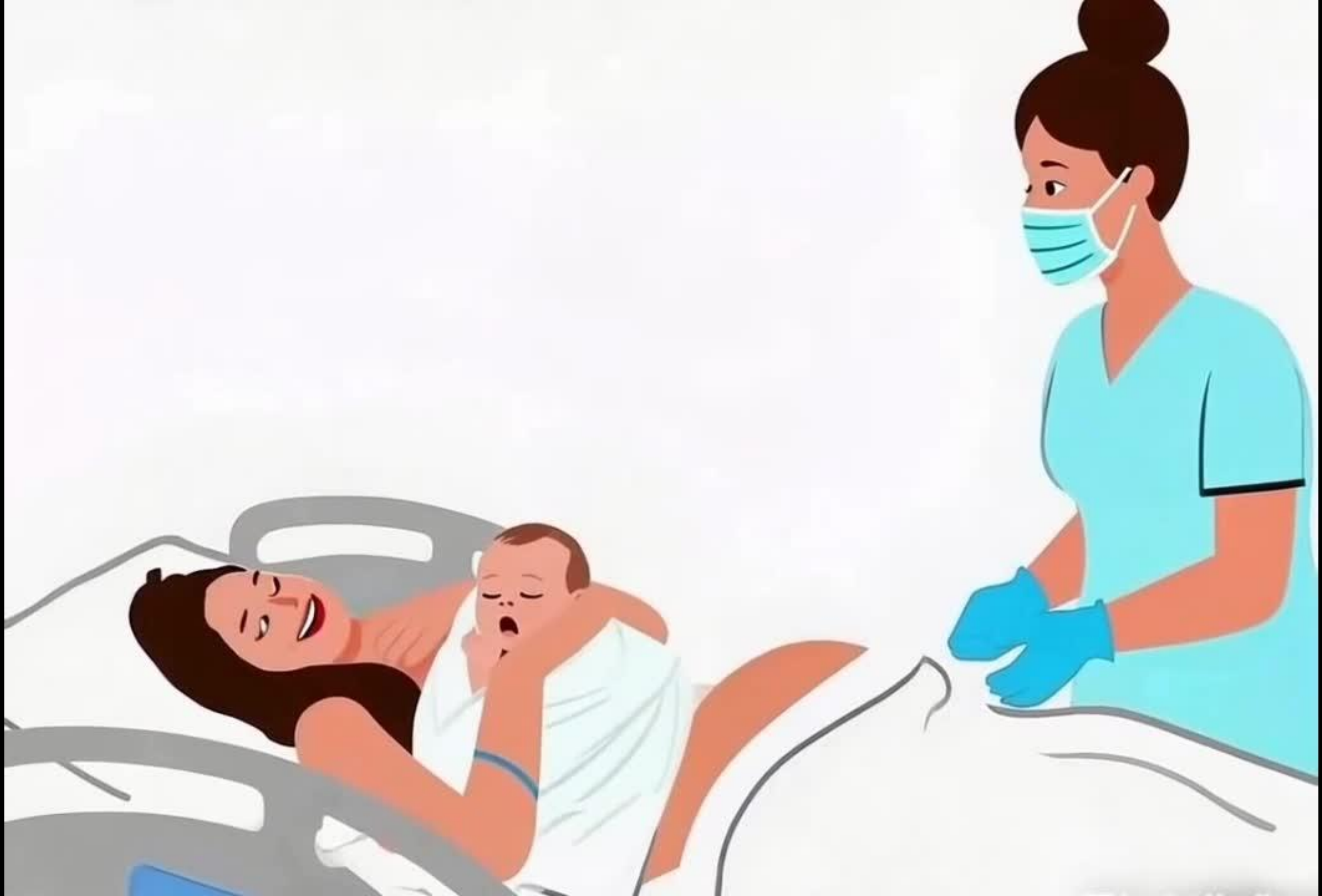
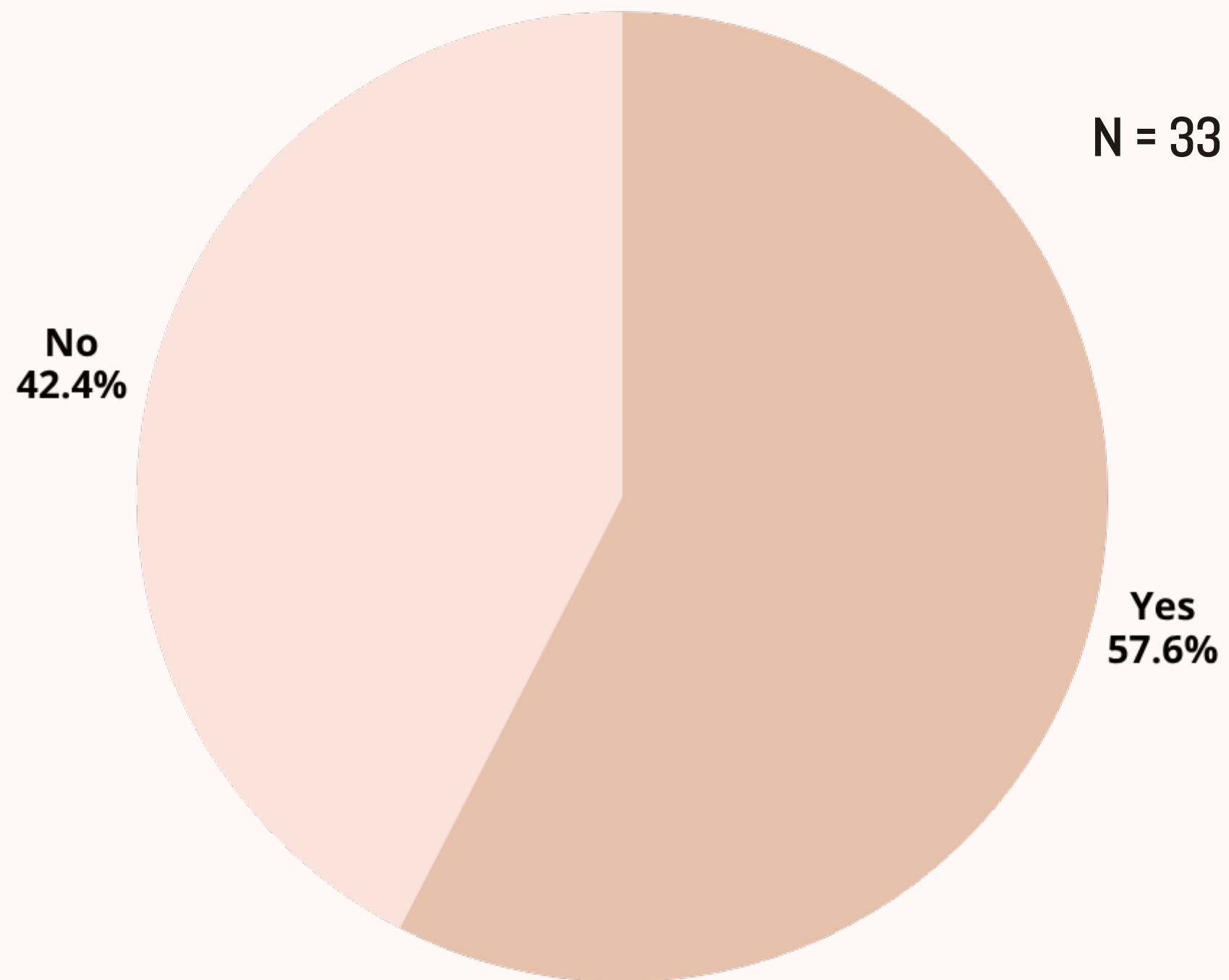


From Tradition to Evidence: Changing Practice on Routine Teaching of Self-uterine Massage to Mothers after Delivery

