

# **Holistic Maternal Healthy Weight Programme for Humber and North Yorkshire**

## **What is it?**

A public health programme to bridge the gap between tier 2 and 3 weight management programmes as there is no public health programme which cover pregnancy and up to 12 weeks postpartum.

We designed a programme for individuals who have booked their pregnancy with midwifery services and up to 12 weeks postpartum, who have a BMI at booking of 30 or above.

The aim of the service is to provide individualised and specific support surrounding diet and exercise during pregnancy and the initial postpartum period. The programme isn't to encourage weight loss but rather to instil healthy habits.

## **How did it happen?**

The Holistic Maternal Healthy Weight (HMHW) programme commenced as a pilot in December 2023 and was allocated funding by the Local Maternity and Neonatal System (LMNS) and the integrated Care Board (ICB). There was a small break in the programme from July 2024-May 2025 due to staffing issues, but otherwise funding is being allocated and reviewed yearly.

The programme was designed by colleagues from the ICB, Public Health Consultant from North East Lincolnshire and the North and North East Lincolnshire Tobacco Control Lead. We liaised with the LMNS Senior Innovation and Improvement Manager and Consultant midwives at the trust. The programme is based on recommendations of the National Institute of Health and Care Excellence (NICE) and Royal College of Obstetricians and Gynaecologists (RCOG).

As the pilot developed, we needed to carefully plan the project, undertake financial planning, develop terms of reference and person specifications for the staff of the service. We also need to ensure stakeholders were kept up to date and brought on board. We have an active steering group for the project and all timelines and the standard operating procedures for the service have been approved by the ICB board.

## **Who was involved?**

A wide range of stakeholder have been involved including:

- Midwifery
- Public Health in North and Northeast Lincolnshire

- Health Visitors
- ICB board

### **How did you involve the community?**

We worked closely with the local Maternity and Neonatal Voices Partnership to gain service-user insight in the design of the service. We are also gathering service-user feedback throughout the delivery of the service to support us in improving the service in an ongoing way.

### **What were the challenges and how were they overcome?**

Delivery has been challenged by the loss of staff members. When this happened we have liaised with Public Health staff to form a plan. This included liaising with midwifery to communicate issues and putting out job adverts. We have appointed someone new for North East Lincolnshire and will be interviewing soon for North Lincolnshire.

There were also some initial concerns about running a programme for pregnant clients. Some people saw them as 'high risk'. We had conversations with individuals who were concerned and explained pregnancy risks for exercise and guidance. We explained the service is a supporting midwifery service that would work alongside and offer the extra support. We also reassured people that we would do Physical Activity Readiness Questionnaires (PAR-Qs) with clients as advised and offer safe pregnancy/postpartum exercise advice.

### **What have you learnt?**

Although the programme is new it has been well received by service-users. Data from the 6-month review of the pilot service in July 2024 suggests that around 67% of participants achieved their goals, and many enjoyed the programme and found it an opportunity to make friends.