

ABSTRACT SUBMISSION AIC 2016: #113

1. Title:

The BLEED study: Applying Implementation Science to improve outcomes for childbearing women

2. Authors:

Sharon Licqurish

3. Abstract text:

a. Background

On average, every 58 minutes a woman experiences a haemorrhage during childbirth in Australia. This figure is consistent with other developed countries. It is likely to be an underestimate, however, due to inaccurate and inconsistent methods used to measure third stage blood loss and inconsistent reporting. Postpartum haemorrhage (PPH) is the greatest contributor to Australian maternal mortality and morbidity, where resultant anaemia has considerable impact on postnatal adjustment and health. Management of PPH requires accurate prediction of women at risk, prompt recognition and evidence based interventions to treat excessive blood loss.

b. Methods

We are applying Implementation Science methodology to develop and evaluate interventions to predict and facilitate prompt recognition of PPH; to allow timely evidence-based interventions to treat excessive bleeding during third stage labour. Our methods are informed by the UK 'Medical Research Council Framework for the Development and Evaluation of Complex Interventions' and 'Normalisation Process Theory'. Epidemiological data is being used to externally validate an existing risk prediction tool. Feasibility of implementing evidence-based technologies to accurately measure third stage blood loss is underway. We plan to evaluate the efficacy of this complex intervention in a future trial.

c. Conclusions

Data from this research will inform the modification of these interventions to fit within the clinical situation and practice, with the aim to normalise evidence-based interventions to accurately predict, detect and manage PPH. This presentation will showcase the applicability of Implementation Science to improve the wellbeing of childbearing women, in terms of PPH management.