

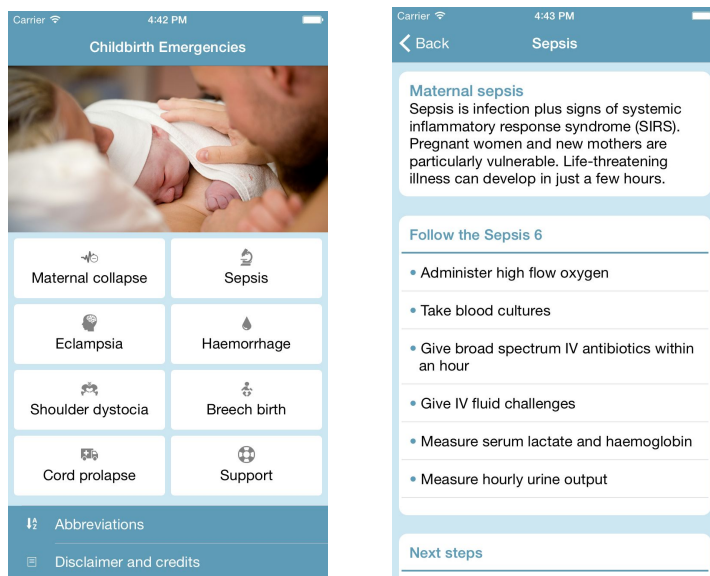


White October

Press Release
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Midwives get emergency help

Childbirth Emergencies delivers handy training and revision resource for maternity care practitioners



Healthcare workers caring for pregnant women now have a handy reference guide for handling emergencies. Childbirth Emergencies is a mobile resource for midwives, student midwives,

doctors, and other practitioners who may care for pregnant women in an emergency. Free to download and easy to use on any iPhone running iOS8, Childbirth Emergencies gives clear, concise guidelines on the most likely emergency scenarios a mother might face during pregnancy and delivery.

Childbirth Emergencies is the brainchild of experienced NHS midwife trainer Hannah Hulme Hunter. In her work with midwives and doctors, she recognised the need for a resource which gives the most essential guidelines about handling emergencies all in one place, accessible from a smartphone.

Hannah Hulme Hunter partnered with digital agency White October to build Childbirth Emergencies, and received funding for the project from NHS Thames Valley Health Education Midwifery Innovation Fund.

Childbirth Emergencies focuses on seven emergency events likely to occur in pregnancy and delivery: maternal collapse, sepsis, eclampsia, haemorrhage, shoulder dystocia, breech birth and cord prolapse. It is fast and responsive, and works without an internet connection.

“All practitioners are continuously developing and revising their professional knowledge,” says Hannah Hulme Hunter. “Childbirth Emergencies is a very convenient training and revision resource as it has everything needed on diagnosing and handling emergencies in a simple, clear interface.”

Childbirth Emergencies also has value in low resource countries with limited or inconsistent health provision.

She adds: “In my work as a volunteer for teaching emergency care of mothers and babies I felt that having this key information readily to hand could be invaluable, especially where there are few midwives or obstetricians.”

The neat simplicity of Childbirth Emergencies is deceptive, as Stephen Thomas of White October explains:

“We made Childbirth Emergencies deliberately simple, presenting only the most relevant information in a very clean, intuitive interface. We put a lot of effort into making it fast,

responsive and fully functional offline.”

Each emergency scenario has a button on the homescreen. There is also a section giving guidance for the support of families and staff in the aftermath of an emergency. On click-through there are clear steps on what to do, symptoms and diagnostics.

Hannah Hulme Hunter is an experienced trainer and supervisor of midwives for the NHS. Since her early career she has written extensively about midwifery and parenting and now has a professional focus on childbirth emergencies, care of seriously ill women, safe medicines management and human factors in healthcare.

Childbirth Emergencies is available from [Apple App Store](#).

Email Hannah Hulme Hunter at hannahhulmehunter@gmail.com.

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