

Paulina Ewa Sporek de Lacerda

Lisbon, Portugal, 2755-290 | paulina.e.sporek@gmail.com | linkedin.com/in/paulina-ewa-sporek-159a4ab1/

Former Paramedic, Midwife, RM.

Public Health | Health Sciences | Clinical Research | Patient Safety | Quality Improvement

A devoted and enthusiastic healthcare professional with a strong passion for making a difference. Backed by an impressive 16-year tenure in the healthcare sector, where I've spent 6 years in leadership roles focusing on supporting midwives and infant feeding services. I have a proven track record of bringing ideas to life and leading projects, all while building valuable partnerships and improving various aspects of our healthcare landscape. I've also played a significant role in research and policy development, particularly in enhancing resources for deaf communities. Coordinating diverse medical teams is a skill I've honed, and I take pride in my knack for managing projects effectively. One of my proudest achievements is creating innovative health platforms that promote collaboration between medical professionals and students. This has led to important improvements in our health systems. I'm humbled to be recognised as a respected figure in the field, and I've had the privilege of sharing my insights as an author and speaker at prominent women's health conferences.

Areas of Expertise

- Women's Health & Midwifery
- Sexual Health Education
- Infant Feeding/Lactation
- Baby Friendly Initiative
- Learning Difficulties/Autism
- Deafness Advocacy
- Safeguarding
- Implementation Science
- Quality Improvement
- Patient Safety/ Best Practice
- Policy Development
- Reporting / Data Collection
- Risk management
- Problem Solving
- Project Management
- Stakeholder Engagement
- Team Building Coaching
- Native Polish/Fluent English
- Proficient IT skills
- Public Speaking
- CPR First Aid Trainer

PROFESSIONAL EXPERIENCE

UCLPARTNERS, Academic Health and Science Network, London

Implementation Manager, Patient Safety Collaborative, 01/2019 to 07/2023

Pioneered and orchestrated the comprehensive UCLPartners Maternity and Neonatal Health Safety Collaborative Programme, spearheading its design, execution, and project management. This initiative is dedicated to enhancing maternal and neonatal care, strategically eliminating unwarranted variations, and elevating healthcare quality to ensure an exemplary experience for women, infants, and families.

- Demonstrated a multifaceted skill set by undertaking a diverse array of responsibilities aimed at enhancing safety and quality within maternity and neonatal services for partner organisations. This encompassed the provision of QI coaching, facilitation of network meetings, and conducting in-depth culture survey debriefing sessions.
- Established a reputation as a dependable and informed source of expert counsel, offering invaluable insights to partners, thus bolstering the implementation of safety and quality enhancement projects and effectively surmounting common obstacles to success.
- Offered vital project management to various patient safety and improvement endeavours, while concurrently developing and delivering coaching and training on Quality Improvement. These efforts played a pivotal role in underpinning the execution of the patient safety programme.
- Masterfully navigated stakeholder engagement and influence, fostering improvement by furnishing unwavering support to teams while managing multiple responsibilities. Thrived within multidisciplinary environments and seamlessly collaborated with senior healthcare leaders across diverse organisations, exhibiting exceptional proficiency in multi-agency collaboration.

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BABY & BUMP CLUB, London (various locations)

Antenatal Education Teacher, 01/2019 to 08/2020

Pioneered the creation of evidence-based antenatal education programs tailored to expectant families, employing innovative and learner-centred methodologies across a spectrum of diverse settings. Functioned as a reliable resource for families, fostering awareness of birthing classes and valuable educational opportunities. Skilfully imparted comprehensive antenatal education within diverse communities, championing principles of equality and equity to ensure inclusivity and accessibility.

BROMLEY HEALTHCARE, London, Bexley

Infant Feeding Lead, 01/2018 to 01/2019

Collaborated closely with family nurses, midwives, and local authorities to orchestrate the strategic planning and seamless implementation of UNICEF BFI standards within the health visiting services.

