

# Midwives & the Media

## Obstetric Intervention Rates

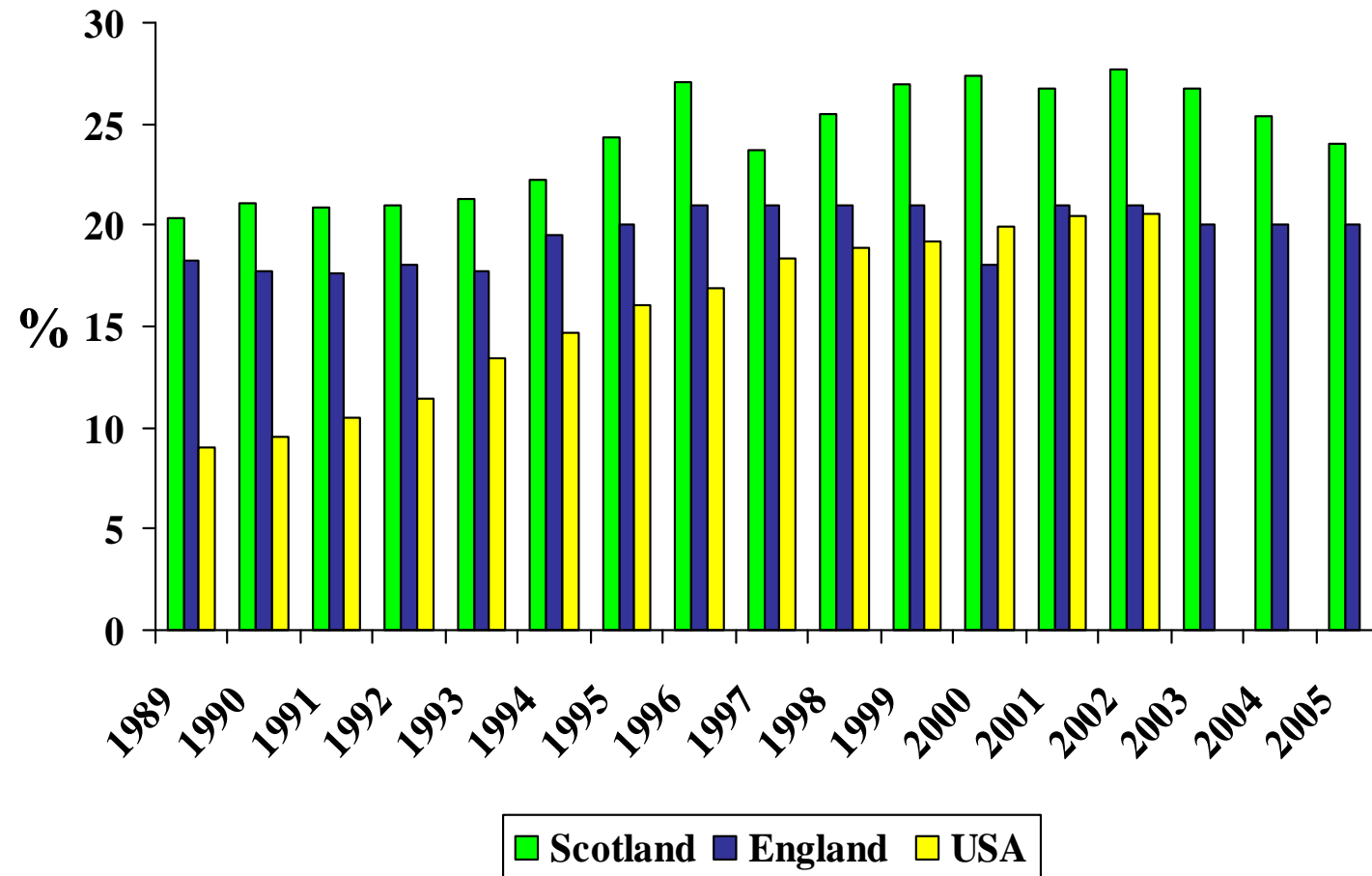
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# Rising obstetric intervention rates

