



## **DAME KARLENE DAVIS DBE TO CHAIR THE BOUNTY ADVISORY BOARD**

*London, 11 October 2013* – The UK's largest parenting club, Bounty, today announced an Advisory Board, chaired by former General Secretary of the Royal College of Midwives (RCM), Dame Karlene Davis DBE.

The five independent members of the Bounty Advisory Board will advise Bounty on its daily face-to-face interactions with thousands of new mums through the distribution of free Bounty packs and its photography service on maternity wards. The Bounty Advisory Board will also make recommendations to ensure that Bounty strives towards continually improving its service for the UK's mums.

Membership of the Bounty Advisory Board includes:

- **Dame Karlene Davis DBE** (Chair); former General Secretary of the Royal College of Midwives
- **Carole Garrick**, Current Associate Director/Head of Midwifery in England and former member of the Royal College of Midwives Board.
- **Francine Bates**, Chief Executive of The Lullaby Trust and former policy adviser at the Department for Education
- **Sally Whittle**, Founder and Editor of Tots100 and author of the UK's #1 Mummy blog *Who's the Mummy?*
- **David Baker**, former Head of Partnerships at the Royal College of Midwives

The Bounty Advisory Board will meet three times per year and will publish its official recommendations on the Bounty website.

Dame Karlene Davis DBE commented on her appointment as the Advisory Board's Chair, saying: "I am delighted to serve as the Chair of Bounty's new Advisory Board. From my years of working with women and maternity services, I know that new Mothers want to have choice and information, and of course what's best for their newborn. For some Mothers the Bounty bag is their only source of helpful information, guidance and free samples of useful products. For others it is a welcome addition to the information and advice which they may already have accessed. It is important that new families receiving marketing and promotional offers do not feel compelled or obligated to disclose information at the time surrounding birth, and that parenting clubs conform to the highest standards in their interactions with parents on maternity wards. Bounty is committed to conforming to the letter and spirit of the various codes that govern this activity and to ensure that they abide by accepted practice. As Chair of the Bounty Advisory Board, I look forward to working with my fellow Board members to ensure that Bounty continues to improve and provide a high standard of service to mums across the UK."

**Clare Goodrham, UK General Manager of Bounty** said: "We are pleased to announce the launch of the Bounty Advisory Board and are very pleased that that Dame Karlene will be chairing the Board. For the past 54 years, Bounty has worked in partnership with the NHS to provide essential health information and free products to generations of new mums. Just as NHS maternity services adapt and change to meet the needs of mums, we too want to be striving towards continuous improvement for the mums we meet."

As part of Bounty's commitment to continuously improving its service, Bounty has also introduced a number of other new initiatives:

- **New uniform:** Bounty has introduced a new uniform for its 400 frontline staff, which consists of a bright pink blouse with a Bounty logo. This provides a consistent, professional appearance and allows mums and hospital staff to identify Bounty representatives easily on the maternity ward.
- **'How did we do?' feedback cards:** Bounty already conducts extensive satisfaction research on a national and hospital level to ensure it continues to deliver what mums want. From June 2013, Bounty staff began handing out 'How did we do?' feedback cards to new mums they visit, in order to provide an additional source of easy and anonymous feedback and suggestions. 5,600 new mums have responded with their feedback and suggestions and their average satisfaction score has improved since June and is now rated 8.6 out of 10
- **Free Midwife Helpline for new mums:** Beginning in September and thanks to Bounty's partnership with Tommy's - the baby charity; all new mums are also being given details of a free helpline manned by Tommy's midwives. This provides extra support to any new mum in the first ten days following the birth of her baby.
- **Sleep Safety leaflet:** Working with The Lullaby Trust, which promotes expert advice on sleep safety for babies and support for bereaved parents, Bounty will also include a new booklet featuring practical information on sleep safety in all its Newborn Packs from October. This forms an important part of Bounty's extensive corporate social responsibility commitments. Find out more at [www.bounty.com/what-we-do/bounty-gives](http://www.bounty.com/what-we-do/bounty-gives)

**ENDS**

For further information please contact Aimee Bateas on 0207 400 4480, or email [abateas@hanovercomms.com](mailto:abateas@hanovercomms.com)

**Notes to the Editor**

About Bounty

For over 50 years, Bounty has been giving mums more. Mums learn, share and save with Bounty and we are proud to support young families through pregnancy, birth and beyond. We talk to thousands of parents every day – in hospitals and on [www.bounty.com](http://www.bounty.com). As well as making mum's life easier with value and information she can trust; we also want to make families' lives better, healthier and happier.

We have a long-term partnership with *Tommy's* - the baby charity; as part of this we communicate their health messages to mums-to-be through the 'Five Point Pregnancy Plan' and host their annual 'Tommy's Awards with Bounty' on [www.bounty.com](http://www.bounty.com)

To read more about Bounty and the value we offer parents, government and charities that support young families, please visit [www.bounty.com/what-we-do/](http://www.bounty.com/what-we-do/)

#### About the Bounty Advisory Board members

- **Dame Karlene Davis DBE** served as General Secretary of the Royal College of Midwives for 14 years. She is the former Director of the WHO Collaborating Centre for Midwifery; Regional Representative for Europe in the International Confederation of Midwives; a Fellow of the Royal Society of Medicine, and a member of the Wellbeing Council at the Royal College of Obstetricians and Gynaecologists. Dame Karlene was awarded an Honorary Doctorate of Science by the University of Greenwich. She became one of the most senior black women in the health profession and the UK's first black woman trade union leader. In 2001, she was made a Dame Commander of the British Empire in recognition of her services to midwifery and the NHS.
- **Carole Garrick** is an experienced Supervisor of Midwives and has worked as a midwife on the Isle of Wight; the midwifery manager of a birth centre in the New Forest and a senior manager for midwifery led services in Southampton. In 2003 she went to work in Wales as the Head of Midwifery for Gwent Healthcare Trust. In 2008 Carole moved back to the South Coast of England where she currently works as an Associate Director/Head of Midwifery. She is extremely proud of Midwifery as a profession and was delighted when she was elected to serve as a member of the Royal College of Midwives Council in 2007. In 2011 she was elected to the Royal College of Midwives Board where she served as a Director for 2 years until August 2013.

- **Francine Bates** is the Chief Executive of the charity, The Lullaby Trust which promotes expert advice on safer sleep for babies and provides specialist support for bereaved families. Francine has worked in the children and family sector for the best part of 20 years. Between 2000 and 2007, Francine was Chief Executive of Contact a Family, a leading charity that supports parents of disabled children across the UK. Francine previously worked as a policy adviser at the Department of Education advising on Sure Start Children's Centres, child poverty and child health.
- **Sally Whittle** is a mum and the Founder and Editor of Tots100. She spent 12 years working as a freelance technology journalist for newspapers and magazines in the UK and US before founding the Tots100. She writes her own parenting blog at Who's the Mummy, which was ranked the UK's #1 Mummy blog in 2010 and 2012. Sally continues to write occasional articles about technology and innovation for The Guardian, but devotes most of her time to running Flea Enterprises Ltd, which publishes Tots100.
- **David Baker** has over 30 years of experience working in healthcare, both in sales and marketing. He established a communications agency which he ran for 15 years. David introduced and managed the commercial partnership programme for the Royal College of Midwives for 5 years and now works as a marketing consultant, particularly in education where he is involved with setting up new schools and implementing school improvement programmes.