Aim of Project
To have an online virtual unit tour of the local maternity unit accessible to all women from NHS Highland who deliver their babies in Raigmore Maternity Unit by the end of Feb 2015

Primary Drivers
- Ensure the virtual tour meets women and their families’ expectations.
- Getting IT and Capability to have a virtual tour on the website
- Carry out a Virtual tour and make this available in both online and DVD for those who cannot access it online

Secondary Drivers
- Focus group to assess women’s ideas on what they would like to see on a virtual tour.
- Go on a live unit tour and ask women if it has met their expectations.
- Examine what other tours are available in other areas.
- Liaise with Head of Public Relations and Engagement.
- Make the virtual tour.
- Market the virtual tour so that all women know that it is available for them to access and where to access it.
- Provide small amount of DVDs of tour for women who do not have internet access.

Project Actions/Processes
It was noted that women from some areas in NHS Highland do not have access to a unit tour of the maternity unit. This is due to geographical distances, and midwives workload demands. Women often requested tours of the maternity unit.

Focus groups and individual interviews took place to establish what women wanted from unit tours. A questionnaire was devised by the parentcraft sister to ascertain women and their partners’ views for what needed to be included in a unit tour.

A unit tour was attended to see what information was given. Discussion took place in each clinical area to ensure that the unit tour contained the key messages midwives wanted to get across to women and their families attending their area.

Filming took place within the maternity unit and editing was done by the Communications Team staff. The Unit Tour will be available on the NHS Highland Facebook page and the NHS Highland YouTube channel.

Results/Evaluation
Many charities, including the National Childbirth Trust (NCT), believe that tours before birth can actually help women during labour. Elizabeth Duff of NCT said in the local press that “Tours of labour wards are a really good idea as they can help pregnant women and their partners feel familiar with the birth environment and calmer about the upcoming birth”.

News of a virtual tour hit the headlines in the local paper with some mums and local Councillor not happy that women in some areas of NHS Highland would not have the opportunity to attend a unit tour of the Raigmore Maternity Unit. However, the virtual tour ensures that all women will have access to virtually see around the maternity unit.

During the current unit tours it is occasionally not possible to take people around the busy areas. If women miss this now, they can catch up on the virtual tour later. The added benefit is that it can be watched again and again if wished. Men often cannot attend unit tours due to their work. They can watch the tour on line at a convenient time for them.

With potentially less people walking around that maternity unit may also reduce the risk of spread of infection in the maternity unit.

Publicity is planned to ensure that all women are aware of the virtual tour. The project can be partially evaluated by the amount of likes and shares on Facebook and with the number of views on YouTube.

It is hoped that this may be the start of more podcasts for other areas within the maternity unit. This will allow information to be shared on various subjects. It is also hoped to work on a maternity page for the NHS Highland website.