



## Background

The Fetal Anomaly Scan is a detailed examination which is performed between 18+0 –20+6 weeks gestation. The scan aims to detect major physical abnormalities prenatally. FASP<sup>1</sup> indicate that 508,105 women underwent screening tests between 2015 and 2016 in the UK.

The Royal College of Obstetricians and Gynaecologists<sup>2</sup> state that women must be fully aware of the objectives of the examination and that this should be as explicit as possible so that they can make a decision with their partner to proceed or not. With large numbers of these examinations being performed it is imperative that a proper, accurate system is in place so that people are fully aware of what an anomaly scan involves and how to appropriately prepare.

The Society of Radiographers<sup>3</sup> highlighted that complaints can arise from lack of understanding around the purpose of the scan.

Lalor<sup>4</sup> reports that the majority of women in their research stated they received little or no information on the purpose, capability or limitations of the scan.

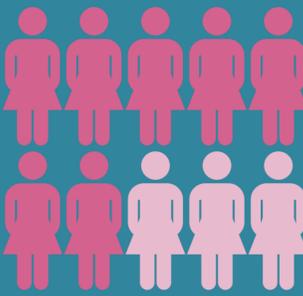
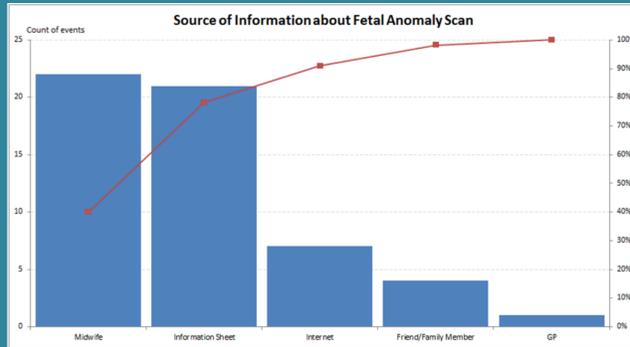
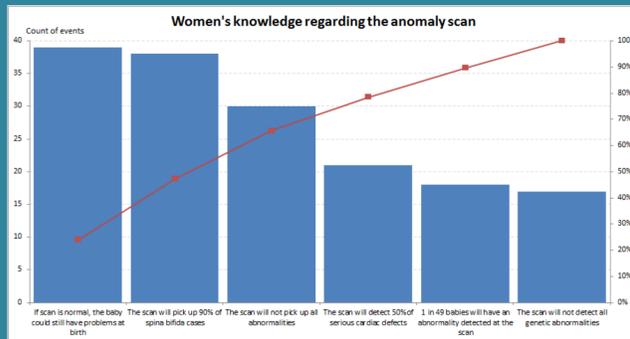
The lack of proper information surrounding the scan could be contributing to patient anxiety and thus adding extra stress for sonographers undertaking these examinations. This problem needs to be addressed so that women understand what they are coming for, to make an informed decision and to hopefully reduce their anxiety.

Ventola<sup>5</sup> report that given that social media has a vast global network that can quickly spread information to large populations, it could be utilized to facilitate a program to improve public knowledge and perspectives regarding the fetal anomaly scan.



## Snapshot of Baseline Data Results

After questioning 40 primigravida women the following baseline data was obtained:



70% of women indicated that an educational video would be a better way to provide information

98% of women knew that the main purpose of the scan was to detect abnormalities



65% of women indicated that they were anxious about the scan

## Outcome Measures

**Video Evaluation: (Quantitative Data)** Questionnaires were used pre and post video to obtain data regarding the scan and with reference to anxiety.

**Staff Survey: (Quantitative Data)** Staff across all sites will complete a questionnaire 6 months after the release of the video to determine if it has helped to reduce factors contributing to their stress levels when scanning.

Informal discussions with staff and women will continue (Qualitative Data) to assess scanxiety levels.

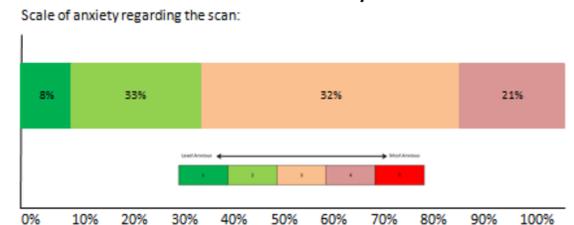
## Results

An educational video was created to improve public knowledge regarding the anomaly scan. This was uploaded to a Trust iPad. This video was piloted and tested on 45 primigravida ladies attending for the anomaly scan using pre and post video questionnaires.

