

Group B Strep

Word of Mum Panel, May 2010

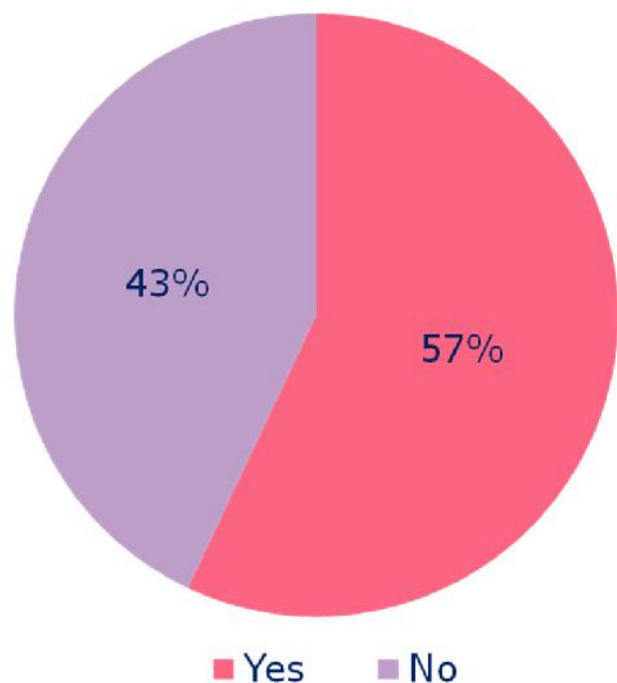
Methodology & Fieldwork

- Bounty's Word of Mum™ omnibus surveys are run bi-monthly from January until November each year.
- Members of the Bounty club have been invited to become Word of Mum™ panellists and participate in our surveys regularly.
- The Word of Mum™ panel is managed by EasyInsites on behalf of Bounty. EasyInsites send emails to Word of Mum™ panellists on behalf of Bounty with an invitation to click on a link and participate in our survey.
- The March Word of Mum™ omnibus survey was carried out between the 19th and 31st May 2010.
- A total of 2,226 interviews were carried out, amongst women in the early stages of pregnancy through to mums with a youngest child aged 2 years.

Group B Strep awareness

Aware of Group B Strep

Base: All respondents (2,226)



How/ where heard about GBS

Base: All who are aware of GBS (1,277)

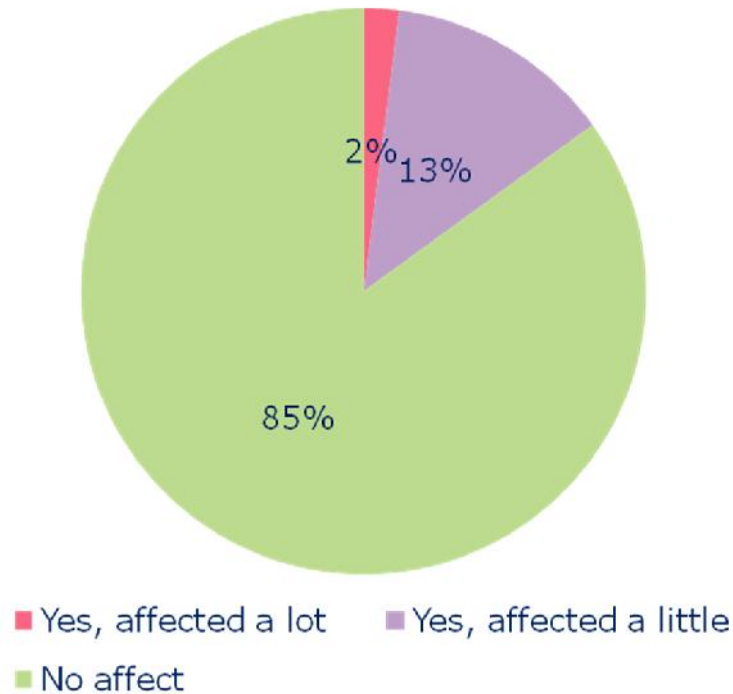


Nearly 3 in 5 mums/ mums-to-be are aware of GBS. The majority first heard about GBS from a non-HCP source – 42% from a pregnancy book or magazine and 21% from a friend or other mum. Only 20% of those aware of GBS found out about it from a midwife.

