

MEDIA RELEASE

25 November 2015

Maternity training equipment simulators for the North east Region awarded

Two innovative birthing simulators will shortly be giving hospital staff and medical and midwifery students from across the region, the opportunity to participate in additional specialist training thanks to a US-\$50,000 grant from global healthcare company, MSD, secured by Mother and Baby charity, 'Baby Lifeline'.

'SimMom' will be officially handed over on **Friday, 27 November 2015 at 2pm** at the **Point of Care Centre** in the Sciences Complex at the University of Sunderland by Professor James Drife, President of Baby Lifeline. Professor Drife is Emeritus Chair of Obstetrics and Gynaecology at the University of Leeds.

'SimMom' is an advanced full-body interactive birthing simulator with accurate anatomy and functionality, allowing high quality team training in rare emergencies that can occur during childbirth. Bringing together multi-disciplinary healthcare professionals in a simulation environment, allows rehearsal of emergency critical incidents. Simulation training is unique in its ability to deliver effective team training in a safe environment. Early recognition of birth complications, correct diagnosis and rapid, coordinated action from the delivery team can be perfected, leading to better outcomes in the real labour ward environment. A '*PROMPT*' pelvic manikin is also included with the equipment. This will allow health professionals to practice assisted births, again helping to make delivery safer for mother and baby. Working collaboratively with the University of Sunderland, these advanced simulators will be sited in the new hi-fidelity 'Simulation Centre' at the University.

Judy Ledger – Founder of Baby Lifeline says 'Baby Lifeline's mission is to ensure the healthiest outcome possible from pregnancy and birth. Specific multidisciplinary professional training is a priority to ensure this, and to improve safety for mothers and their unborn and new born babies. We were delighted to have received such a generous award for the North East regional maternity services, which will make such an impact in this way, and across such a large clinical area. More than 80% of critical events leading to poor outcome during labour are caused by human factors errors. Simulation training can significantly reduce this type of error.'.

Mr Kim Hinshaw is leading the initiative. He is a Consultant Obstetrician and Director of Research & Innovation at City Hospitals Sunderland NHS Foundation Trust, and an Honorary Visiting Professor at Sunderland University: "We are extremely grateful to MSD for this funding to Baby Lifeline, and to Baby Lifeline for submitting the bid and deciding to base the equipment in Northeast England. While most babies are born without difficulty, every labour is different and should problems arise, we need

our staff to react quickly and effectively, and this equipment enables us to rehearse many obstetric emergencies in a controlled setting. As well as learning technical skills, it will provide important learning in areas such as communication, decision-making, team working and leadership.”

Martin Inskip, Senior Director of Operations at MSD in Cramlington said: “I am delighted that we have been able to support Baby Lifeline with this grant and it’s great to see the training equipment that will help improve the safety of mothers and their babies during childbirth”.

The teams at City Hospitals Sunderland and the University will be working closely to setup and evaluate this training over the next 12 months.

Sue Brent, Health Team Leader in the University of Sunderland's Department of Pharmacy, Health and Wellbeing, says: "This is an exciting collaboration and a unique opportunity for us to develop education across the region using ‘*SimMom*’. It's also a central part of our innovative and highly developed simulation suite in the new integrated Living Lab in our Sciences Complex, which is about creating care pathways for patients.”

Professor Drife confirms the importance of this type of training: “A well-trained multidisciplinary team is essential for the safety of mother and baby when an emergency occurs during childbirth. I'm delighted that Sunderland Royal Hospital and the University of Sunderland are collaborating in this project, which will enhance state-of-the-art team training across the North-East.”

Notes to Editors

Directions

[Sciences Centre, Fleming Building, University of Sunderland SR2 7TP](#)

Baby Lifeline Limited – Registered Charity No: 1006457

Baby Lifeline is a unique national charity dedicated to supporting the care of pregnant women and their unborn and newborn babies to ensure the best outcome from pregnancy and birth. The charity was founded by Judy Ledger in 1981, following the personal loss of three premature babies, and has a 34 year proven track record of supporting the maternity sector.

Baby Lifeline raises funds to purchase much needed maternity equipment (over £9 million to date), supports short term high impact research, and is one of the leading providers of accredited training to the medical and legal professions throughout the UK. The charity is supported by leading figures from the health service who sit on its board and serve on its eminent multi-professional advisory panel.

About MSD

MSD is a global healthcare leader working to help the world be well. MSD is a trade name of Merck & Co., Inc., with headquarters in Kenilworth, NJ, USA. Through its prescription medicines, biologic therapies and animal health products, MSD works with customers and operates in more than 140 countries to deliver innovative health solutions.

The Company also demonstrates its commitment to increasing access to healthcare through far-reaching policies, programmes and partnerships, including a 10-year US\$500 million initiative focused on creating a world where no woman has to die from complications of pregnancy and childbirth. For more information, visit www.msd-uk.com