Tao Man Tuen Mandy
Advanced Practice Nurse
Department of Obstetrics & Gynaecology
Pamela Youde Nethersole Eastern Hospital



Staff Experience: Client with Uterine Pain After Delivery



Active Management of 3rd Stage of Labour

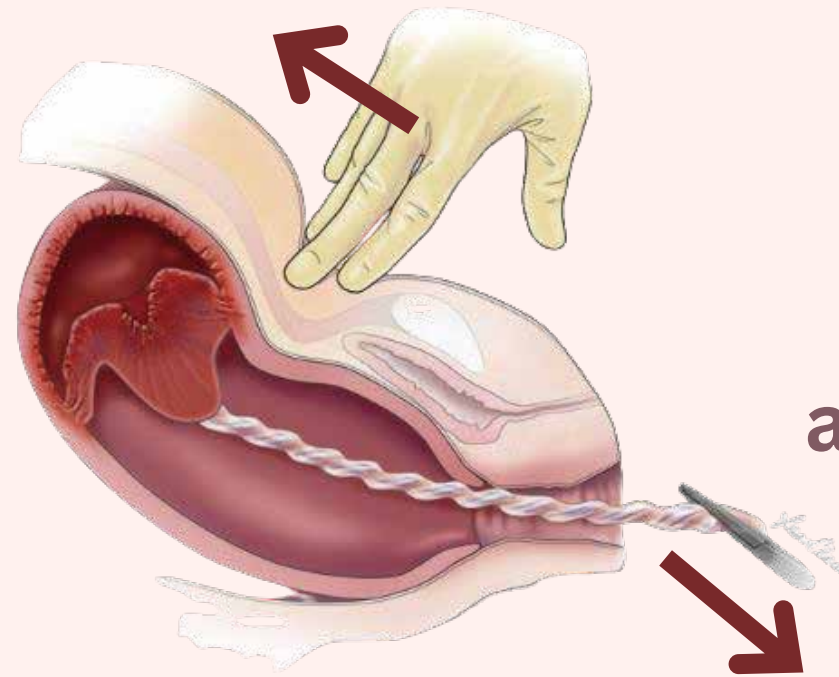
1. Prophylactic oxytocin at delivery



2. Delayed umbilical cord clamping for 1-3 mins



3. Controlled cord traction to deliver placenta



+/- 4. Uterine massage after delivery of placenta



Background

「心裡心裡有個謎」徵題比賽
Evidence-based Practice / Research Topics Competition



宣傳短片



大家係工作上有冇遇過咩難題令你好疑惑，而你又好想知道個答案呢？只要掃一掃右邊個QR code，同我地分享一下你心裡面果個謎。如果你條問題被揀中，我地除咗會幫你解開果個謎，仲會獎你一份神秘禮物添(冠、亞、季軍)。每個人提交嘅問題數目不設限額。

參賽連結:



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<https://forms.gle/Rfcqs5wb4gTVqr8c9>

截止日期: 1/3/2024 (五)

	Topic
1.	Is cool or warm temperature fluid for Bakri balloon inflation in PPH patient with a better haemostatic effect?
2.	Does sweeping fasten the progress in labour?
3.	Which one is a better technique in guarding perineum, hands-on or hands-poised technique?
4.	Is turning to the left when lying down better for pregnant women?
5.	When to recheck temperature after oral Panadol?
6.	Which one is more accurate, BP measurement over sleeve or below a rolled-up sleeve?
7.	Giving oxygen to pregnant women can help with deceleration?
8.	Does routine teaching of self-uterine massage to mothers help them to reduce risk of PPH?
9.	For the measurement of symphysis-fundal height, should it be started at the top of symphysis pubis or fundus? And at which gestation should we use symphysis-fundal height in AN assessment?
10.	Should we use ice pack for fever management?



Timeline of Project

1 Literature appraisal
Jul 2024 - Jul 2025

3 Pre-video survey
Aug 2025 - Sep 2025

2 Production of video
Jul 2025 - Sep 2025

4 Release of video
& Post-video survey
Sep 2025 - Oct 2025

5 Follow-up Education
Oct 2025 - Nov 2025

Pre-video Survey

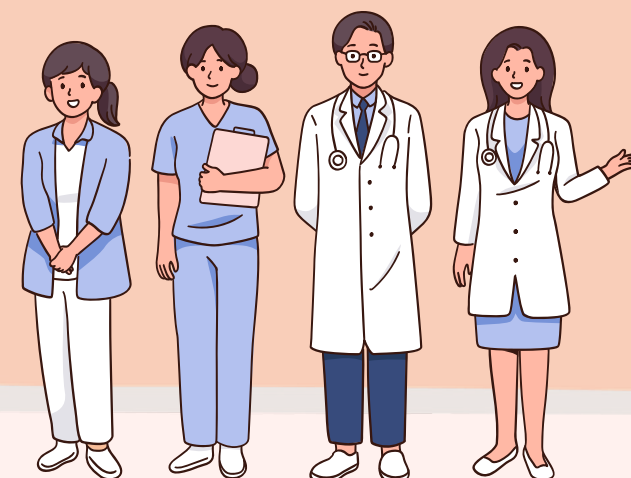
Purpose

To assess midwives' and doctors' **current perception and practice** of teaching mothers self-uterine massage after delivery for PPH prevention