Group B Strep Knowledge

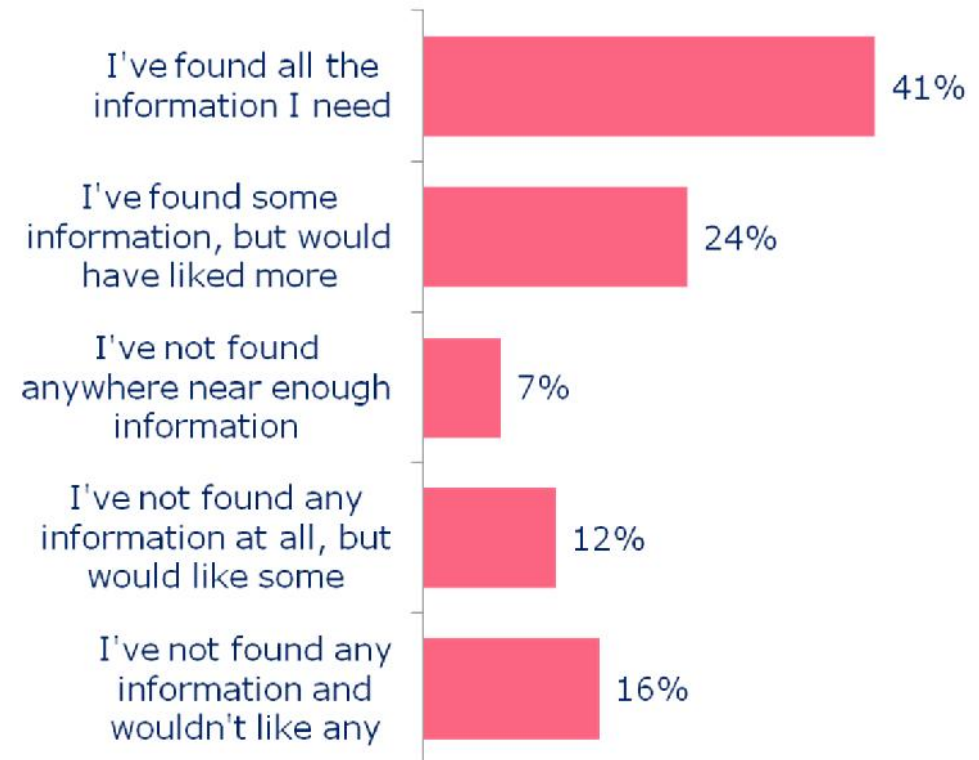
Knowledge affected enjoyment of current/ recent pregnancy

Base: All who are aware of GBS (1,277)



Have been able to find sufficient information on GBS

Base: All who are aware of GBS (1,277)

