



Workshops
 Thursday 24 May 2012

<p>0830 – 1630</p>	<p>RANZCOG fetal surveillance</p> <p>RANZCOG is committed to improving fetal surveillance by delivering clinical education to health professionals involved in intrapartum and antenatal care. The FSEP aims to provide a cost-effective suite of products, targeted specifically to meet the learning needs of clinicians across Australia and New Zealand and the need to address the risk management requirements of participating institutions in the area of fetal surveillance.</p> <p>Workshop includes case studies and discussion time and addresses:</p> <ul style="list-style-type: none"> - Physiology of fetal heart rate - Normal CTG's - Maternal monitoring - The complete clinical picture - Abnormal CTG's - Interpretation - Management <p><i>Places are limited to 50 participants</i></p>
<p>0930 – 1630</p>	<p>Helping women find their motivation for change: exploring the potential for motivational interviewing</p> <p>Presented by Jane Raymond and Vanessa Clements</p> <p>Maternity care givers can play an important part in helping women to develop the motivation to change lifestyle behaviour, including managing their weight more effectively. However, care givers often experience difficulties in having “enabling” conversations with women that challenge attitudes and promote change.</p> <p>Motivational interviewing or “change talk” is a valuable communication technique, aimed at addressing ambivalence and increasing an individual’s motivation for change. It is intended to be non-judgmental, empathetic and encouraging and is increasingly used as a brief intervention in health consultations. The technique aims to help individuals to explore their ambivalence, gain insight into difficulties, and develop solutions through realistic goal setting.</p> <p>The workshop will enable participants to:</p> <ul style="list-style-type: none"> • Define the principles of motivational interviewing as a communication tool • Identify the stages of change • Demonstrate some of the skills and strategies involved in motivational interviewing • Give and receive feedback on effective communication skills <p><i>Places limited to 30 participants</i></p>





<p>0930 – 1630</p>	<p>Antenatal care update Presented by: Dr Henry Murray, Dr Greg Whittaker, Dr Andrew Zuschmann, Margaret Sherbrun - Physiotherapist, Dr Lisa Amir and Anita Moorhead - Lactation Consultants</p> <p>New updates and recent innovations in antenatal care will be discussed at this workshop. Come to rejuvenate and rethink antenatal care with the opportunity to discuss relevant clinical and management issues with our team of experts. This antenatal update will provide an overview on recent changes in antenatal screening tests and clinical management. Covered in this update will be screening and management of diabetes from an Obstetric and GP perspective, obesity management and exercise programs, thrombophilia diagnosis and management, ultrasound for preterm labour screening and the ongoing support and management for lactation and breastfeeding.</p>
<p>0930 – 1630</p>	<p>Designing a woman centered maternity service – balancing safety, cost, geography and reality Presented by Jane Sandal, Michael Nicholl and Caroline Homer</p> <p>Maternity services in most countries aim to be woman centred focusing while balancing the capacities of the organisation, geography, availability, workforce skill mix and models of care. Medical and midwifery staff have an important role in design– both physical and organisational. Risk is also a prevailing discourse. There are many examples where risk dominates the discussions and overtakes other considerations. Balancing safety and risk is a challenge in ensuring effective maternity services.</p> <p>A focus on safety does not mean more risk management. It means looking for system harm to women and how to reduce this. It turns the gaze on the service and the professionals rather than the women as the creator of risk. The workshop will focus on what the system harms are including poor access, discrimination, inequity of access, labelling and stereotyping, delay in escalation and transfer due to professional conflict, or not listening to women.</p> <p>Workshop participants will have the opportunity to design an ideal maternity service in different contexts and settings (hospital, birth centre, home). The workshop will explore improvement science methods and how these can be used. Participants will be guided through a number of scenarios and have an opportunity to play roles as midwives, obstetricians and consumers providing leadership and vision in the design of a woman centred maternity service.</p>





0930 – 1230	<p>Social media and how to use Twitter for connecting and collaborating with colleagues and consumers in maternity services Presented by Sarah Stewart</p> <p>Twitter is an online social networking tool used by millions of people. It is playing an increasingly important part in health care provision as consumers use Twitter to find and pass on health information, support each other and share experiences, and even rate the care they receive. Health professionals are turning to Twitter to engage with consumers, tweet live procedures, get organised in times of natural disaster, pass on credible healthcare information and market their services. Health professionals are also using Twitter to network with consumers and other health professionals to collaborate and learn in a way that is not possible in the face-to-face environment. Twitter is part of the social media movement that is changing healthcare practice from paternalistic to participatory. Increasing access to the internet as well as a rise in mobile technology allows instant and widespread interaction and is changing the nature of communication between consumers and health professionals.</p> <p>This workshop will explore:</p> <ul style="list-style-type: none">• how to set up a Twitter account and ‘follow’ people;• how to use it effectively to engage with other health professionals and consumers;• how to pass on information;• how to use it to facilitate professional development events• how to use Twitter effectively and professionally professional development events <p><i>Places limited to 30 participants</i></p>
1300 - 1600	<p>Crisis communication - dealing with the unexpected Presented by David Chard</p> <p>Emergency situations, pressure, and crises are uncommon, yet form part of the core business for maternity healthcare providers. How we communicate and interact with others can influence the outcome of these situations. This workshop provides an overview of the best practices of crisis response and how to communicate effectively when under pressure. The presentation includes snapshot crisis case studies from around the world as well as some situations you may face as a clinician working in maternity care. Unfortunately these cases can attract media interest, so a smaller part of this workshop will consider how best to respond to media questions. Whilst not all clinicians are going be media spokespersons, the principles presented in this workshop are helpful for all. Participants will learn the proven principles of confidently delivering prepared messages during media interviews- regardless of what question you're asked!</p> <p><i>Places limited to 30 participants</i></p>





4th Biennial Conference
Breathing New Life into Maternity Care
Working together: balancing the risk in maternity care
Crown Convention Centre, Southbank, Melbourne
24 to 26 May 2012



Workshop Accreditation

Fetal Surveillance

The components of the workshop are: participation, completion of the FSEP Assessment, and completion of the Feedback sheet. Participants will be issued with a certificate after completing all components of the workshop.

RANZCOG – 7 Points in the PR&CRM Category + optional PR&CRM points

Antenatal Care Update

ACRRM – Code E1201BNLM - 6 Core O&G

RANZCOG – 6 CPD points

ACM – 6 points

RACGP – 40 Category 1 points

Social Media & Crisis Communication

Designing Women Centred Maternity Service

Motivational Interviewing

ACM - 6 points (each)

RACGP – 40 Category 1 points (each)

Communication Workshop, Designing Women Centred Maternity Service, Motivational Interviewing

ACM - 6 points

RACGP – 40 Category 1 points