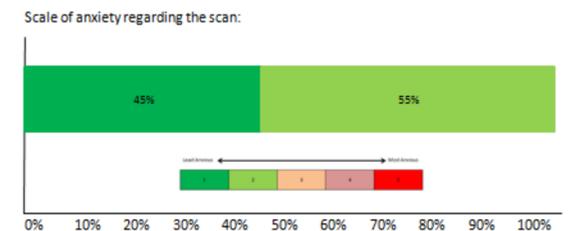
Anxiety was reduced by 53% following the use of the video. 100% of women found the video helpful and felt it was a better way of providing information. 100% of women thought the video should be uploaded to social media and watched prior to the scan. It is hoped that by better informing women this will in turn reduce the stress experienced by staff.

**Anxiety was reduced by 53% using the information video.**

**Pre-Video: 49% of women indicated that they were anxious about the scan**



**Post-Video: Anxiety was reduced by 53%**



## What now:

Women get access to the video via a QR code (as shown below) or web link prior to the scan.



## What next:

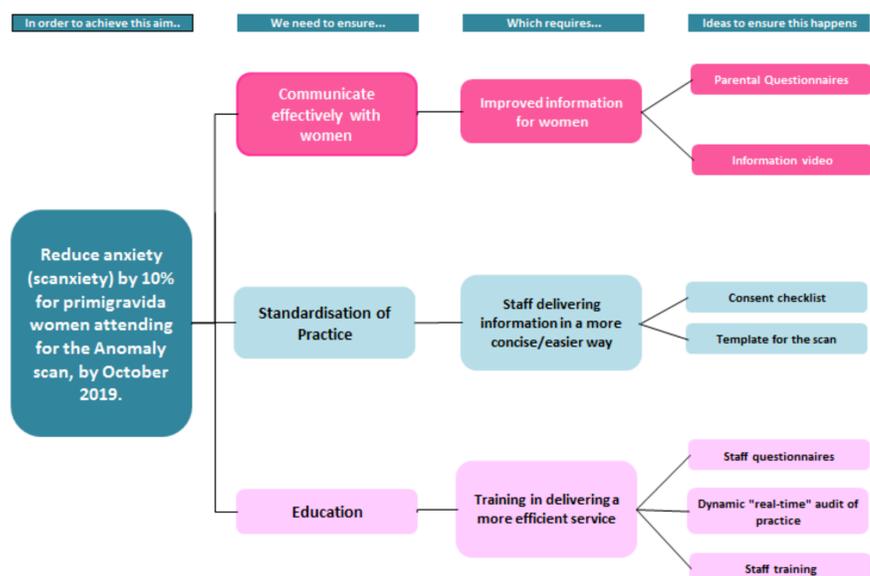
- Interview staff to determine if anomaly scans are any less stressful with regards to children attending for scans/ late arrivals/ awareness that an anomaly may be detected etc.
- Monitor statistics to see if the video is being utilised. Do people watch it and do they watch it all?
- Re question women to see what they like / don't like about the video.
- Attend maternity user group forums to gain more feedback.

## Aim

To reduce anxiety (scanxiety) by 10% for primigravida women attending for the Anomaly Scan by October 2019.



## Improvement Methodology



## References

1. Permalloo N, McHugh A. We've published first annual fetal anomaly screening data report - PHE Screening. Phescreening.blog.gov.uk. 2019 [cited 8 October 2019]. Available from: <https://phescreening.blog.gov.uk/2017/11/10/weve-published-first-annual-fetal-anomaly-screening-data-report/>
2. Routine ultrasound screening in pregnancy. London: Royal College of Obstetricians and Gynecologists; 2000.
3. Boag W. Blurred lines; who's really in control in the scan room? Society of radiographers. Sor.org. 2016[cited 8 October 2019]. Available from: <https://www.sor.org/eazines/toptalk/issue-147/blurred-lines-who-s-really-control-scan-room>
4. Lalor, J. and Devane D. Information, Knowledge and expectations of the routine ultrasound scan. Midwifery, 2007; 23 (1), 13-22.
5. Ventola, C. L. Social Media and Health Care Professionals: Benefits, Risks, and Best Practices. Pharmacy and Therapeutics, 2014; 39(7), 491-520.