

# An observation of midwives' health behaviour change language

<b>Submission date</b> 25/07/2024	<b>Recruitment status</b> No longer recruiting	<input checked="" type="checkbox"/> Prospectively registered <input type="checkbox"/> Protocol
<b>Registration date</b> 02/08/2024	<b>Overall study status</b> Completed	<input type="checkbox"/> Statistical analysis plan <input type="checkbox"/> Results
<b>Last Edited</b> 04/09/2025	<b>Condition category</b> Pregnancy and Childbirth	<input type="checkbox"/> Individual participant data <input checked="" type="checkbox"/> Record updated in last year

## Plain English summary of protocol

### Background and study aims

In pregnancy, poor health behaviours, such as smoking, alcohol consumption, poor diet, lack of physical activity and non-adherence to vaccination, contribute to adverse pregnancy outcomes. However, pregnant women continue to engage in unhealthy behaviours. Pregnancy has been identified as a Teachable Moment, as it is a life event that presents an opportunity for health behaviour change. As the primary maternity care provider for most women, midwives are in an optimal position to support women with this behaviour change. However, midwives find these conversations challenging and de-prioritise them in clinical practice. The quality and success of behaviour change conversations are heavily impacted by the communication of the health professional. One aspect of communication, where there has been little attention in midwifery research, is the language used within these interactions. Evidence has shown that language is powerful within midwife-woman interactions, however, research has not yet explored the language used by midwives when discussing health behaviours. Therefore, the current research aims to explore the language used by midwives in health behaviour change discussions.

### Who can participate?

Midwives who are employed by Manchester University NHS Foundation Trust and work in a hospital antenatal clinic or the community, providing antenatal booking appointments. Pregnant women aged over 16 years of age who attend their antenatal booking appointment.

### What does the study involve?

To explore the language used by midwives in health behaviour change discussions, antenatal booking appointments in hospital and community antenatal clinics will be audio-recorded and the data analysed using qualitative methods.

### What are the possible benefits and risks of participating?

It is hoped that by exploring midwives' language, areas to target for improvement can be identified and an intervention developed.

### Where is the study run from?

University of Manchester

When is the study starting and how long is it expected to run for?  
July 2024 to December 2025

Who is funding the study?  
National Institute for Health and Care Research (NIHR) (UK).

Who is the main contact?  
Hannah Talbot, hannah.talbot-3@postgrad.manchester.ac.uk

## Contact information

### Type(s)

Public, Scientific, Principal investigator

### Contact name

Miss Hannah Talbot

### ORCID ID

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## Additional identifiers

### Integrated Research Application System (IRAS)

336985

## Study information

### Scientific Title

An observational study of the language used by midwives in health behaviour change interactions within the antenatal booking appointment.

### Study objectives

What language do midwives use when discussing health behaviour change in the antenatal booking appointment?

### Ethics approval required

Ethics approval required

### Ethics approval(s)

approved 24/10/2024, London – Bromley Research Ethics Committee (2 Redman Place, Stratford, London, E20 1JQ, United Kingdom; +44 (0)207 104 8118; bromley.rec@hra.nhs.uk), ref: 24/LO/0693

## **Study design**

Single-centre qualitative observational study

## **Primary study design**

Observational

## **Study type(s)**

Other

## **Health condition(s) or problem(s) studied**

Health behaviour change language used by midwives

## **Interventions**

The PI will audio-record antenatal booking appointments and all data relating to health behaviours will be extracted from the transcripts and analysed using qualitative inductive content analysis. There will also be an element of deductive analysis, such as the Behaviour Change Counselling Index (BECCI), used to record aspects of the behaviour change communication.

## **Intervention Type**

Behavioural

## **Primary outcome(s)**

The health behaviour change language used by midwives measured using data collected and analysed during antenatal appointments at one time point

## **Key secondary outcome(s)**

There are no secondary outcome measures

## **Completion date**

01/12/2025

# **Eligibility**

## **Key inclusion criteria**

Midwife participants

1. Active NMC registration
2. Employed by Manchester University NHS Foundation Trust
3. Work in a hospital antenatal clinic or in the community, providing antenatal booking appointments

Pregnant women

1. Over 16 years of age
2. Attending their antenatal booking appointment.

## **Participant type(s)**

Patient, Service user

**Healthy volunteers allowed**

No

**Age group**

Mixed

**Lower age limit**

16 years

**Upper age limit**

70 years

**Sex**

All

**Total final enrolment**

33

**Key exclusion criteria**

Midwives

1. No exclusion criteria

Pregnant women

2. Women who are under 16 years of age

**Date of first enrolment**

01/12/2024

**Date of final enrolment**

17/07/2025

## **Locations**

**Countries of recruitment**

United Kingdom

England

**Study participating centre**

**Manchester University NHS Foundation Trust**

Cobbett House

Oxford Road

Manchester

United Kingdom

M13 9WL

# Sponsor information

## Organisation

University of Manchester

## ROR

<https://ror.org/027m9bs27>

# Funder(s)

## Funder type

Government

## Funder Name

Medical Research Council

## Alternative Name(s)

Medical Research Council (United Kingdom), UK Medical Research Council, Medical Research Committee and Advisory Council, MRC

## Funding Body Type

Government organisation

## Funding Body Subtype

National government

## Location

United Kingdom

# Results and Publications

## Individual participant data (IPD) sharing plan

The datasets generated and analysed during the current study will be published in a peer-reviewed journal in the form of anonymised direct quotations. Participants will provide written informed consent for this data sharing.

## IPD sharing plan summary

Published as a supplement to the results publication