Target group

Obstetricians, interns, midwives and student midwives in O&G



Period

11 Aug 2025-4 Sep 2025

Mode of survey

Online

Participation

Voluntary



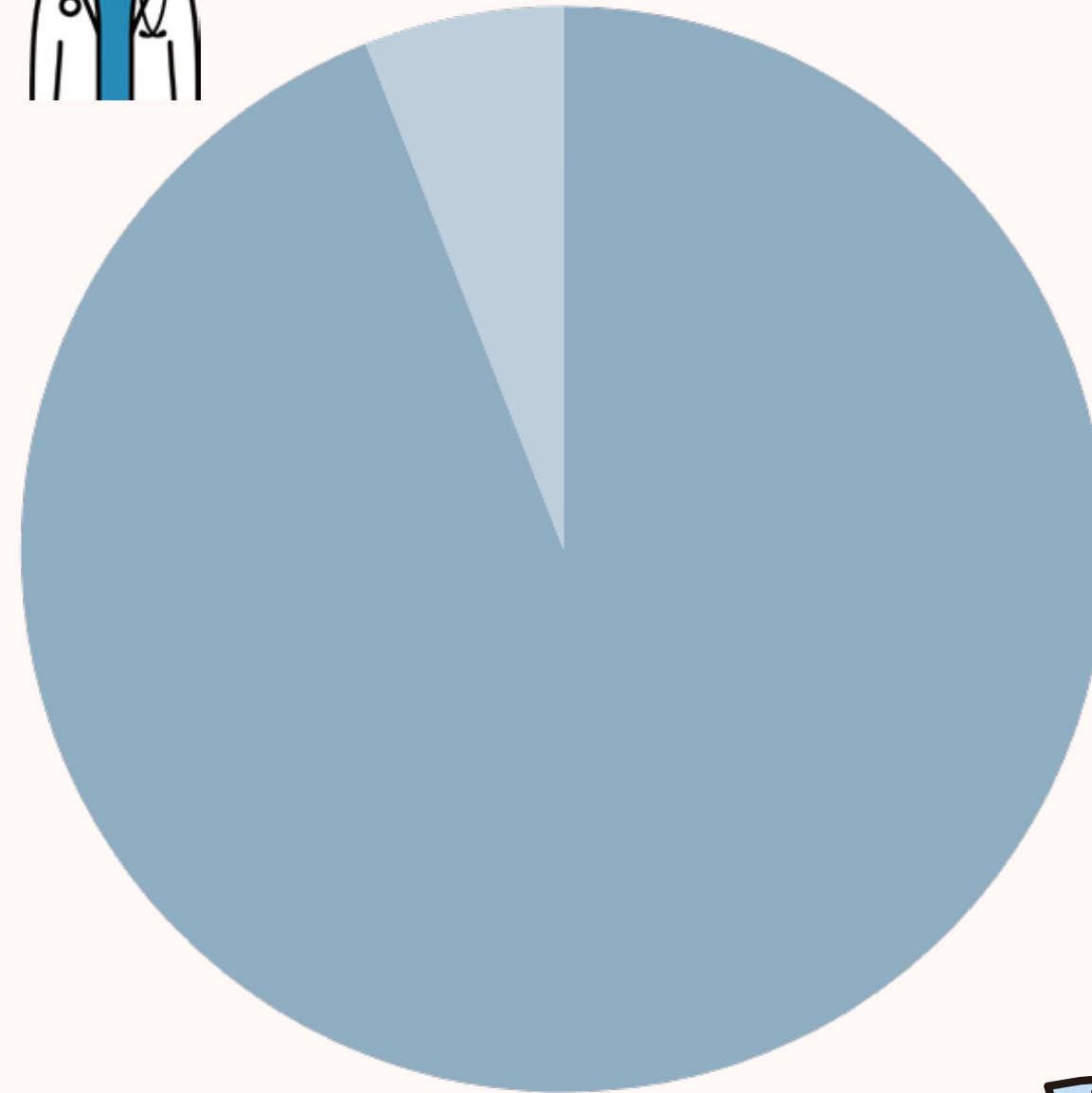
Pre-video Survey Result

Composition of respondents

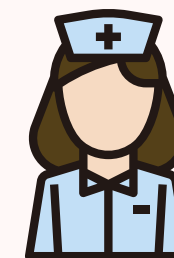


Obstetrician
& Intern
5.9%

N = 101

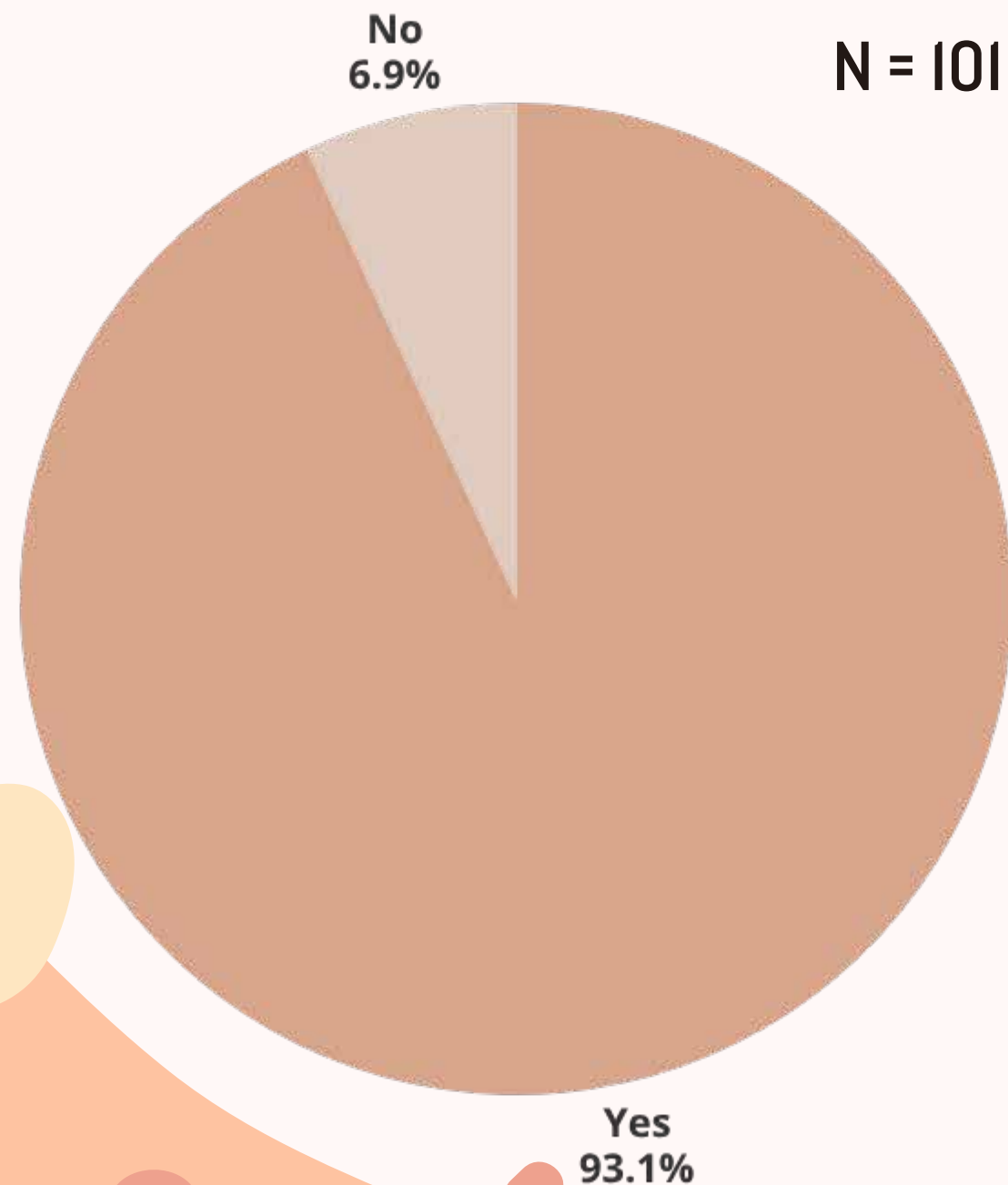


