

Provide advice and information during the antenatal and postnatal period to promote health and wellbeing

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## Overview

This standard is about promoting the health and well-being of women and babies during pregnancy, birth and the postnatal period through providing information and advice to pregnant women and those involved in their care. It covers establishing individuals' requirements for information and providing advice and information to enable them to optimise health and well-being.

You need to relate to each person as someone with their own particular needs for information and advice and develop a full understanding of their requirements and how these can best be met. This standard entails being able to communicate information effectively, and being responsive to any queries.

This standard covers the provision of information and advice about pregnancy, birth and parenting. It also covers giving advice about promoting and protecting the health and wellbeing of newborn babies. It applies to those workers who provide such information to individuals, couples and/or groups. A caring and compassionate approach should be adopted in line with current healthcare guidance. Users of this standard will need to ensure that practice reflects up to date information and policies.

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## Performance criteria

You must be able to:

1. clearly explain:
  - 1.1 who you are and your role in providing advice and information
  - 1.2 the name and nature of the organisation you represent
  - 1.3 your organisation's policy on confidentiality and record keeping
2. communicate with the woman and key people in a supportive and approachable manner consistent with their:
  - 2.1 level of understanding
  - 2.2 culture and background
  - 2.3 preferred ways of communicating
  - 2.4 needs
3. discuss the lifestyle of the woman and key people with them and whether and how their lifestyle could be adapted to enable them to promote their own and their baby's/ies' health and well-being
4. enable the woman and key people to express their requirements for advice and information
5. establish their level of knowledge about the antenatal and the postnatal period and promoting the health and wellbeing needs of their baby/ies and any concerns that they may have
6. discuss and agree the requirements and expectations of the woman and key people for managing their pregnancy and preparing for birth and parenthood
7. explain the benefits that adapting their lifestyle may have on their own and their baby/ies health and wellbeing
8. respect individuals when interacting with them and acknowledge their cultural and religious needs and their rights to make their own decisions in the context of their own lives
9. refer the woman and key people to alternative or additional sources of advice and information as appropriate to meet their needs
10. recognise and respond to situations and enquiries where your competence and authority to provide advice and information is exceeded, by:
  - 10.1 seeking appropriate advice and guidance from the relevant person
  - 10.2 referring people to alternative sources of advice and information
11. respond appropriately to any concerns the woman and key people may have about managing the antenatal and postnatal period and promoting the health and wellbeing of their baby/ies
12. agree with the woman and key people, achievable targets for optimising the health and wellbeing of her and her baby/ies during and after pregnancy
13. help the woman and key people develop plans for the antenatal and postnatal period, including specific actions they will take, agreed support they will receive, intermediate targets and review points to measure progress

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14. agree a date to review progress and requirements
15. maintain confidentiality and share information in accordance with your organisation's information governance requirements
16. produce records and reports that are clear, comprehensive, and accurate, and maintain the security and confidentiality of information

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## Knowledge and understanding

You need to know and understand:

1. legal, organisational and policy requirements relevant to your role and the activities being carried out
2. the nature, extent and boundaries of your work role and its relationship to others in the organisation
3. the roles of other health and social care practitioners and how they relate between and across agencies
4. the legal requirements and good practice guidelines on consent, and consent for children, young people and vulnerable adults
5. how to recognise and respond to the signs of injury, abuse or neglect and your responsibility in relation to raising concerns with the appropriate person or agency
6. local systems, procedures and protocols for safeguarding children, young people and vulnerable adults
7. the principle of information governance and the implications for your practice
8. how to work in partnership with women to enable them to make informed choices in the context of their own lives
9. the importance of focusing on people as individuals
10. how to respect the diversity and values of individuals
11. how to communicate effectively with individuals to meet the needs of a socio-economic, culturally diverse population
12. the best available evidence based practice and its role in improving services
13. fetal development, growth and well-being
14. the physical, psychological and social needs of neonatal development in relation to gestational age or type of delivery
15. the physiological, psychological and emotional changes that occur during pregnancy, birth and the postnatal period
16. the health conditions that may affect women during pregnancy in your area of practice
17. pre-existing conditions that impact on pregnancy and any additional care required to address these
18. the strategies and interventions to promote or maintain optimal health and well-being of women and their babies before, during and after birth
19. the importance of early identification of any problems during pregnancy and the appropriate action to take if there are any concerns
20. the medication and interventions which are used to manage conditions and symptoms during pregnancy and the effects of these on the overall health and wellbeing of the woman and her baby/ies

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21. the positive and negative impact of social relationships and environment on the health and wellbeing of pregnant women and their babies
22. the importance of preparation for parenthood and the factors that impact on parental relationships and capacity
23. the factors that increase the risk of significant harm to newborn babies
24. the actions to take in response to concerns about the health and wellbeing of babies
25. the benefits of engaging key people in the care of the woman and their baby/ies
26. the health benefits, to the mother and her baby/ies, of breastfeeding and how to promote these
27. the current information available on infant feeding including the benefits of different feeding methods
28. the information people need in order to be able to make informed choices during pregnancy and the postnatal period
29. the importance of providing information in a range of media and languages which reflects the needs of service users in the local population
30. how adapting lifestyle can enable a woman and key people to promote their own health and well-being and that of their baby/ies
31. the difficulties people may have in maintaining lifestyle changes and how to work with them to identify and overcome these
32. the impact that empowering women and key people to manage their pregnancy has upon the woman, her baby/ies, and health services
33. the importance of being aware of your own competence in providing advice and information and recognising when a request may exceed that competence
34. how to help women and key people to develop realistic and achievable plans to manage their pregnancy and prepare for birth and parenthood
35. how to help women and key people to develop realistic and achievable plans for promoting and protecting the health and wellbeing of their baby/ies
36. the importance of monitoring and reviewing progress during the antenatal and postnatal period, and how to do so effectively
37. how an individual's cultural or religious beliefs could affect their ability to adapt their lifestyle in certain ways and how to respond to this
38. the range of services available locally and nationally for people who need information and support in making and maintaining changes in their lifestyle, and how to access these services
39. how to keep records in accordance with organisational policies and procedures



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**External Links**

This standard links with the following dimension within the NHS Knowledge and Skills Framework (October 2004):

Dimension: HWB4 Enablement to address health and wellbeing needs

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<b>Developed by</b>	Skills for Health
<b>Version Number</b>	1
<b>Date Approved</b>	January 2015
<b>Indicative Review Date</b>	January 2020
<b>Validity</b>	Current
<b>Status</b>	Original
<b>Originating Organisation</b>	Skills for Health
<b>Original URN</b>	SFHMCN23 & SFHMCN24
<b>Relevant Occupations</b>	Nursing and Subjects and Vocations Allied To Medicine; Health Professionals
<b>Suite</b>	Maternity and Care of the Newborn
<b>Keywords</b>	Maternity; babies; baby; newborn; support; worker; mother; father; woman