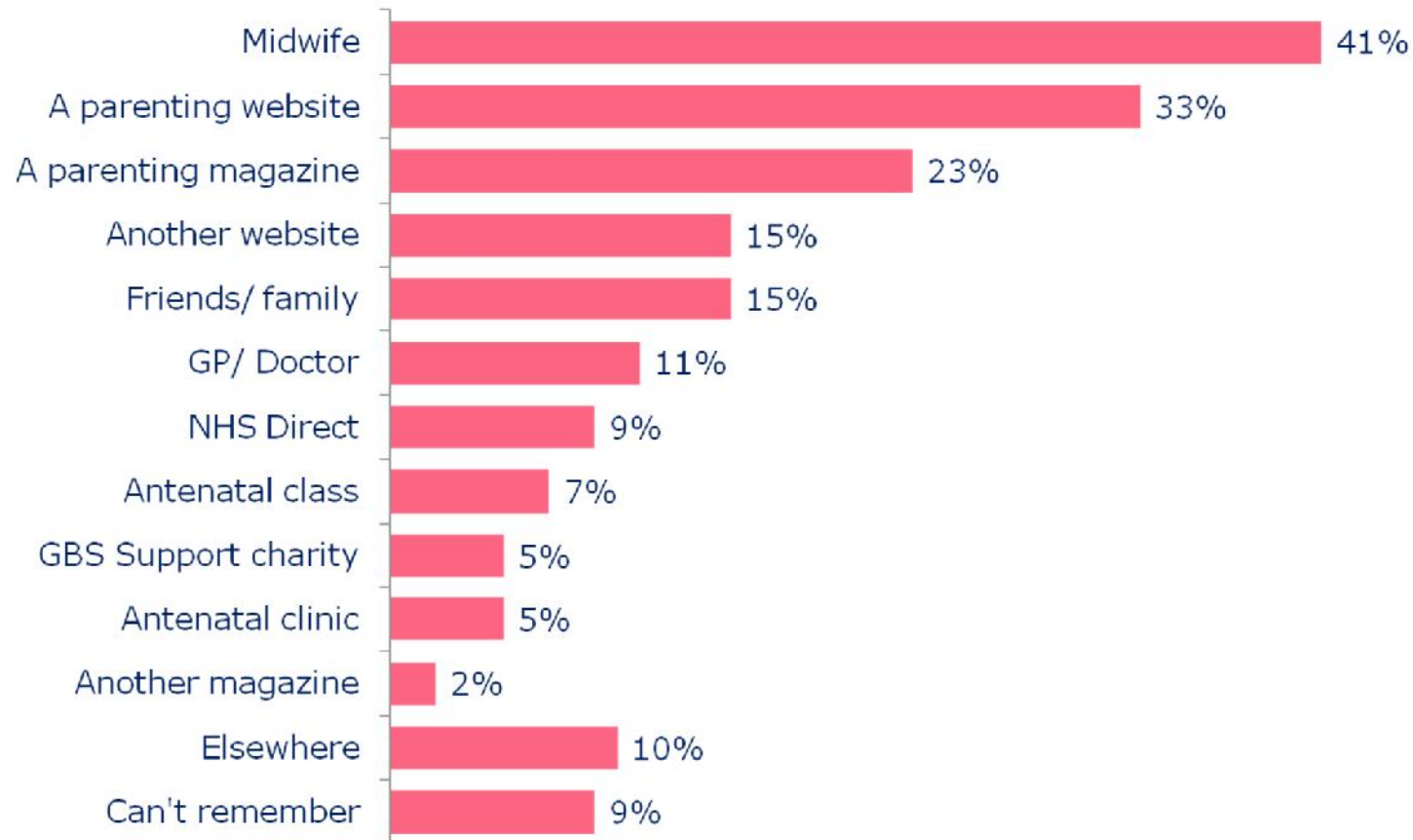


In general, mum's enjoyment of pregnancy doesn't tend to be affected, and if it is, it is only to a small degree rather than a lot. Of those aware of GBS, 2 in 5 were able to find out enough information. However, a further 2 in 5 have found themselves wanting more information.

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Sources of information used since finding out about GBS