Midwife &
Student
midwife
94.1%

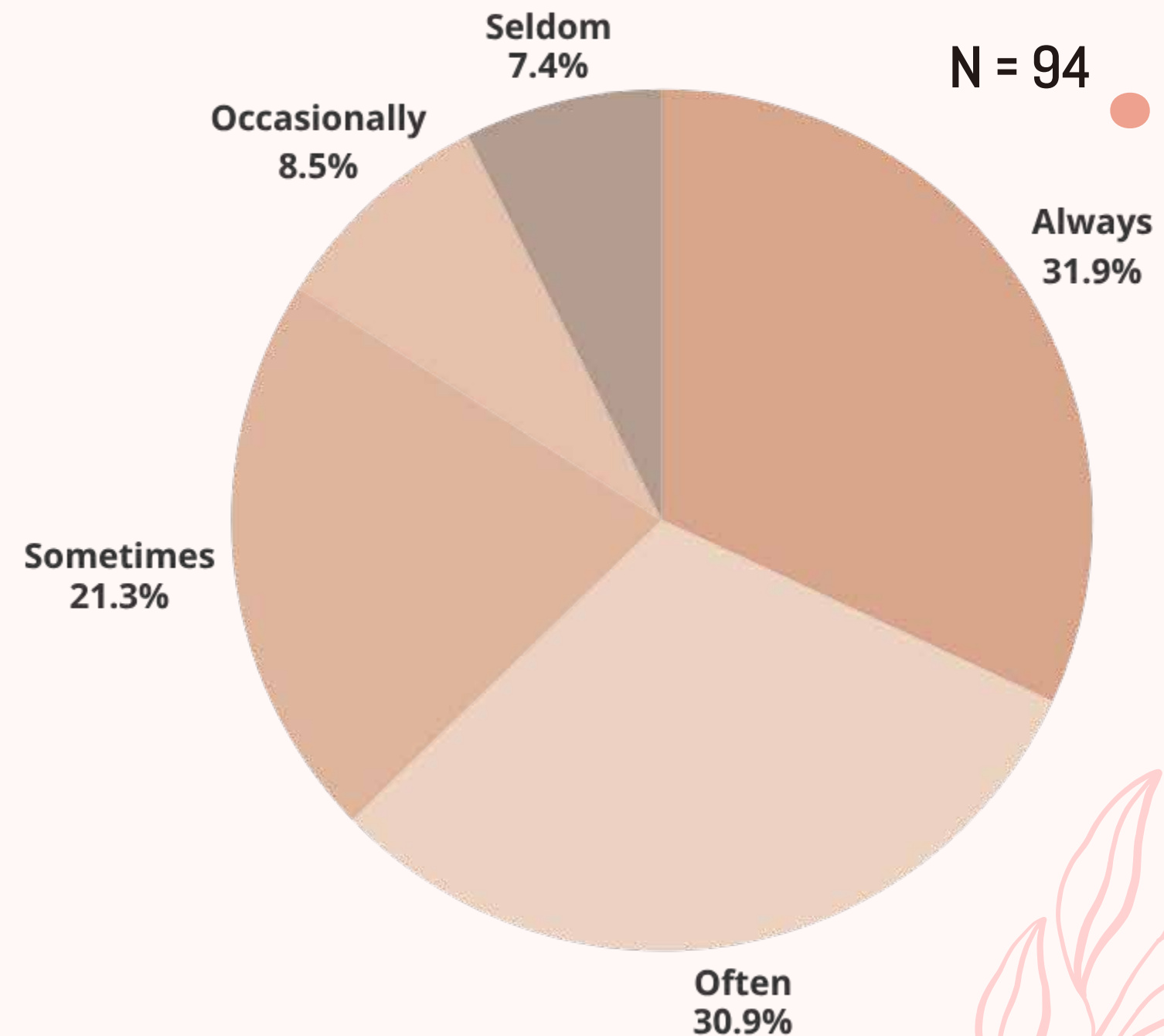


Pre-video Survey Result

Have you ever observed other colleague(s) teaching mothers to perform self-uterine massage after delivery?

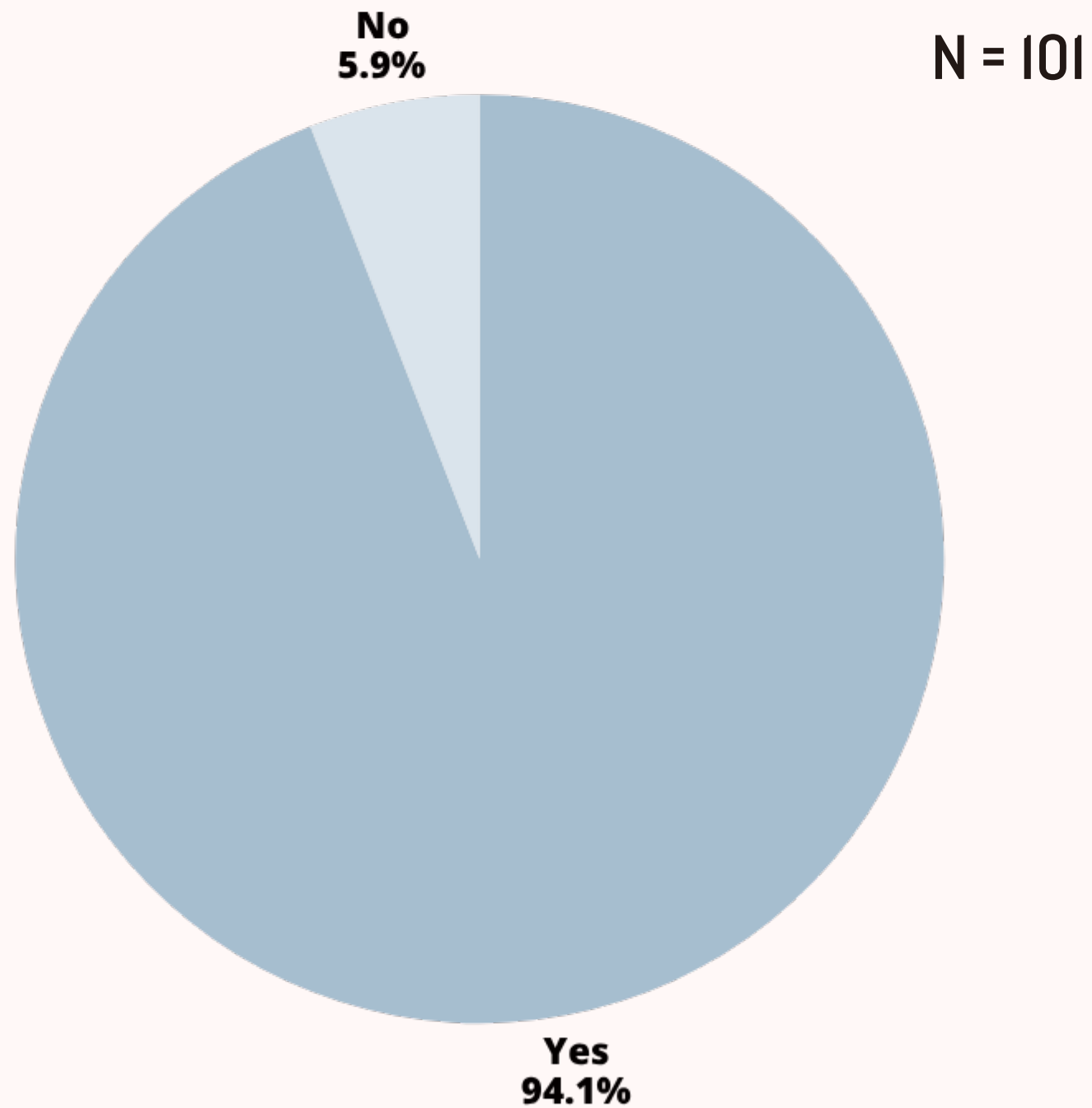


How often did you observe other colleague(s) teaching self-uterine massage to mothers?



