



Maternity services across Lancashire and South Cumbria are today launching a new Mum & Baby app – a definitive, personal, on-the-go guide for pregnancy, birth and beyond.

The app has been developed to provide parents and parents-to-be with a single source of trusted NHS information for all their maternity needs at East Lancashire Hospitals NHS Trust, Lancashire Teaching Hospitals NHS Foundation Trust, University Hospitals of Morecambe Bay NHS Foundation Trust and Blackpool Teaching Hospitals NHS Foundation Trust.

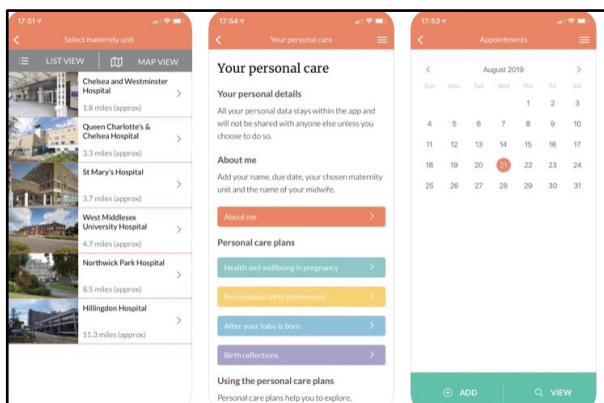
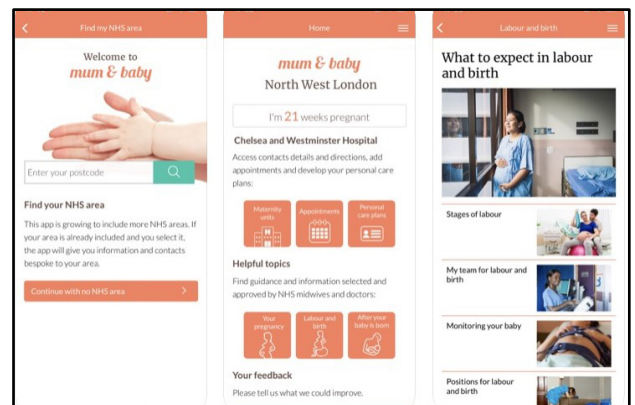
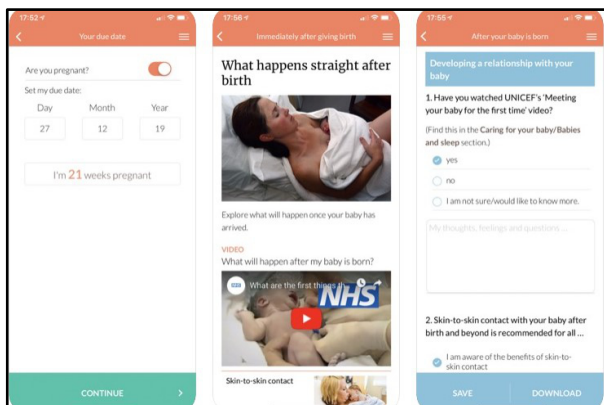
From the start of pregnancy to early parenthood, this app will support local families with:

- Making choices throughout their pregnancy
- Providing access to essential, clinically-validated information every step of the way: from planning a pregnancy and being pregnant, to giving birth and looking after a new baby
- Examples of personalised plans for their care during pregnancy, birth and beyond.

The app offers an easy-to-navigate screen, links and videos of a range of useful topics; information about emotional and physical wellbeing, mental health concerns, advice for partners, preparing for labour, hospital stays, post-delivery care, baby care basics, mum and baby checks, recovering from different types of delivery and medical conditions, and advice for when you take your new baby home.

The app provides users with a single point of access for information on booking in their local area in order to receive higher levels of continuity of care. Personal preferences for each stage of the maternity journey can be documented to share with care providers, generating conversations to support shared and personalised care plans.

The app aims to improve women’s experiences of maternity care and ensures that the information they receive is consistent no matter where they choose to give birth across Lancashire and South Cumbria



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