

The free DVD is being distributed by the NCT in the following ways:

- Free in the March issue of *Bumps and Babies* magazine - NCT's free quarterly magazine distributed to over 700,000 parents-to-be via midwives, maternity units, GP surgeries, Sure Starts, nurseries and antenatal clinics. (Parents can also order *Bumps and Babies* online at [www.nct.org.uk](http://www.nct.org.uk))
- Via NCT Enquiry line 0870 444 8707

## Shiatsu Society sponsors NCT DVD

The Shiatsu Society is sponsoring a new DVD, produced by The National Childbirth Trust, showing birth as it has never been seen before. The film combines information and real life stories from real women - including top TV presenter and mother of three, Davina McCall, who tells her personal home birth story.

The new Happy Birth Day DVD is designed to show how women and their partners can help themselves to have the best birth possible. Featuring Alison Hammond, presenter on ITV's *This Morning*, it follows two very different women and their midwives through pregnancy and birth, and shows how the choices they make about their care influence the birth they have and the way they feel about it. The DVD provides parents-to-be with answers about what really makes a difference and why. It explains the options available when making key decisions, such as how to choose where to give birth and who can provide support. These, along with the other choices discussed, are known to have an effect on the sort of birth a woman has. The DVD also discusses how to improve the chances of a straightforward birth. As one of the 13 organisations sponsoring the DVD, the Shiatsu Society has produced a short advertisement, which appears on the DVD in between the documentary-style footage about how parents can prepare for the birth of their baby.

Belinda Phipps, Chief Executive of the NCT said: -

"We are thankful for the sponsorship and support of the Shiatsu Society in the making of this DVD, which provides genuine, accurate and well-presented information to help parents-to-be make the right choices around the birth of their baby. There is too much existing TV material showing birth as an overly dramatic and traumatic experience, and with labours appearing to last only 5-10 minutes. We want to ensure accurate, evidence-based information is available for women to understand their options. That's why, the NCT is giving away a limited number of DVDs free with its *Bumps and Babies* magazine, to make sure all mums have the best chance possible of a Happy Birth Day."

TV presenter and NCT home birth ambassador, Davina McCall, said:

"I was lucky enough to talk to a good friend when I was expecting my first baby. She talked about birth in such glowing terms that I thought how lovely it sounded so I decided home birth was right for me. My labour and births were very straightforward and really really amazing. Having choices is so important. Whatever your choice is, it's the right one for you."

The DVD and magazine are available free-of-charge to any mum to be in the UK. Its production is part of the charity's aim to enable all parents to have a life-enhancing experience of pregnancy, birth and being a new parent.

To see an exclusive preview clip of the DVD journalists can visit [www.nct.org.uk/happybirthdaydvd](http://www.nct.org.uk/happybirthdaydvd)

The NCT is grateful for the sponsorship and support of the following organisations for the production of the Happy Birth Day DVD: Bright Horizons, Britax, Ceuta Healthcare, Federation of Holistic Therapists, Ford, Foresters Friendly Society, Kamillosan, Ocado, Philips, Shiatsu Society, The British Humanist Association, The Children's Society. These organisations have had made no contribution to, nor have had any influence on the content of, the programme, which is exclusively provided by the NCT based on research, evidence and the experience of parent.

- Run by parents for parents, the National Childbirth Trust (NCT) is the largest and best-known charity in Europe supporting people making the

transition to parenthood. It is the voice of parents on pregnancy, birth and life as a new parent. The charity provides a range of quality educational and support services for parents across the UK. Established 50 years ago, the NCT has successfully campaigned for improved care during pregnancy and childbirth and better support for parents of new babies. The NCT now champions the principle of informed choice for women and their partners.

- NCT provides a range of services for any new parents including antenatal classes, postnatal discussion groups, support on baby feeding with breastfeeding counsellors and a network of over 300 local branches for new parents. For further information, please visit the NCT website at [www.nct.org.uk](http://www.nct.org.uk) or call the NCT Enquiry line on 0870 444 8707 , 9-5 Monday-Thursday and 9-4 on Fridays.

The NCT is a registered charity (reg. no. 801395). All services are available to all parents. The work of the NCT is part funded by 70,000 members who support the work of the charity and provide services to parents as volunteers. To join the NCT or to renew your support for the charity please visit [www.nct.org.uk/join](http://www.nct.org.uk/join)