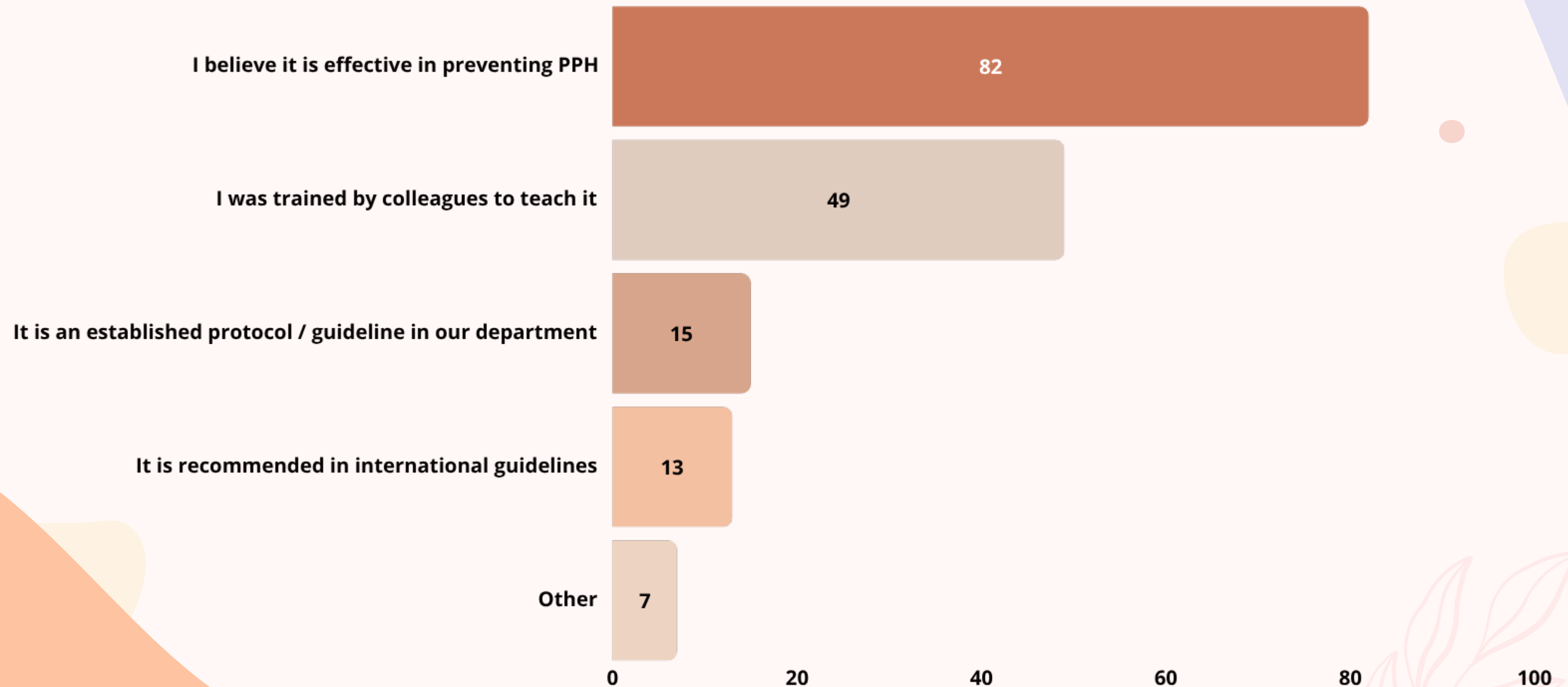
Pre-video Survey Result

Do you routinely teach mothers to perform self-uterine massage after delivery?



Pre-video Survey Result

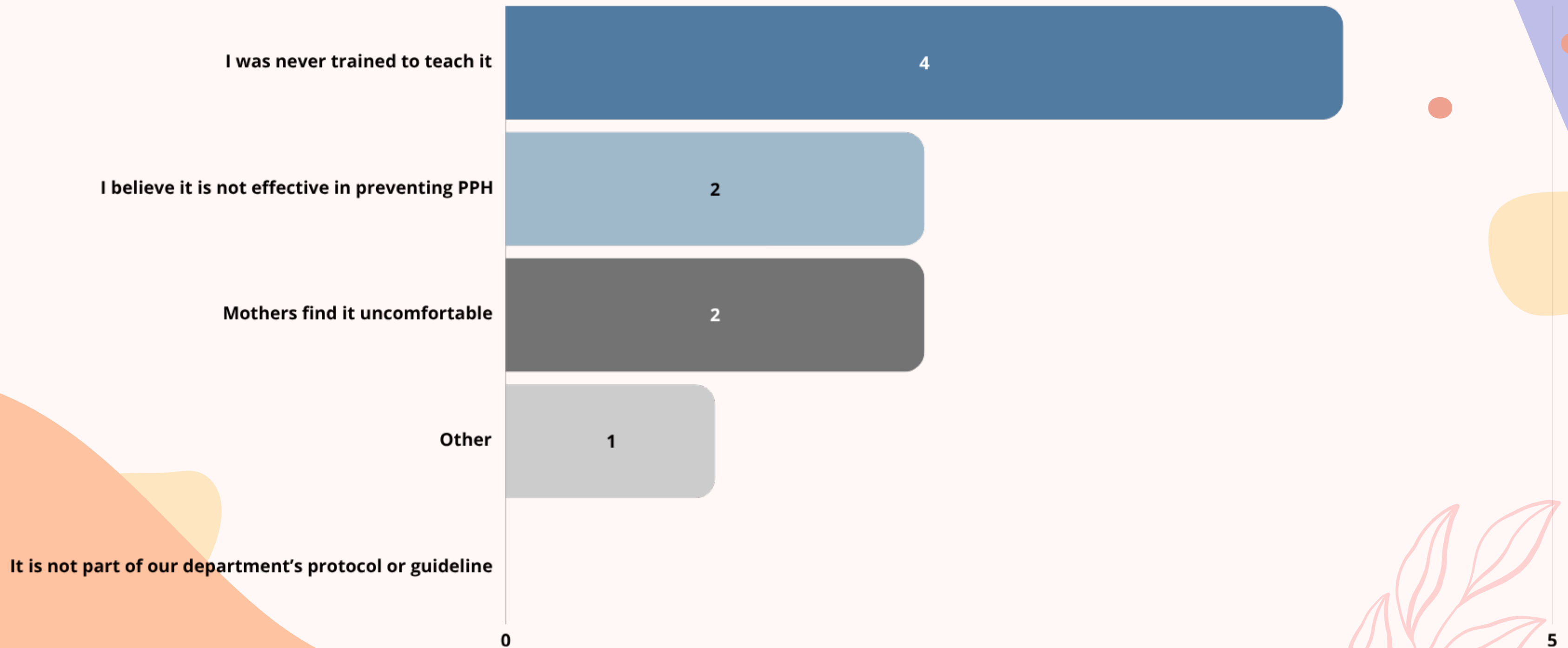
N = 95 Which factor(s) influence you to teach self-uterine massage?



Pre-video Survey Result

N = 6

What are the reason(s) for NOT teaching self-uterine massage?



It is not part of our department's protocol or guideline

Literature Search



✓ Period

- 2010 - 2024

✓ Inclusion Criteria

- Systematic Review
- Meta-analysis
- RCT
- Quasi-experimental
- Descriptive Review

✗ Exclusion Criteria

- non-English text
- no full text available

SUMMARY OF LITERATURE APPRAISAL

NO	YEAR OF PUBLICATION	TITLE	TYPE OF EVIDENCE	LEVEL & QUALITY
1	2021	Assessment on the effect of active management of third stage of labour with and without uterine massage on maternal outcome among postnatal mothers	Quasi-experimental study	2B
2	2020	Comparison of the effects of three different methods in reducing primary postpartum haemorrhage	RCT	1A
3	2024	Effectiveness of intermittent uterine massage in reducing blood loss during vaginal delivery a comparative study	Quasi-experimental study	2B
4	2022	Postpartum haemorrhage - a comprehensive review of guidelines	Descriptive review	4A
5	2012	Reminder systems for self uterine massage in the prevention of postpartum blood loss	RCT	1A
6	2023	The effect of uterine massage after vaginal delivery on the duration of placental delivery and amount of postpartum haemorrhage	RCT	1A
7	2014	The effect of uterine massage during early postpartum period on uterus involution and amount of lochia rubra	Quasi-experimental study	2B
8	2017	Uterine massage as part of active management of the third stage of labour for preventing postpartum haemorrhage during vaginal delivery a systematic review and meta-analysis of randomised trials	Systematic review	1C
9	2013	Uterine massage for preventing postpartum haemorrhage (review)	Systematic Review Meta-analysis	1A
10	2023	Uterine massage to reduce blood loss after vaginal delivery	RCT	1A
11	2013	Uterine massage to reduce blood loss after vaginal delivery a RCT	RCT	1A
12	2010	Uterine massage to reduce postpartum haemorrhage after vaginal delivery	RCT	1C

Findings



No

**NOT
EFFECTIVE**

1A X 4
1C X 2
2B X 1
4A X 1

8

Yes

EFFECTIVE

1A X 1
2B X 2

3

?