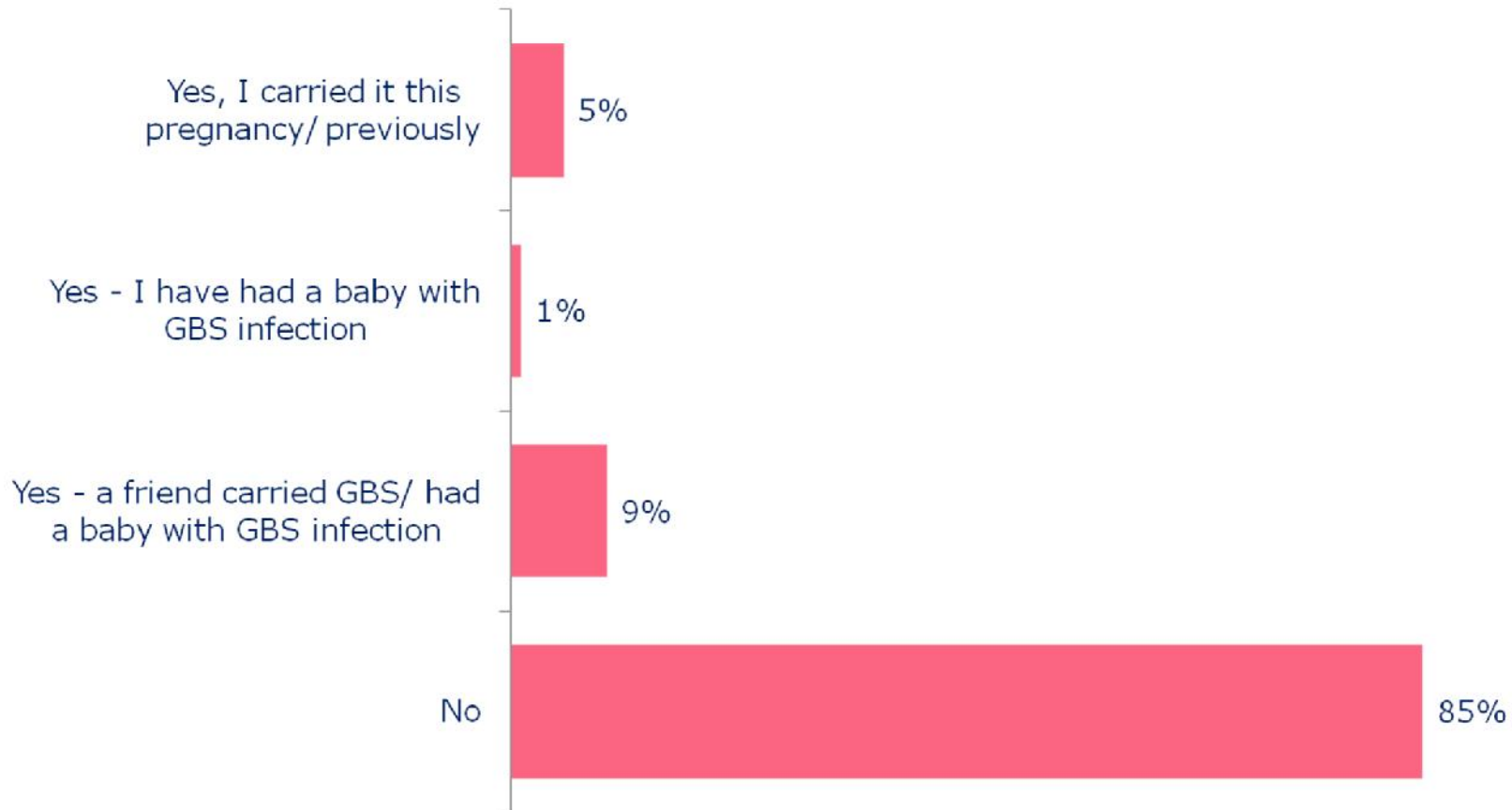
Base: All who found any information on GBS (921)



Since finding out about GBS, 41% have gone on to use a midwife as an information source. Parenting websites (33%) and parenting magazines (23%) are also popular sources.

Experience of Group B Strep

Base: All respondents (2,226)