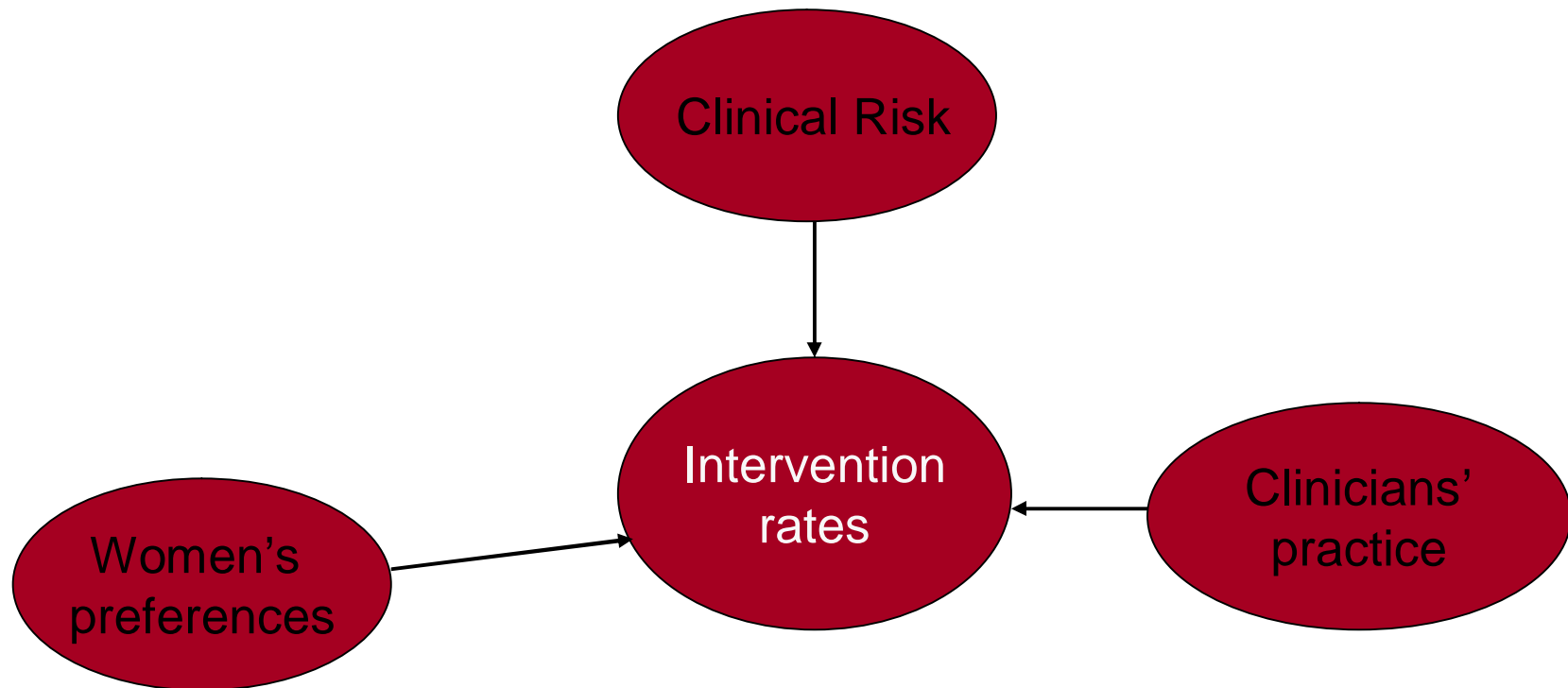
## Since 1980s

- Rates of obstetric interventions have risen
- Decline in spontaneous vaginal births
- No measurable improvement in maternal or neonatal mortality and morbidity
- High intervention rates have economic consequences for the NHS
- Some evidence that interventions are associated with short and long-term morbidity