INCONCLUSIVE

1A X 1

1



Postpartum hemorrhage: a comprehensive review of guidelines

Aim

To review and compare the most recently published influential guidelines on evaluation, management and **prevention** of postpartum haemorrhage

The American College of Obstetricians and Gynecologists (ACOG)

The Society of Obstetricians and Gynaecologists of Canada (SOGC)

The Royal College of Obstetricians and Gynaecologists (RCOG)

Descriptive review of guidelines

The Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG)

The Network for the Advancement of Patient Blood Management, Hemostasis and Thrombosis in collaboration with the International Federation of Gynecology and Obstetrics, the European Board and College of Obstetrics and Gynaecology, the European Society of Anaesthesiology (NATA-FIGO-EBCOG-ESA)



The World Health Organization (WHO)

(Giouleka et al., 2022) 16



Prevention of PPH

Recommendation regarding uterine massage

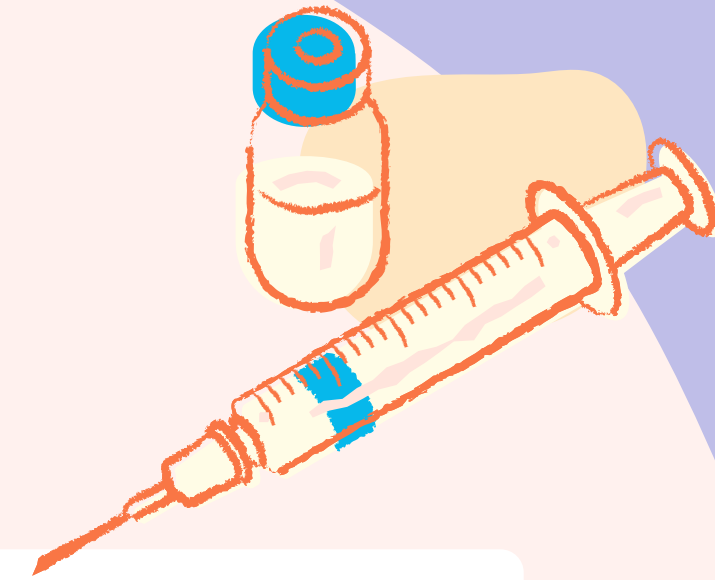
General consensus:

- Active management of the 3rd stage of labour
- Prophylactic oxytocin is the criterion-standard method towards the goal

Uterine massage **NOT recommended** (ACOG, RCOG, NATA, WHO)



Recommendation



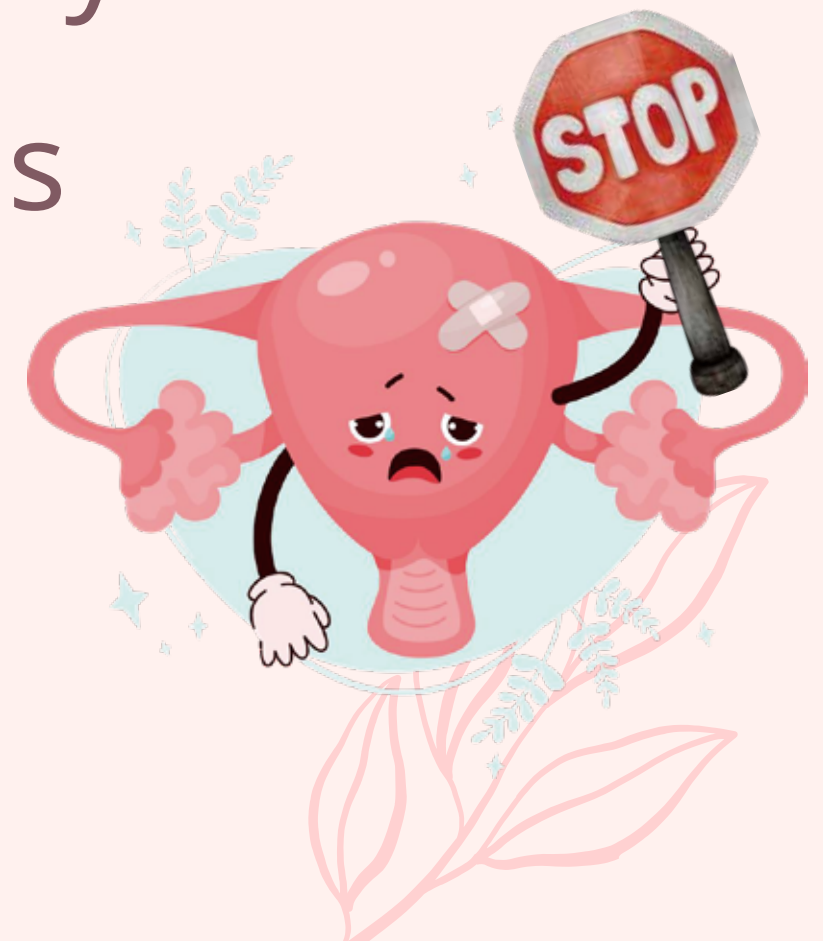
- Uterine massage is **NOT recommended** for PPH prevention. When oxytocin was used, uterine massage did not give additional benefit.
- Uterine massage is only recommended for management of uterine atony in PPH.



Practice Change

STOP

routine teaching of self-uterine
massage to mothers who received prophylactic
oxytocin at delivery as uterine massage is
NOT effective to prevent PPH.



Evidence-based Video

Video view count: 138



Post-video Survey

Purpose

To evaluate if the evidence-based video **changed** midwives' and doctors' **perception and practice** of teaching mothers self-uterine massage after delivery

