Bespoke birth for the modern z generation

Key words: Bespoke birth, z generation, technology, social media, evidence-based midwifery

Bespoke birth should not be private business it should be our core business and bespoke birth is birth with and without technology.

I want to share the reasons for this statement with you based on a recent paper I presented at the Palazzo Medici Riccardi in Florence, Italy. This was a culmination of research data, theory and personal beliefs based on 20 years of research.

Online support and e-connectivity are hallmarks of the modern generation of new mothers who communicate more with each other than us as their health professionals. As more of our mothers are coming from the z generation, it is important for us as health professionals to be ready for the bespoke birth experience that these women are likely to request. The z generation are technologically savvy and expect to see machines and devices as they grew up in the world of the internet. We live in a world where an electronic myriad of data drives, accelerates and touches lives with the push of a button, creating momentous change and it is in this rapidly digitalised world that precious human birth takes place.

Academically, we can define concepts, build theories, create designs and develop products and devices that are relevant, effective and meaningful to those who need and use them. With more and more midwives obtaining PhDs and engaging in research, we use the internet for accessing NICE guidelines, WHO updates, safety alerts and we also use the rapidly growing research link databases such as ORCID, Research Gate and Academia.eu, to name a few.

We cannot function without technology as it provides health professionals with online data. We use monitoring and surveillance technologies and we access electronic records, APPS, online library databases and laboratory results. We are beginning to use robots for teaching mechanisms of normal labour, second life and avatars for education and training in breastfeeding. In addition, technology is a platform for social and political activity and surveillance technologies and we access electronic health professionals with online data. We use monitoring and surveillance technologies and we access electronic records, APPS, online library databases and laboratory results. We are beginning to use robots for teaching mechanisms of normal labour, second life and avatars for education and training in breastfeeding. In addition, technology is a platform for social and political activity and we need to start using technology with our parents to let them know we will support them in achieving their ‘bespoke birth’, whatever that is for them.

We need to remember that as soon as the baby is born, the mobile phone is out and the pictures are sent to a family group for the appropriate use of old, new and future birthing technologies with our parenting groups and policy-makers. Engaged in partnership activities to determine guidelines for the appropriate use of old, new and future birthing technologies with our parenting groups and policy-makers.

We need to engage with women and birth technology on an everyday basis. With rapid advances in personalised medicine, epigenetics and more recently robotics, the lifeworld of the z generation of new mothers is an exciting field of new technologies. We must stand as a multiprofessional team of midwives, obstetricians, anaesthetists, paediatricians and researchers actively engaged in partnership activities to determine guidelines for the appropriate use of old, new and future birthing technologies with our parenting groups and policy-makers.

We need to engage with women and birth technology on an everyday basis. With rapid advances in personalised medicine, epigenetics and more recently robotics, the lifeworld of the z generation of new mothers is an exciting field of new technologies. We must stand as a multiprofessional team of midwives, obstetricians, anaesthetists, paediatricians and researchers actively engaged in partnership activities to determine guidelines for the appropriate use of old, new and future birthing technologies with our parenting groups and policy-makers.

We need to engage with women and birth technology on an everyday basis. With rapid advances in personalised medicine, epigenetics and more recently robotics, the lifeworld of the z generation of new mothers is an exciting field of new technologies. We must stand as a multiprofessional team of midwives, obstetricians, anaesthetists, paediatricians and researchers actively engaged in partnership activities to determine guidelines for the appropriate use of old, new and future birthing technologies with our parenting groups and policy-makers.

We need to engage with women and birth technology on an everyday basis. With rapid advances in personalised medicine, epigenetics and more recently robotics, the lifeworld of the z generation of new mothers is an exciting field of new technologies. We must stand as a multiprofessional team of midwives, obstetricians, anaesthetists, paediatricians and researchers actively engaged in partnership activities to determine guidelines for the appropriate use of old, new and future birthing technologies with our parenting groups and policy-makers.

We need to engage with women and birth technology on an everyday basis. With rapid advances in personalised medicine, epigenetics and more recently robotics, the lifeworld of the z generation of new mothers is an exciting field of new technologies. We must stand as a multiprofessional team of midwives, obstetricians, anaesthetists, paediatricians and researchers actively engaged in partnership activities to determine guidelines for the appropriate use of old, new and future birthing technologies with our parenting groups and policy-makers.

We need to engage with women and birth technology on an everyday basis. With rapid advances in personalised medicine, epigenetics and more recently robotics, the lifeworld of the z generation of new mothers is an exciting field of new technologies. We must stand as a multiprofessional team of midwives, obstetricians, anaesthetists, paediatricians and researchers actively engaged in partnership activities to determine guidelines for the appropriate use of old, new and future birthing technologies with our parenting groups and policy-makers.

We need to engage with women and birth technology on an everyday basis. With rapid advances in personalised medicine, epigenetics and more recently robotics, the lifeworld of the z generation of new mothers is an exciting field of new technologies. We must stand as a multiprofessional team of midwives, obstetricians, anaesthetists, paediatricians and researchers actively engaged in partnership activities to determine guidelines for the appropriate use of old, new and future birthing technologies with our parenting groups and policy-makers.

We need to engage with women and birth technology on an everyday basis. With rapid advances in personalised medicine, epigenetics and more recently robotics, the lifeworld of the z generation of new mothers is an exciting field of new technologies. We must stand as a multiprofessional team of midwives, obstetricians, anaesthetists, paediatricians and researchers actively engaged in partnership activities to determine guidelines for the appropriate use of old, new and future birthing technologies with our parenting groups and policy-makers.

We need to engage with women and birth technology on an everyday basis. With rapid advances in personalised medicine, epigenetics and more recently robotics, the lifeworld of the z generation of new mothers is an exciting field of new technologies. We must stand as a multiprofessional team of midwives, obstetricians, anaesthetists, paediatricians and researchers actively engaged in partnership activities to determine guidelines for the appropriate use of old, new and future birthing technologies with our parenting groups and policy-makers.

We need to engage with women and birth technology on an everyday basis. With rapid advances in personalised medicine, epigenetics and more recently robotics, the lifeworld of the z generation of new mothers is an exciting field of new technologies. We must stand as a multiprofessional team of midwives, obstetricians, anaesthetists, paediatricians and researchers actively engaged in partnership activities to determine guidelines for the appropriate use of old, new and future birthing technologies with our parenting groups and policy-makers.

We need to engage with women and birth technology on an everyday basis. With rapid advances in personalised medicine, epigenetics and more recently robotics, the lifeworld of the z generation of new mothers is an exciting field of new technologies. We must stand as a multiprofessional team of midwives, obstetricians, anaesthetists, paediatricians and researchers actively engaged in partnership activities to determine guidelines for the appropriate use of old, new and future birthing technologies with our parenting groups and policy-makers.