# % rates of induction of labour



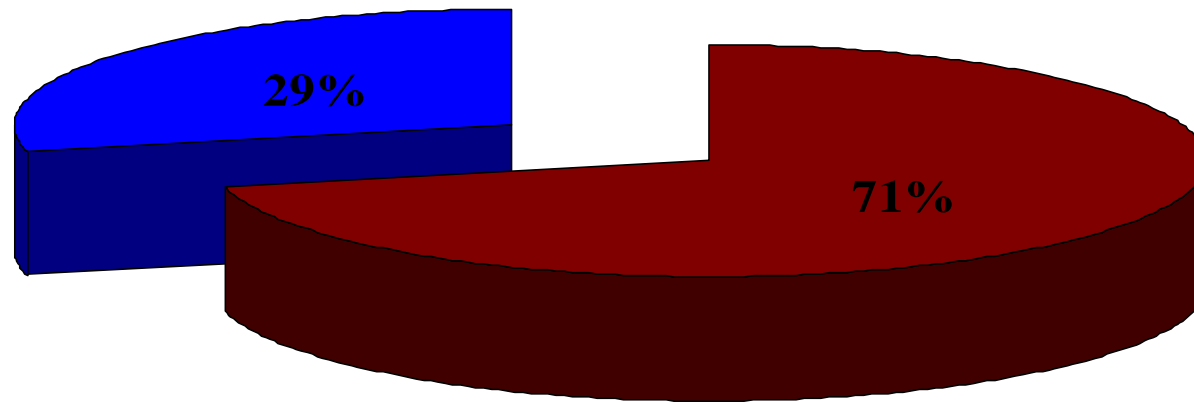
# Conceptual Framework



# Aberdeen Maternity & Neonatal Databank (AMND)

Eligible cases (n=17,736)	Ineligible cases (n=2,891)
Singleton pregnancies	Multiple pregnancies
Delivery $\geq$ 24 weeks	Delivery < 24 weeks
	Planned caesarean section
	Previous caesarean section
	Antenatal intrauterine death

# The rate of IOL explained by the clinical risk model

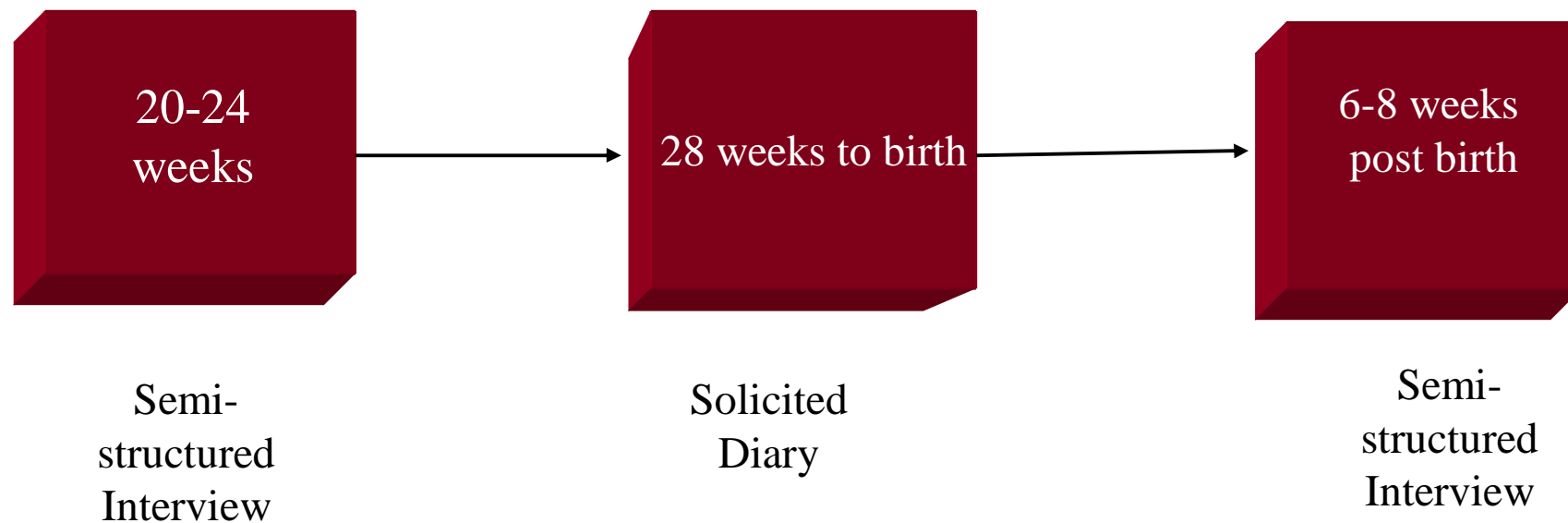


■ % IOL - Explained ■ % IOL Unexplained

Aberdeen Maternity & Neonatal Databank (1999-2003)