Target group

Obstetricians, interns, midwives and student midwives in O&G

Period

4 Sep 2025 - 19 Oct 2025

Mode of survey

Online

Participation

Voluntary



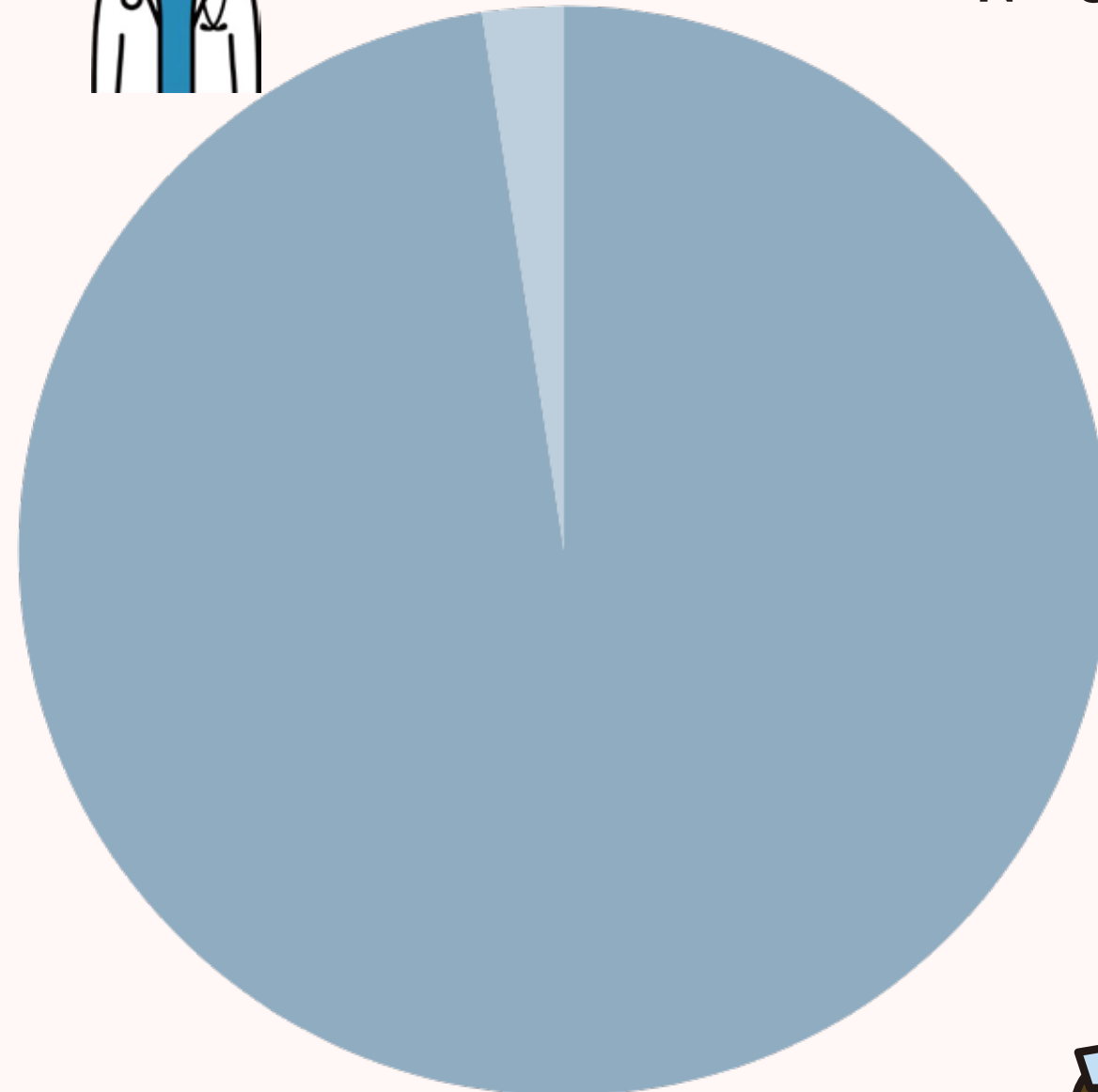
Post-video Survey Result

Composition of respondents

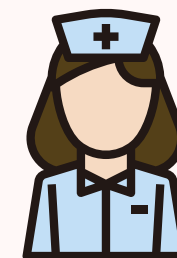


Obstetrician
& Intern
2.4%

N = 83



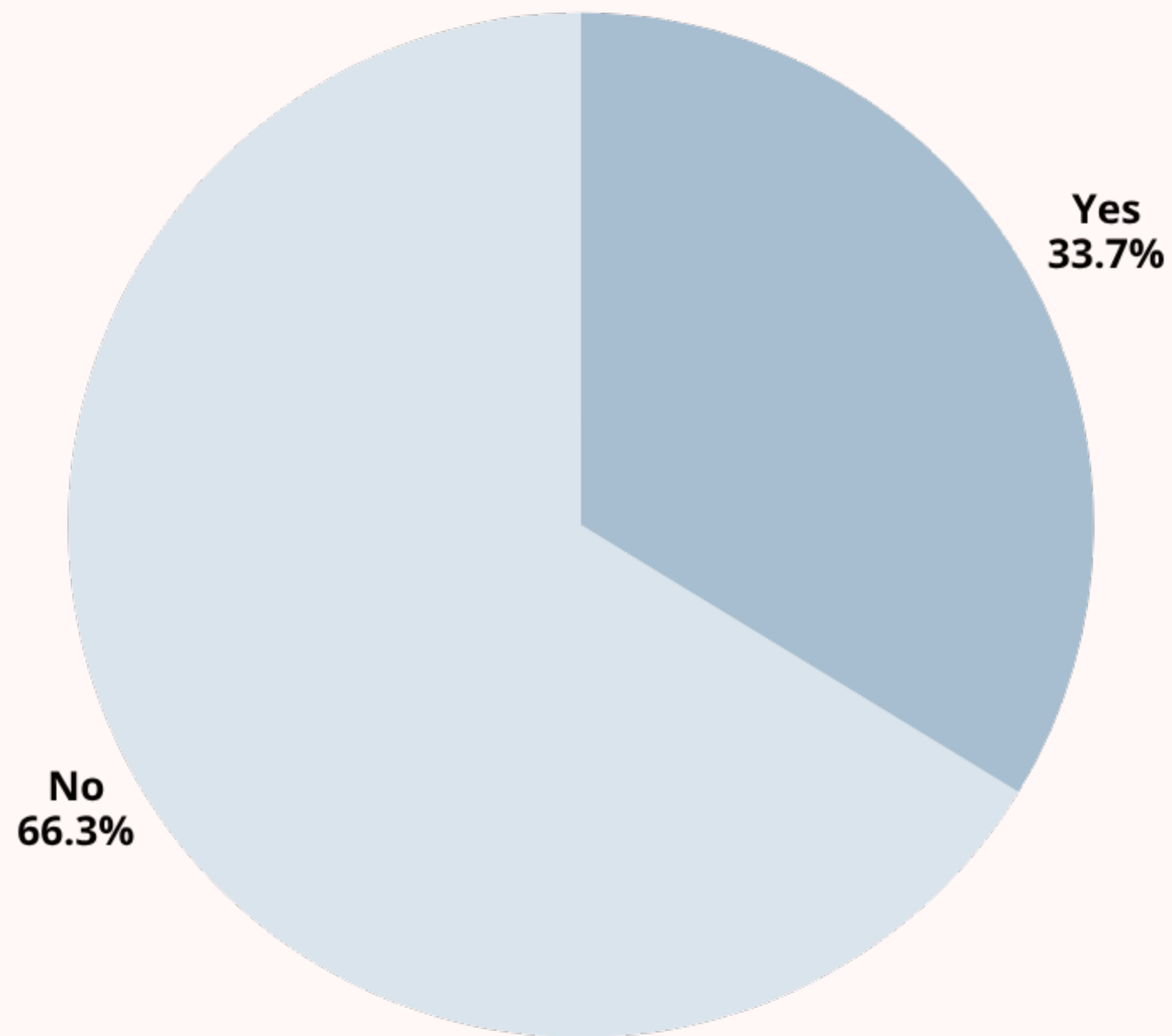
Midwife &
Student
midwife
97.6%



Post-video Survey Result

Will you teach mothers to perform self-uterine massage in the future?

