**PRESS RELEASE**

**Maternal health brand Lansinoh sees increase in live**

**midwife chat service amongst ongoing UK-wide midwife shortage**

Following the launch of their live midwife chat service in 2022, a direct response to the Royal College of Midwives announcement that midwife numbers had dropped by 600 in the year since the then Health Minister admitted England was already 2000 midwives short (30th June, 2022 RCM media release), Lansinoh share that live chats with their dedicated midwives has increased 10% in the last quarter.

The live midwife chat was designed to lend support and advice to new mums and parents from pregnancy to early parenting and advises mums on pregnancy, breastfeeding or life with a newborn, and aid’s in answering questions and being a general support during what can be an overwhelming time in a new parent’s life. Recently, they have found that they are becoming the first port of call for new mums, who want to avoid adding to the strain of the NHS and seeking private advice first.

Jo Parkington, lead midwife for Lansinoh commented: “ The Royal College of Midwives estimates that the UK needs 3,000 more midwives just to meet the needs of pregnant women today. The WHO estimates that there is a global shortage of midwives of up to 900,000.  So, we had to think outside of the box to ensure that women can have access to midwifery knowledge and support in a globally challenging situation.

The holy grail of any healthcare system is to ensure that people have access to the right person, in the right place, at the right time so by offering our midwife live chat – we’re helping women in need, but also assisting the NHS during this time of crisis. We finding more and more that we’re acting as a ‘triage’ service – taking the time to talk with mum about worries or symptoms and often find that we avert the need for taking up NHS time by providing a reassuring ear at times of need.”

A testimonial from a mum in need shares: "The lady I spoke with was super supportive and helpful. Sometimes things crop up and I worry it might be a silly question, and don’t have the courage to call my health visitors or GP, so it was great to be able to have an informal chat with someone to put my mind at ease."

**ENDS**

**Contact** **anna@lansinoh.co.uk** **for further information and additional imagery.**

**About Lansinoh:** For nearly 40 years, new mothers have trusted Lansinoh to support and care for them while they enter the messy magic of motherhood. Born from one mother’s realisation that as they tirelessly care for their babies, parents often go without the support *they* need and deserve. That’s why Lansinoh proudly stands with mothers all over the world. The brand’s journey started (and continues) with the multi-award winning, healthcare professional recommended HPA Lanolin Nipple Cream. Today, it offers a comprehensive collection of solutions that help new parents navigate pregnancy, birth, breastfeeding, and pumping. Visit <https://lansinoh.co.uk/> for the full range of products and more information or follow on social: **@lansinohfamily**