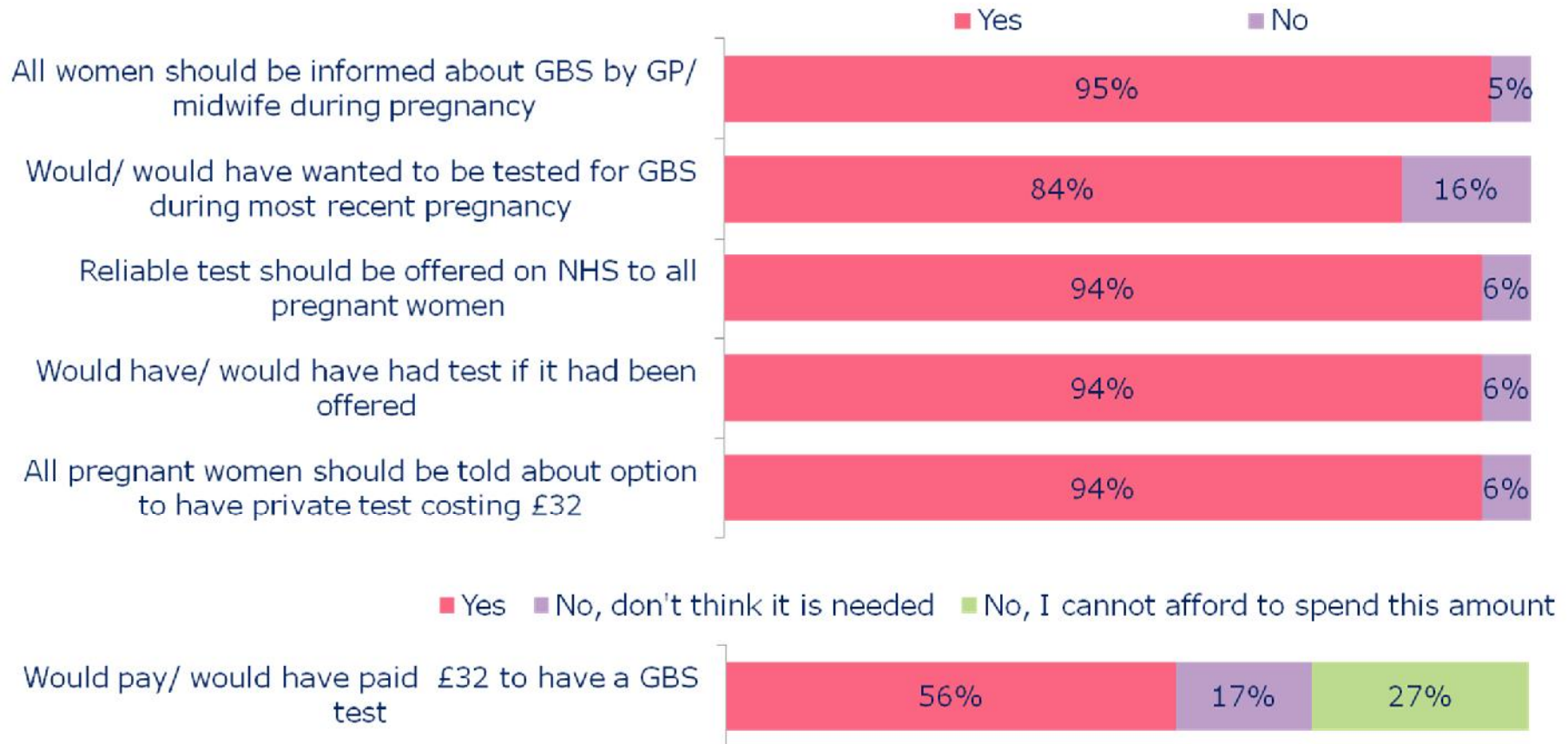


15% of mums have had some sort of experience of GBS – 5% have carried it at some point during a pregnancy, while 9% have know a friend who has carried or had a baby with a GBS infection. Just 1% have had a baby with a GBS infection.

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Group B Strep testing

Base: All respondents (2,226)



The is widespread though amongst mums that they should be made more aware of GBS testing – from awareness in pregnancy through to being offered a test on the NHS or the option to pay for one. 56% would pay to have the private test. A quarter would like to have the test but couldn't afford to pay for it.

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Summary

- Awareness of GBS is fairly widespread, with around 3 in 5 aware of the condition.
- However, there is scope for the NHS to improve on the way it addresses the condition
 - Mums tend to find out about the condition from other sources, such as pregnancy books/ magazines and through friends and other mums. Just 1 in 5 find out first from a midwife. However, 2 in 5 then go on to ask a midwife about the condition. This suggested a need for more proactive information provision, rather than reactive.
 - Indeed, the vast majority of mums would like more from the NHS on GBS, including information provision in pregnancy, the availability of a test and the option to have it, or at the very least, to be informed of the option to pay for a test privately.
- 84% of mums would have been or would have wanted to have been tested during their most recent pregnancy. However, when asked if they would have paid £32 to have had the test privately, just 56% would have. A quarter would not have been able to afford to pay for the test – this shows there is real need for a free test available on the NHS.