N = 83



Post-video Survey Result

CHANGE in Practice

N = 75

MASSAGE >>> NO

64%

McNemar's test:
 $\chi^2(1) = 46.021, p < 0.001$

MASSAGE >>> MASSAGE

32%

NO >>> NO

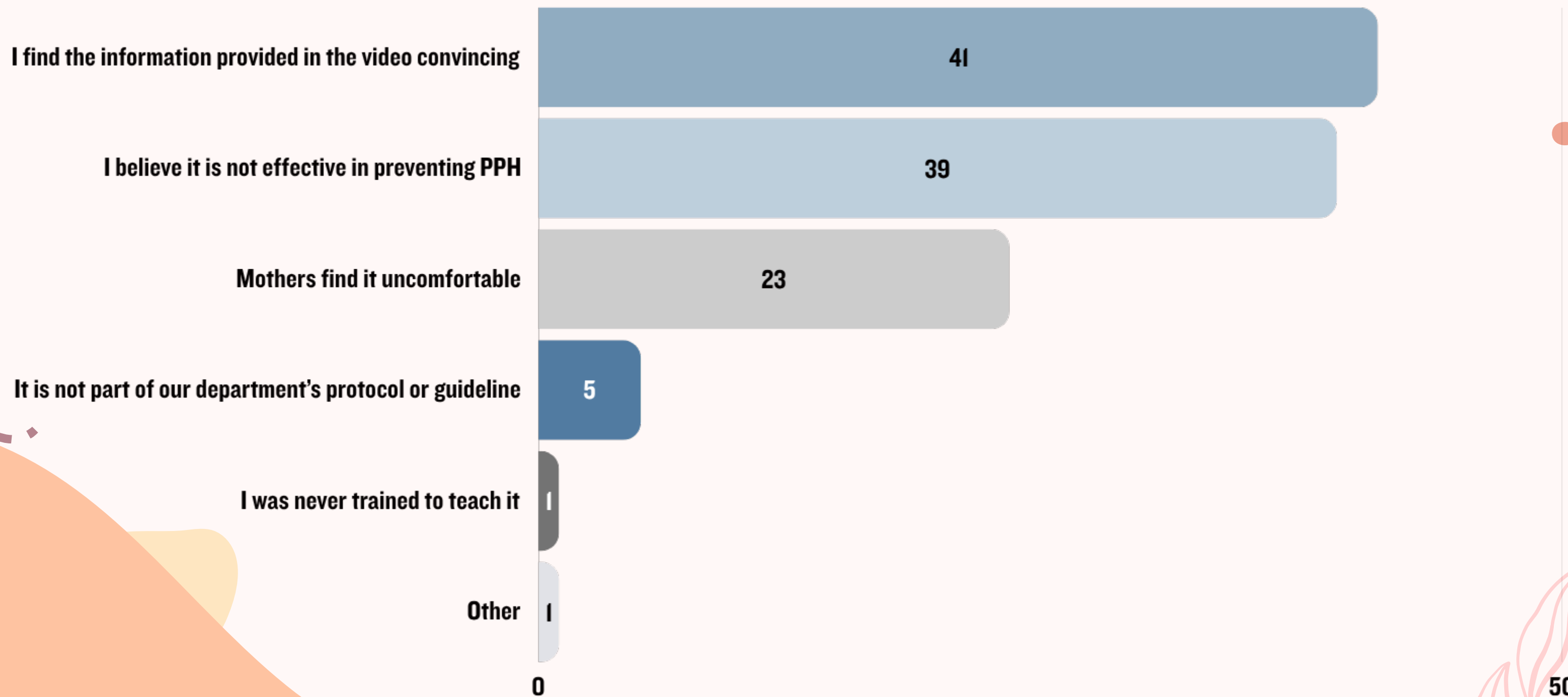
4%



Post-video Survey Result

N = 55

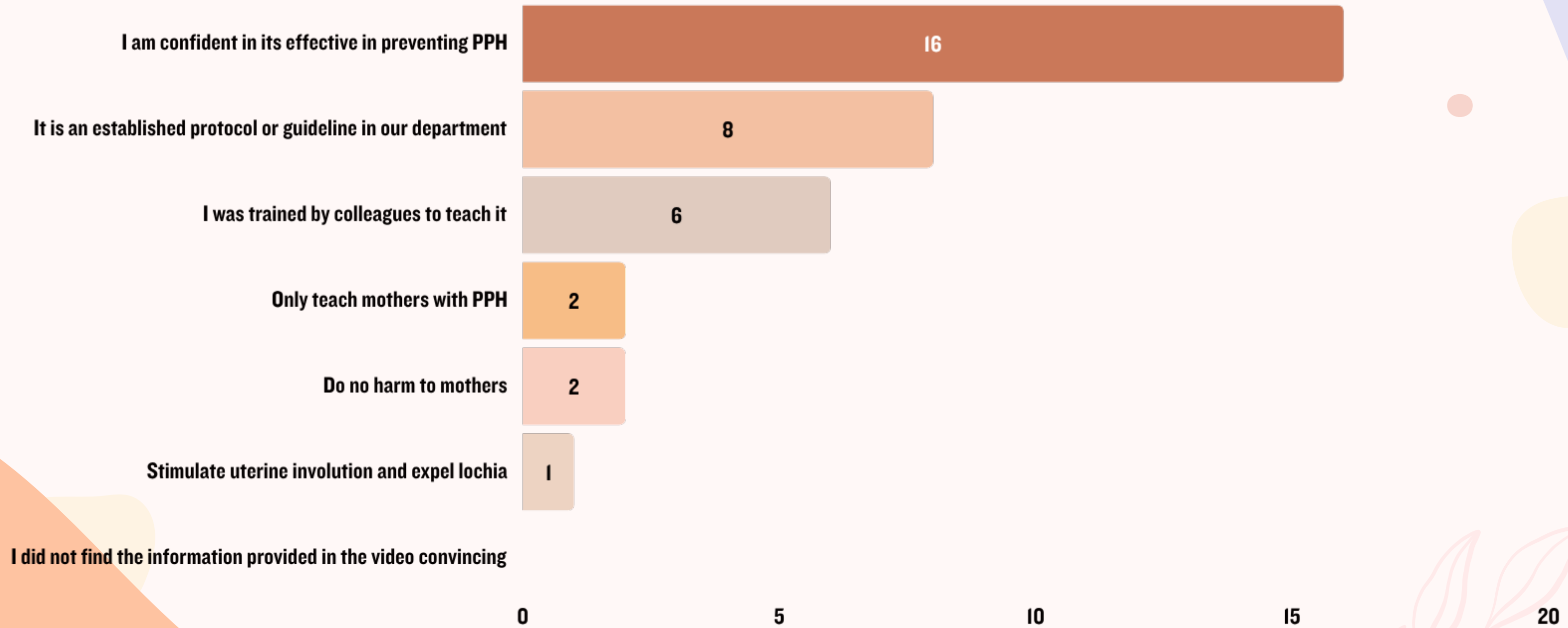
What are the reason(s) for NOT teaching self-uterine massage?



Post-video Survey Result

N = 28

Which factor(s) influence you to teach self-uterine massage?



Follow-up Education

- Sharing of pre & post-video survey findings
- Clarification and reinforcement of concepts



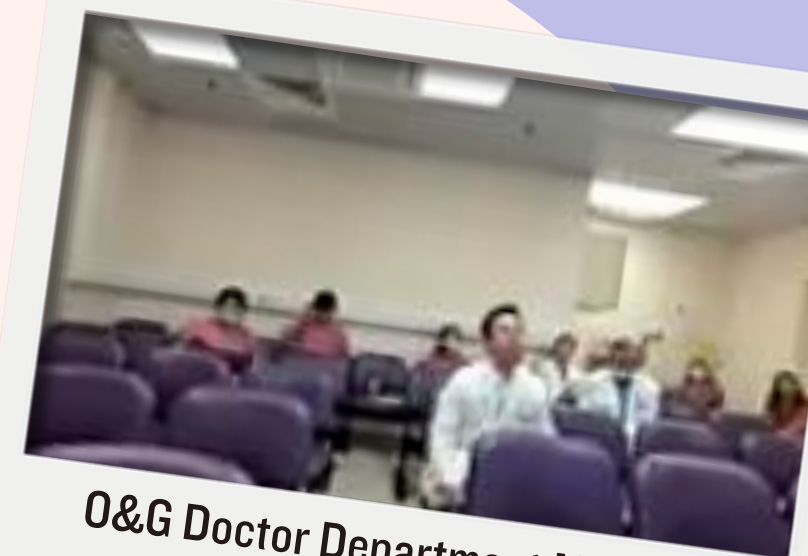
Midwifery Simulation Training Programme
for Student Midwives 21/10/2025



O&G Nurse Department Meeting
23/10/2025, 27/11/2025



Lunch Lectures for O&G Nurses
21/11/2025



O&G Doctor Department Meeting
4/11/2025

Acknowledgement

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COS **Dr. Daniel Wong**
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MC **Yip Man Yin**
ANC **Ho Hoi Lam**
APN **Lee Yan Wing**
APN **Mak Wei Lam, Sarika**
APN **Ng Pui Shan, Cindy**
APN **Wong Kit Ying**
APN **Yu Hoi Lam**



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Practice
Team**

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6. Giouleka et al. (2022). Postpartum hemorrhage: a comprehensive review of guidelines. *Obstetrical & gynecological survey*, 77(11), 665-682.

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11. Patil, et al. (2024). Effectiveness of Intermittent Uterine Massage in Reducing Blood Loss During Vaginal Delivery: A Comparative Study. *Journal of Clinical Obstetrics & Gynecology*, 34(1), 19-24.
12. Saccone et al. (2017). Uterine massage as part of active management of the third stage of labour for preventing postpartum haemorrhage during vaginal delivery: a systematic review and meta-analysis of randomised trials. *BJOG: An International Journal of Obstetrics & Gynaecology*.

THANK
YOU!