

THE FUTURE PARENTS' JOURNEY

THE EXPERIENCE BEFORE, DURING, AND AFTER PREGNANCY

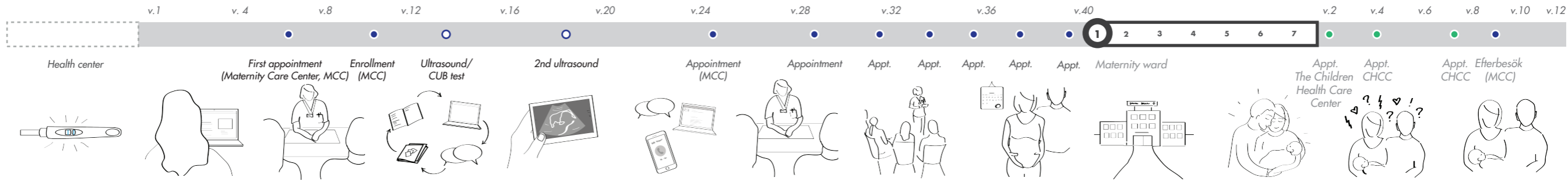
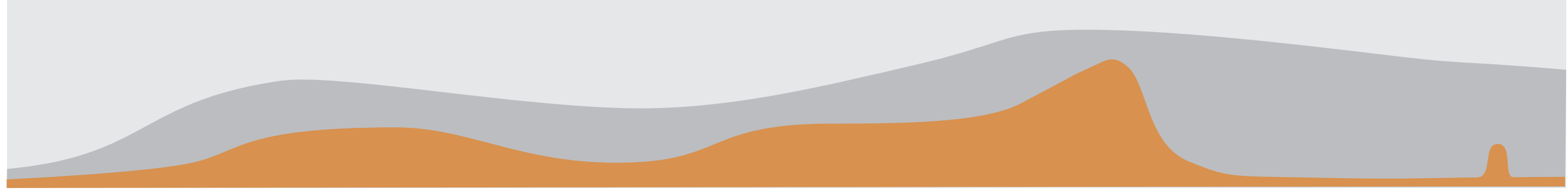


