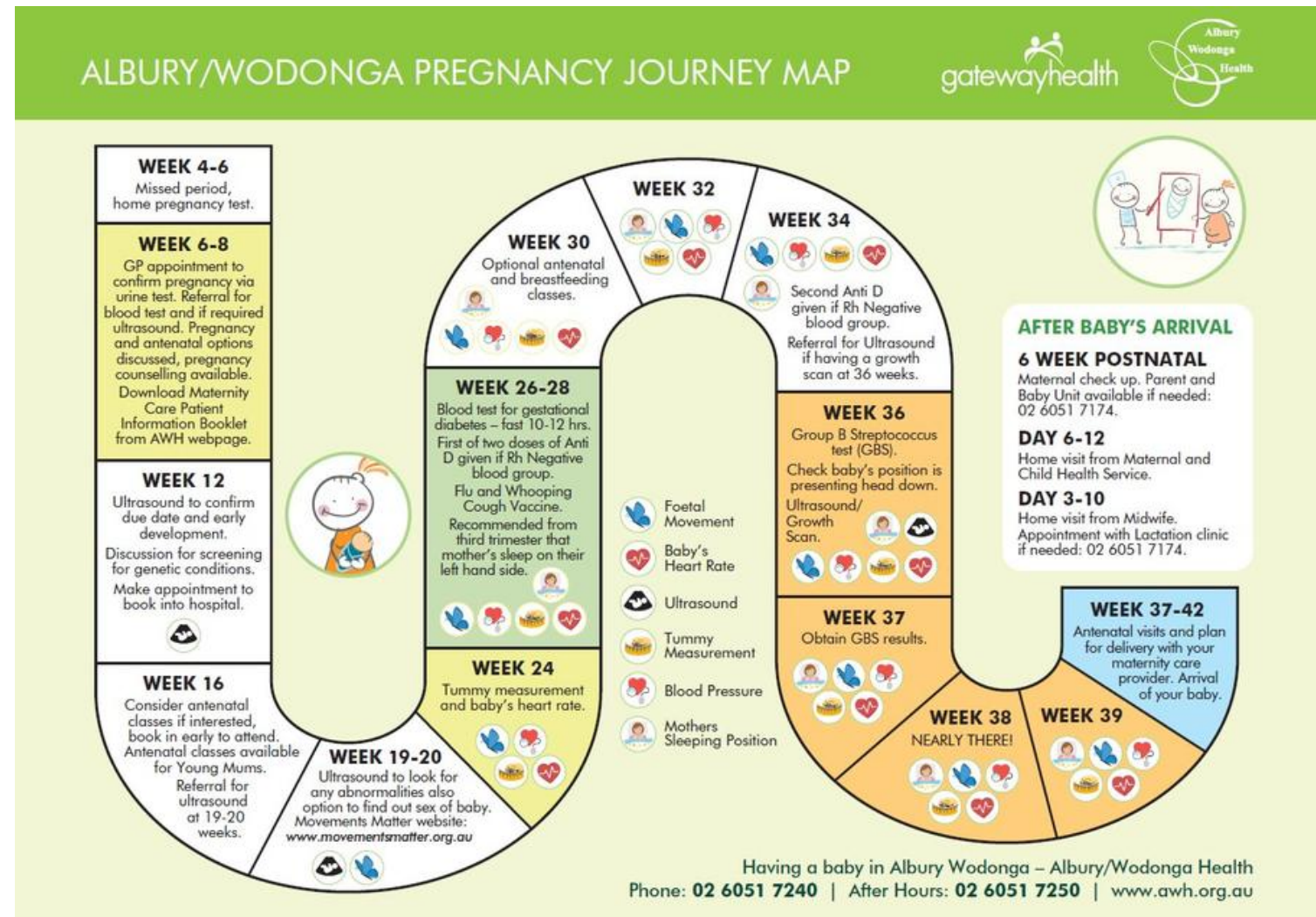
PROJECT DETAILS

2018

- Development and launch of mobile App: Communities Latching onto Breastfeeding
- The App replaced the interactive website, providing direct access to the Pregnancy and Breastfeeding journey maps, as well as local Google Maps of Breastfeeding Welcome venues
- The app also has a map with local feed and change facility locations in NE Victoria
- Further development and updating of both journey maps commenced in late 2018
- Consultations with multiple health agencies across NE Victoria occurred to map and update maternity services

2019

- In consultation with local Aboriginal Health Services, an Indigenous Pregnancy Map was produced



2020

The maps are provided to women via multiple GP clinics, community health centres, antenatal and lactation clinics, the local midwife program, and the maternal and child health centres, across both the Rural City of Wangaratta and Alpine Shires

An evaluation of the journey maps is being undertaken during 2020/2021.

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