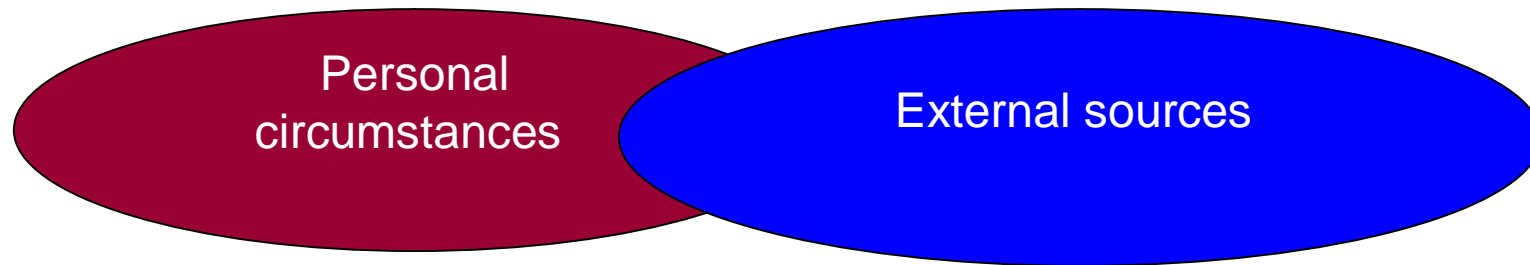
# Qualitative Methods

Prospective data collection (19 women)



# Influencing factors: Women's preference for IOL

Main themes: Isolation & risk perception



## Sub-themes:

- Discomfort
- Partners work pattern
- Living alone
- Fear & anxieties
- Beliefs about IOL

## Sub-themes:

Availability of support  
Accessing maternity services  
Lack of professional information  
**Information from family, friends  
& media**



# Influences of the media on women's views and attitudes

**Extracts from the transcripts of interviews with pregnant women.**

“Well I’ve always watched them (television programmes) and you tend to read magazines and stuff and I was surprised, surprised at how common it was (induction of labour). It kind of changes your mind about things and I thought well it can’t be that bad, and if it brings the baby here sooner, then yes I would do it, I would ask for it.” (*Katie, primigravida, 27 years old*)

“its just all the magazines that I have been reading lately, they’ve all got horror stories and they’ve gone wrong and its like I’ve been in labour for about 23 hours and all that and I don’t think I could handle that and then somebody said this to me, why don’t you tell the doctors that you want a section, and I thought yeah, either that or I am going to ask to get induced, cause I’ve read that it can speed things up.” (*Ruby, primigravida, 19 years old*).

# Exploratory study of clinicians' practice

**Aim :** *Using midwives and obstetricians accounts of clinical practice and their experiences; explore their role, preferences for care and decision making about IOL.*

## **Methods & Analysis:**

- Semi-structured interviews (7 midwives & 6 obstetricians)
- Audio-recorded
- Transcribed verbatim
- Thematic analysis using Nvivo 7.0

# Influences of the media on clinical practice

**Extracts from the transcripts of interviews with clinicians.**

“Well I think the majority of women are, the anticipation of the birth and the fear of the birth. They want it over, they are frightened about it, especially if they have read all these magazines with horror stories, and for a lot of them, they just want it to be over, they don’t want to have this anticipation...” **(Urban Community Midwife, >25 years experience).**

Well it’s much easier actually because eh the patients are making the decisions and you don’t have to argue with them. Before you would say to the patient well you must not be induced at forty weeks..... now you would say to the patient em well if you want induced at forty weeks, there is a slight risk that it might fail and em you know a risk that it may not progress, If they say I still want induced at forty weeks, you say right fine. So that to me is the main difference I’ve found. So our intervention rate has actually gone up because of patients preference.” **(Consultant Obstetrician)**

# Women's attitudes and mode of birth study

- Prospective survey study
- >900 women in England
- Women reported positive attitudes towards obstetric interventions compared to previous study in 1980s
- Willingness to accept interventions were associated with an increased risk of instrumental and operative birth (OR 1.94, 95% CI 1.28-2.95)

***“Have women become more willing to accept obstetric interventions and does this relate to mode of birth? Data from a Prospective Study.” Birth: Green & Baston (2007)***



# Publication

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## Rising rates of obstetric interventions: exploring the determinants of induction of labour

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# 'Needless' birth induction fears

Concerns have been raised about pregnant women being induced "unnecessarily", after a Scottish audit of 17,000 births.

Emma Wilkinson

Health reporter, BBC News (Jan 2009)