PREGNANCY PHASE



NEED vs OFFERING

- The need for support
- Experienced support offering



	BECOMING PREGNANT	CONTACTING CARE CENTER	FIRST APPOINTMENTS	PREPARES & SEARCHES FOR INFO	CUB & ULTRASOUND	IN BETWEEN APPOINTMENTS	REGULAR APPOINTMENTS	COURSES	FINAL DAYS	DELIVERY	FIRST DAYS	FIRST PERIOD	A NEW LIFE
ACTIVITIES DOING	The parents do the pregnancy test themselves at home.	Searching for information online about where to go. Talks to friends and family, asking for advice and recommendations for maternity care centers.	Meets midwife and enrolls at a maternity care centre. Receives some information from the midwife.	Receives some healthcare information, e.g. the midwife and 1177.se. Complementary information from other parties, e.g. Facebook groups, friends, Familjeliv.se etc.	CUB/ultrasound at the obstetrics and gynecology department.	Contact in between appointments. The parents contact the health center in between appointments to ask specific questions about the pregnancy or to schedule appointments. In some regions there's a number to call a midwife for general questions.	The midwife schedules the parents for regular appointments. The visits are more frequent closer to the due date.	Courses and get-togethers with other parents are arranged by Region Skåne. The parents are informed of the events e.g. from their midwife or information boards at the health center waiting rooms.	Preparation of a birth plan for the staff at the delivery ward. The plan is written either by the parents themselves or in collaboration with the midwife. Practical preparations.	The parents call the delivery ward and get confirmation that they can come in. Transportation to the chosen delivery ward.	After the birth, the whole family is transported to the maternity ward (BB). At some maternity wards there's room for the partner, at others, there isn't.	The family goes home after a couple of days at the maternity ward (BB). The maternity ward department is the responsible care taker for the mother during the first week after labor.	The mother revisits the maternity care center. This is normally scheduled 6-16 weeks after giving birth. Regular controls of the baby at the children health care center (BVC).
EXPERIENCES THINKING & FEELING	Why can't we get pregnant? Is there anything we can do to increase our chances? Finally, we're pregnant! I wonder if it's really true...?	I wonder where to go? Who do you contact when you get pregnant? I'm not sure which maternity care center I should go to. How do I know which one is the best one for us?	I'm nervous about my first appointment! Now it's for real! I don't know what questions I can and should ask. I'm not even sure if I'm pregnant... I wonder how it normally works and what to expect. I'm not sure what the standard procedure looks like; what to think about and what's expected of me. I need the midwife to understand what our unique needs are. I want to talk about all our needs as a family and how we can prepare for the baby.	I want to know "everything"! I look for information about everything; from how social security works to watching movies of child birth. I want to hear from others; their experiences and recommendations. The experiences of other parents give me something that general care can't. I want to know what will happen so I can prepare. What topics will we talk about at all the different appointments? I want to know about the different offerings, alternatives, and common challenges.	I'm worried about the baby's health. The ultrasound appointments calm me down. The ultrasound was an important confirmation for both of us. Confirmation that the baby is 'real' and healthy. I need to reflect on how we should think about the CUB result. We appreciate that the midwife brings it up well in advance and supports us.	I want to be able to reach my midwife between appointments. Some medical care centers are connected to 1177 e-services, others are not. I want to be able to ask someone knowledgeable for advice, preferably as soon as possible. Some questions only my midwife can answer, but more general questions can be handled by another midwife. Our midwife is so caring. She's really important to us! I get help and tips about other things than just the pregnancy itself.	I think the appointments are a little sparse in the beginning. We have many questions, but have to wait until the next appointment without the midwife, or we find the answer ourselves. I'm unsure what subjects I can bring up with our midwife. It's good when she takes the initiative to ask us, especially when it's something non-medical. Our midwife is so caring. She's really important to us! I get help and tips about other things than just the pregnancy itself.	The courses are very valuable, both socially and practically. The courses help both of us to prepare for giving birth. I want to know what courses and talks there are to choose from. It's hard to know what's available to me to choose from. Some people get information from their midwife. We want to be prepared for the delivery. We're unsure of when it's time and what it feels like.	I want information now about what will happen later! To reduce my worries and for me to be able to prepare both mentally and practically I need my questions answered. What could happen? What do we need to think about? I'm worrying about the baby. What's normal? It's hard to know what to react on. Also who and when to contact concerning questions about fetal movements. We want to be prepared for the delivery. We're unsure of when it's time and what it feels like.	I'm worried that we need to go to another delivery ward. We worry that we might go too early and get denied or that there's no room for us and we have to go to another maternity ward. I was disappointed when the staff didn't meet my wishes in the birth plan. Disappointment if the birth plan is either not read or ignored.	We are worried that dad isn't allowed to stay in the maternity ward (BB). It's unclear if he can stay or not. Everyone was so friendly and kind! Their treatment was important during this sensitive period. They let us take our time to get started as a family, that felt good.	I wish that we would have received more information earlier... There's a lot that you don't know or aren't prepared for; physical, mental and practical. I feel like a bad mother when I can't breast-feed, but that seems to be the only alternative that they recommend. I wish someone could help me and explain any alternatives. Who should I turn to? We need to understand what really happened. We need help understanding the situation and help processing the childbirth.	Now our focus is on the child! We don't have time to think about anything else. Should I really feel like this? Who can I turn to for help? I don't know if the problems I'm having are normal or not and if it's something I can get help with. We need to understand what really happened. We need help understanding the situation and help processing the childbirth.
PAINT POINTS & OPPORTUNITIES	→ Potential to explore needs and experiences around becoming pregnant and fertility	→ Hard to compare and choose between maternity care centers; location and earlier experiences are the only obvious criteria → Possibility to allow for preparation before the first appointment, e.g. responding to questions	→ The first appointments do not always respond to expectations and needs → A lot of information in the beginning → Lack of discussion about roles and expectations	→ Oral and fragmented written information is provided from the care center → Insufficient information provided if the pregnancy is considered different than the norm → Need for information overview There's a need to consolidate and personalize information received	→ Reduce anxiety by having clearer contact points and personal information channels between appointments → Potential for allowing more varied ways of contact for different needs and matters (practical, general or personal matters) → Need for clear information about when and where to turn during the pregnancy	→ Varying means of contact and availability at different care centers → Potential for allowing more varied ways of contact for different needs and matters (practical, general or personal matters) → Need for clear information about when and where to turn during the pregnancy	→ Need for more focus on non-medical aspects → Need for more focus and preparation for life after delivery → Unclear what's included in the midwife's role → There's a threshold for changing midwife, e.g. if the interaction isn't satisfactory → Potential for improved predictability of appointment purpose	→ Unclear where to get information about courses and group sessions, and who's responsibility it is to inform them → Offerings differ depending on care center and time of year → Not all have the opportunity to sign up for courses—either because it's not available in the area or it's full	→ Potential for clearer, more candid information about fetal movements; what to pay attention to etc. → Anxious over lack of bed at delivery ward → Need for clearer information about rights and policies concerning bed availability and partner accommodation	→ Lack of places to sleep at the maternity ward is a big reason for anxiety → Varying prerequisites at the different maternity wards → Unclear if or when the partner is allowed to stay → Different prerequisites at the different care centers → Need for more knowledge, support, and communication around breast feeding	→ Unclear who to turn to, who's responsible, and who can help us → Lack of coherent and realistic information about life with a newborn, both before and after the delivery	→ Follow up is often dependent on you yourself knowing it's a possibility and knowing where to go → Need for proactive follow up and support from the care centers for the woman's physical and mental health	