Parentcraft Services (Malta)

From a Founding Project to a Professional Entity providing Client-Centred Education and Support.

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Malta
History

• Parentcraft Lectures were initiated in the 80’s by Ms. Mary Vella Bondin, Midwifery Tutor at the then Midwifery School.

• The aim of these lectures was primarily to educate pregnant mothers and their partners but they also served as a training tool for midwifery students who gained skills in preparing and delivering them.

• This pattern continued for some years.
In the early 90’s, the Parentcraft Section was created, and two midwives were allocated to this Section, now separate from the Midwifery School.

One worked full-time, the other part-time
History (cont)

Lectures were held over 4 mornings and separate sessions were held for single mothers.

A Telephone Helpline was also introduced where clients could call in to ask help for any problem both during pregnancy or after birth.
Expansion of Services

- **1999** - Evening sessions were introduced on a weekday.
- **2000** - Saturday morning sessions were introduced.
- **2001** - Sessions for Teenage mothers were now held at the Schoolgirl Mothers’ Unit.
Expansion of Services (cont)

2001 - Introduction of Post Natal Groups - mainly social.

2002 - Introduction of Afternoon Sessions

2002 - Introduction of Early Pregnancy Courses for early bookers
Expansion of Services (cont)

2004  -  Introduction of Sunday Groups

2005  -  Introduction of Sat/Sun groups.

Both these courses are extremely popular, especially Sunday mornings, with 4, even 5 or 6 concurrent groups.
Expansion of Services (cont)

2010- Introduction of Courses for Couples expecting Multiples

2011 - Introduction of Courses for Grandparents

2013 - Introduction of Courses for pre-adoptive parents

2013 – Introduction of Courses for Teenage Mothers, where they can attend with partners and both sets of parents
Mission

Education and Support
• Early Pregnancy Courses
• Childbirth Courses
Childbirth Courses

• Morning Sessions
• Afternoon Sessions
• Evening Sessions
• Sunday Sessions
• Weekend (Sat/Sunday) Sessions
• Refresher Courses (for multipara)
• English Speaking Sessions
• Courses for School-age clients
• Courses for Parents expecting Multiples
One to One Sessions also offered
Other Sessions - in liaison with other Units/Departments.

- Dental Care,
- Standards of Childcare Centres,
- Stem Cell Collection,
- Speech and Language Development,
- Healthy Eating Habits in Infants/Toddlers,
- Bedtime Reading
2012

Introduction of Sessions for Grandparents

• Excellent Feedback
• Asking for more sessions
<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
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<tr>
<td>Sunday Groups</td>
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<td>2</td>
<td>5</td>
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<tr>
<td>Grandparents</td>
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<td></td>
<td>2</td>
<td>16</td>
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</table>
The number of groups may not reflect the number of attendees, since most groups were larger in order to accommodate applicants.
Clients apply directly over the phone, for early pregnancy courses.

Late bookers also apply personally, or over the phone.
Other Education

• Various professional handouts and booklets

• Active Participation in, and Organization of, conferences for the general public

• An extensive Media Education Campaign
Ad Hoc Sessions

• Student Nurses/Midwives/Others

• Conversion Course to Staff Nurses

• Trainees for Family Doctors
Parentcraft Projects
Pre-conceptual Education

Presently, giving talks in schools asking directly for our services.

However, pre-conceptual education is a must towards tomorrow’s healthy families.
The next step is to target the teachers who teach these subjects.

Enrichment seminars have been initiated.
Now, meeting the Heads of Schools to discuss the best way forward.
Future Plans

New courses/sessions:

Dads-to-be,
Postnatal Groups
First Aid
Others
Support

Mainly through Telephone Helpline

2545 5124

One to One Counselling Sessions
Liaison with other Services:

- Various NGOs dealing with Asylum Seekers – AWAS, KOPIN, UNHCR, etc
- Ghozaza - Education Department
  (ex- School Girl Mothers Unit)
- Il-Benniena and Homestart - Social Services
- Breastfeeding Walk-In Clinic;
- ABC (Association of Breastfeeding Counsellors)
• Sedqa (Drug Abuse)
• Richmond Foundation (Mental Health)
• SANDS (Stillbirth and Neonatal Death Society)
• Bereavement Midwife;
• National Commission for the Promotion Of Equality
• DSWS (Department for Social Welfare Standards)
- Caesarean Support Group
- TIPS (Tiny Infant Parent Support)
- CDAU (Child Development Assessment Unit)
- Health Promotion Unit
- Faculty of Health Sciences
- Education Department
- Institute for Further Studies
- Postgraduate Training Coordinator in Family Medicine
- Midwives Association
Post Natal Reunions

- Mainly social
- Also therapeutic and informative
Most parents ask to meet again on a regular basis.
Parentcraft Midwives

• keep up-to-date with latest research;
• On going Education
  - Parental skills
  - Enhancing counselling skills
  - First Aid for Infants and Toddlers
Conclusion

Parentcraft Services is a dynamic service, ever-changing with the needs of its clients.

Besides being very Customer Friendly, Parentcraft Services strives to offer a family friendly environment where clients feel safe to visit over and over again and to share their worries and joys with the midwives they have learnt to trust.
Thank You