



Humber and North Yorkshire Health and Care Partnership

Perinatal Pelvic Health Services Communications Toolkit

Perinatal Pelvic Health Services are being developed in Humber and North Yorkshire. These services are available for women and birthing people during their pregnancy, after birth and as their children grow up.

Humber and North Yorkshire Health and Care Partnership aims to raise awareness of the new service, break down some of the stigma around pelvic health problems and dispel some of the myths associated with pelvic health in the perinatal period. The campaign may also encourage people who are not in the perinatal period to seek advice and support about any problems they are experiencing.

To promote the first stage of the campaign, we have developed a toolkit that can be utilised by our partners and stakeholders.

This toolkit includes:

- Media Release
- Newsletter/ Bulletin copy
- Social Media posts
- Links to other assets like printable posters

Please share this with your networks so that the message can be amplified across the region.

If you need any further information about the campaign, please email the ICB Communications, Engagement and Marketing Team on hnyicb.communications@nhs.net

News Release

New service for pregnant women and new mums in Humber and North Yorkshire

A new service is being developed in Humber and North Yorkshire to support thousands of pregnant women and new mums to have better pelvic health.

The Perinatal Pelvic Health Service will bring together midwives, specialist physiotherapists and several other health care professionals to prevent and treat pelvic health problems, giving women and birthing people a better quality of life.

The service will support women with lots of different symptoms like incontinence, prolapse and injury during pregnancy, after birth and as their children grow up.

Research suggests that many people still struggle with symptoms like urinary incontinence a year after having a baby and some go on to struggle for years. That's why the Humber and North Yorkshire Health and Care Partnership is encouraging people to come forward for support.

Currently, people are being encouraged to speak to their health care professional if they have any concerns about their pelvic health – either their GP or midwife. But soon, thanks to the collaborative work happening across the health and care system, women will be able to self-refer, minimising the number of people they have to talk to about their pelvic health symptoms and getting access to best care and treatment sooner.

“We know that women and birthing people are often too embarrassed to talk to anyone about some of the symptoms they experience, and many people believe that things like leaking urine when sneezing or pain when having sex is just part and parcel of being a new parent,” said Debbie Plowman, Clinical Lead for Pelvic Health Physiotherapy at York and Scarborough Teaching Hospitals.

“We are here to dispel this myth, break down some of the stigma around pelvic health and remind people that whilst these symptoms are common, they are not ‘normal’ and something they just have to struggle on with. We are here to help,” continued Debbie.

The service has been designed by midwives, physiotherapists, consultants, public representatives, and other professionals from across Humber and North Yorkshire.

Becky Case, Programme Lead for the Local Maternity and Neonatal System, said: “We are delighted to be developing our new service which will give people access to lots of self-help information, or if they need more support, access to apps and lots of different healthcare professionals in their area.

“Designing these new services has been a great example of collaborative working, with dedicated health professionals and leaders working together to improve the lives of women and birthing people in our area.”

To access more information about Perinatal Pelvic Health Services in Humber and North Yorkshire, visit letsgetbetter.online/pelvichealth

For media enquiries, email: hnyicb.communications@nhs.net

Bulletin/Newsletter Copy

New Pelvic Health Support for Pregnant Women and New Mums in Humber and North Yorkshire

Humber and North Yorkshire Health and Care Partnership are excited to introduce the Perinatal Pelvic Health Service, which is currently being developed to support thousands of pregnant women and new mums in our region. This service aims to improve women and birthing people's quality of life by preventing and treating pelvic health problems.

The service will bring together midwives, specialist physiotherapists, and other healthcare professionals to prevent and treat issues like incontinence, prolapse, and injury during pregnancy, after birth and as their children grow up.

“We know that women and birthing people are often too embarrassed to talk to anyone about some of the symptoms that they experience, and many people believe that things like leaking urine when sneezing or pain when having sex is just part and parcel of being a new parent” said Debbie Plowman, Clinical Lead for Pelvic Health Physiotherapy at York and Scarborough Teaching Hospitals.

“We are here to dispel this myth, break down some of the stigma around pelvic health and remind people that whilst these symptoms are common, they are not ‘normal’ and something they just have to struggle on with. We are here to help,” continued Debbie.

For more information, visit letsgetbetter.online/pelvichealth.

Contact Us

For questions or more information, please email: hnyicb.communications@nhs.net

Social Media

You can support the campaign by sharing posts from our Facebook page (Let's Get Better), or by uploading any of these resources to your own platforms.

Below are some suggested social media posts that you can use on your channels.

All the social media resources can be found and downloaded by visiting our [Perinatal Pelvic Health Service Campaign Page](#). The images below are also available as GIFs. If you would prefer the GIFs instead of static images, please contact Katie.Thomas9@nhs.net

Copy

Don't ignore your pelvic floor! Pelvic floor muscles come under a lot of strain during pregnancy and childbirth.

If you are having pelvic health issues, you don't have to just 'live with it'.

Simply visit letsgetbetter.online/pelvichealth or speak to your midwife, GP or health professional.

Media



Media: Don't Ignore Your Pelvic Floor Square 1, 2 and 3

Don't ignore your pelvic floor! Pelvic floor muscles come under a lot of strain during pregnancy and childbirth.

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Media: Myth 1 Square 1 and Myth 1 Square 2

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Media: Myth 2 Square 1 and Myth 2 Square 2

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Media: Myth 3 Square 1 and Myth 3 Square 2

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Media: Myth 4 Square 1 and Myth 4 Square 2

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Media: Myth 5 Square 1 and Myth 5 Square 2

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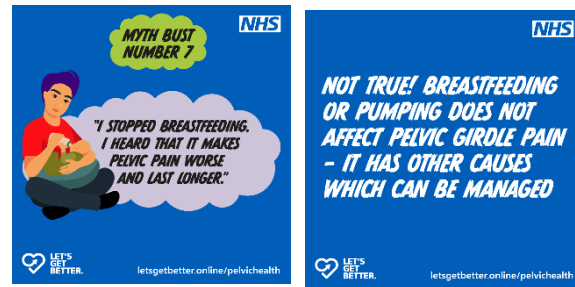
Media: Myth 6 Square 1 and Myth 6 Square 2

Speak to your midwife, GP or health professional.

Don't ignore your pelvic floor! Pelvic floor muscles come under a lot of strain during pregnancy and childbirth.

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Simply visit letsgetbetter.online/pelvichealth or speak to your midwife, GP or health professional.



Media: Myth 7 Square 1 and Myth 7 Square 2

Don't ignore your pelvic floor! Pelvic floor muscles come under a lot of strain during pregnancy and childbirth.

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Simply visit letsgetbetter.online/pelvichealth or speak to your midwife, GP or health professional.



Media: Myth 8 Square 1 and Myth 8 Square 2

Don't ignore your pelvic floor! Pelvic floor muscles come under a lot of strain during pregnancy and childbirth.

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Simply visit letsgetbetter.online/pelvichealth or speak to your midwife, GP or health professional.



Media: Myth 9 Square 1 and Myth 9 Square 2

Don't ignore your pelvic floor! Pelvic floor muscles come under a lot of strain during pregnancy and childbirth.

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Media: Myth 10 Square 1 and Myth 10 Square 2

Don't ignore your pelvic floor! Pelvic floor muscles come under a lot of strain during pregnancy and childbirth.

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Media: Myth 11 Square 1 and Myth 11 Square 2

Posters

There are several printable posters available for download on the [Perinatal Pelvic Health Service Campaign Page](#).