

E Moe Māmā: Maternal Sleep and Health in Aotearoa/New Zealand

June 2011

Issue 4



Kia ora and Welcome This is the fourth edition of the E Moe Māmā: Maternal Sleep and Health in Aotearoa/New Zealand newsletter. Currently, we have 1077 enrolled women in our study. We would like to thank all of the women who have given up their time to participate in the study to date, as well as all of the individuals who are helping to recruit women into the study.

In this issue you will hear about some of our efforts to promote the study nationwide to help us achieve our goal of enrolling 500 pregnant Māori women into the study. The study was featured on the Good Morning show and has been the topic of a number of radio and newspaper interviews around New Zealand. We've also enlisted the help of Māori women in Northland, the East Coast, Taranaki and Wellington to help promote the study in their local communities. You can read about the good work that Monique McLeod has been doing around Gisborne and what she thinks about the study.

We also held our first workshop for midwives who wanted to learn more about sleep and shiftwork.

Keep warm! *The E Moe Māmā Research Team*

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Māori women are still needed

So far there are 1077 women enrolled in the study, and of that 290 identify as being Māori. A big thank you to everyone who has supported the study so far by spreading the word in your communities. Ngā mihi nui ki a koutou katoa.

However, we need more pregnant Māori women to be involved.

You'll remember that one of our main objectives is to have equal numbers of Māori and non-Māori women enrolled in the study. In research this is called having "equal explanatory power" and it recognises the relationship between Māori and non-Māori under the Treaty of Waitangi as well as Māori rights to be adequately represented in research and statistics. The E Moe Māmā team is committed to equal explanatory power because we believe it will allow us to investigate the issues of sleep and maternal health for both Māori and non-Māori and provide information that is useful and relevant for both communities.

So what are we going to do about it?

The E Moe Māmā team has come up with a number of ideas to help recruit more Māori women into the study, including:

- ❖ Enlisting the help of 'local recruiters' to help spread the word and support pregnant women who want to be involved
- ❖ Putting posters up in GP clinics and blood donation rooms around the North Island
- ❖ Running advertisements on radio, magazines and Facebook

Quick! There's still time!

Māori women who are due to have their baby on or before the 1st October 2011 can enrol in our study by phone 0800 MUMSLEEP, text 'SLEEP' to 5222 or through our website

www.mumsleep.co.nz

If you would you like a copy of the E Moe Māmā study poster to display in your community



Free-phone a member of the research team on

0800 MUMSLEEP

Don't forget to like our Facebook page

Click on the Facebook logo on our website www.mumsleep.co.nz

Monique McLeod

Monique McLeod is a local recruiter for the E Moe Māmā study in the Gisborne and East Coast region. She shares with us what she has been doing in her region

Monique McLeod joined the E Moe Māmā team in 2011 to help promote the study to Māori women and their families in her hometown of Gisborne.

Monique and her partner Joe are born and bred Gisbornites of Ngāti Porou and Whakatohea descent. They both obtained degrees from Waikato University and spent some time travelling overseas, before starting their family back home in Gisborne.

Monique has found the best place to meet and talk to pregnant women about the study is through the Tairāwhiti Midwifery Clinics. She has also put posters up in Medical Centres, Social Service Agencies and Kōhanga Reo throughout the area.

Most recently Monique was a star and represented the study in interviews on the Ngāti Porou Radio station and in the Gisborne Herald!

Monique is definitely one busy māmā, she has only just returned to part-time work after the birth of her gorgeous daughter Eden. Currently, she works for Sport Gisborne Tairāwhiti and as a Peer Counselor (Breast Buddy) for Kiā Māmā Ki a Māmā which is a Breastfeeding Support Group.

The Kiā Māmā Ki a Māmā programme was developed following research Monique conducted for Tairāwhiti District Health Board. The aim of this research was to investigate how Tairāwhiti mums and their whānau believed they could be better supported to breastfeed for longer.

Working within so many capacities in her own community, Monique has been able to meet many wonderful people and promote the E Moe Māmā Study.

Monique is a huge supporter of any research that aims to improve the health and wellness of mums and their whānau. She also believes with her own experience that *"A good night's sleep is an essential component in being able to function effectively. For me in my late pregnancy the inability to have a good night's sleep certainly made it a challenge to give my daughters the attention they required during the day"*.

**A huge thank you to Monique and all of our local recruiters who help to champion the E Moe Māmā Study around New Zealand.
Mauri Ora!**



Monique is pictured here with her partner Joe, daughters Samara, Alani and Baby Bump (now a 3 month old Eden)

Matariki Celebrations

Matariki is known as the Māori New Year and is the name given to a group of stars also known as the Pleiades star cluster or The Seven Sisters.

Matariki is a time of new beginnings which fits well with the experiences of the participants of E Moe Māmā who have, or will be, experiencing exciting new beginnings as their pēpē (babies) are born.

Matariki is also an important time for family to gather and reflect on the past and the future.

This year Matariki occurs on 4th June 2011 and celebrations run through until 4th July.



MIDWIFERY WORKSHOP SUCCESS

The E Moe Māmā team received positive feedback about the Sleep and Shiftwork workshop that was held on March 23rd 2011. The midwives who attended believed this was valuable for their profession and really appreciated having time to reflect on their own experiences of shift-work. One participant remarked that the workshop was *"very relevant to us and the people we care for"*.

The 3-hour course covered the physiology of sleep, consequences of insufficient sleep for performance and health, the role of the circadian biological clock, challenges associated with shiftwork, and strategies for coping with shiftwork.

The midwives who attended also received three elective education points approved by the Midwifery Council.

Further feedback noted the importance of such a workshop for their colleagues *"I found the workshop hugely valuable and worthwhile. I will indeed be referring colleagues to attend"*.

So, keep an eye out! The E Moe Māmā team will be offering more workshops in Wellington for those who have helped recruit women into the study. If you would like to know more about the workshops, feel free to contact a member of the research team on 0800 MUMSLEEP.

Good Morning Show

Did you see us on the Good Morning show?

On March 22nd 2011, Dr Sarah Jane Paine (Māori lead investigator) appeared on the Good Morning show to talk about the aims of the E Moe Māmā study, the importance of sleep for pregnant women and new mothers and to explain the importance of having equal numbers of Māori and non-Māori women in the study.

If you missed out and would like to see a clip of the interview:

See our website www.mumsleep.co.nz