

Description

MAMA Academy Awards 2022

Heidi Eldridge, CEO – MAMA Academy

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Heidi Edridge, CEO
MAMA Academy

Tuesday, 15th November, was a special day in the calendar of maternity professionals across the UK. It was the first ever MAMA Academy Awards ceremony, celebrating the amazing work maternity professionals are doing day in day out to keep babies safe.

A simple but enormous vision

MAMA Academy, celebrating its 10th anniversary this year, is a charity with a simple but enormous vision: for there to be no more preventable stillbirths in the UK. The charity's mission is to empower maternity professionals and inform expectant parents about stillbirth prevention methods to help more babies arrive safely, and when it first launched in 2012, the number of stillbirths began a significant decline in the UK for the first time in 20 years. This decline has continued year on year since.

Inspirational and heart-warming stories

The ceremony, hosted by CEO Heidi Eldridge, was generously sponsored by Clevermed, and MAMA Academy patron Marie Louise, known as The Modern Midwife, joined Heidi to judge the awards.

Nominations came in from all over the country, featuring inspirational and heart-warming stories of maternity

professionals, from midwives to obstetricians, hypnobirthing coaches to sonographers. It was clear from the nominations that women and pregnant people from across the UK were keen to share the hard work, dedication and all round excellence of the professionals who cared for them during pregnancy.

Lifetime achievement

The awards given on the night included Midwife of the Year, Specialist Midwife of the Year, Outstanding Fundraiser of the Year, Volunteer of the Year, Independent Midwife of the Year, Maternity Team of the Year, Maternity Ambassador of the Year, and Healthcare Professional of the Year. In addition, the judges awarded a Lifetime Achievement award for a life or career dedicated to the safe delivery of babies.

Florence Wilcock, who won the Lifetime Achievement Award, said *"I am incredibly honoured to receive this award, it is a privilege to work in maternity care and be present at such an important life event for families. I love to question why and how we work helping to push the boundaries of care trying to provide a better experience for people, receiving this award makes me all the more determined to continue to do so!"*

In addition to headline sponsor Clevermed, individual awards were sponsored by corporate supporters, including K2 Medical, Active Iron, 4Louis, My Expert Midwife, Angelcare, Lansinoh, and Silvercross.

Full list of award winners on the night:

- Healthcare Professional of the Year – Matthew Anderson
- Midwife of the Year – Kerry Perkins
- Specialist Midwife of the Year – Sarah Phillips
- Independent Midwife of the Year – Debbie Linger
- Maternity Ambassador of the Year – Gill Phillips
- Maternity Team of the Year – Upminster & Cranham Village Midwives
- Business of the Year – All4Maternity
- Outstanding Fundraiser of the Year – Hakeem Adebiyi
- Volunteer of the Year – Emily Veall
- Lifetime Achievement Award – Florence Wilcock



Amazing work

Congratulations to all the winners and to everybody who was nominated for an award. The evening truly highlighted what amazing work is being done all over the UK by extraordinary maternity professionals. There is still much work to do to achieve MAMA Academy's vision of no more preventable stillbirths in the UK, but we whole-heartedly believe that it is achievable, and with such dedicated professionals bringing babies into the world, we are confident that we will achieve it!

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