- Championed the cause of breastfeeding support across the Bexley community, fostering awareness of its multifaceted advantages, particularly in underserved communities, thereby contributing to improved health outcomes for both mothers and children.
- Conducted comprehensive staff training sessions on optimal clinical practices, executed audits and data collection, and effectively engaged health practitioners to drive alignment with key developments and objectives within the breastfeeding advocacy.
- Played a pivotal role in advising on campaigns, training initiatives, and impactful events. Spearheaded the creation of project management papers, structured lesson plans, and designed UNICEF/government-compliant breastfeeding policies and procedures.
- Formulated, refined, and disseminated protocols, procedures, and optimal practice guidelines, bolstering the efficacy and uniformity of breastfeeding support initiatives.
- Exemplified adherence to both UNICEF BFI standards and the ethical principles outlined in the NMC Codes of Professional Conduct, ensuring compliance and ethical integrity in all endeavours.

ROYAL COLLEGE OF MIDWIVES, London, Oxford Circus

Professional Policy Advisor Education, 07/2017 to 07/2018

Engaged in dynamic collaboration with education and e-learning advisors to implement, and assess cutting-edge e-learning modules, encompassing the innovative i-learn platform as well as enhancements to the organisation's website. Developed and curated targeted training initiatives tailored to midwife and maternity services, as well as esteemed members of the Royal College of Midwives (RCM).

CROYDON UNIVERSITY HOSPITAL, London, Croydon

Clinical & Research Midwife, 12/2016 to 05/2019

Oversaw the execution of clinical trials, encompassing the assessment of patient health conditions, suitability, and securing informed consent, alongside proficiently managing appointment scheduling. Tracked and analysed outcomes from health promotion initiatives, strategically applying insights to advice services and refine practices. Orchestrated the allocation of resources in alignment with NMC guidelines, rendering holistic assistance to families and children. Spearheaded parent education sessions and referrals to social services, contributing to comprehensive support. Evaluated and guided families on practical baby care, encompassing breastfeeding and emotional well-being. Streamlined discharge protocols and ensured completion of clinical documentation. Mentored both clinical students and staff, proficiently addressing diverse needs of women and infants.

- Possessing a profound comprehension of domestic abuse and its profound ramifications on families and their associates, coupled with a keen awareness of its far-reaching implications on healthcare systems. Actively engaged in facilitating the referral process and orchestrating a collaborative community response. Demonstrates a dedicated commitment to an intersectional and anti-racist perspective in addressing domestic abuse.
- Played pivotal roles in the inception and successful implementation of multiple trials and studies, notably including ANODE, iGBS, BUMP, and STOPPIT-2.

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- Skilfully orchestrated impactful fundraisers and events aimed at recognising the invaluable contributions of maternity workers and midwives, culminating in the impressive achievement of generating over £1000 in contributions for the hospital's RCM branch.
- Leveraged creative prowess to craft comprehensive educational course materials, including visually engaging leaflets and posters succinctly encapsulating critical facets of antenatal care and best practices.

POTENSIAL Ltd, Manchester, Salford

Learning Difficulties Support Worker, 04/2009 to 09/2011 & 09/2012 to 04/2014

Dedicated Support Worker with a strong foundation in learning disabilities, autism, and Asperger syndrome. Leveraging a comprehensive understanding of these conditions, I have effectively assisted clients in their activities for daily living. Proficient in adhering to organisational guidelines, I consistently completed and submitted clinical documentation, ensuring accurate and timely record-keeping. Adept at fostering a positive and engaging environment, I facilitated various games and activities to promote client participation and enhance overall well-being. Committed to providing compassionate care, I bring a combination of empathy, effective communication, and practical support to enhance the quality of life for individuals under my care.

ADDITIONAL EXPERIENCE

MYLITTLEBELLIES, London, Nationwide

Founder, Project founded 11/2017

Created and launched a dedicated website offering crafted handmade jewellery, serving as a powerful visual tool for midwives, lactation experts, expectant mothers, and infant feeding enthusiasts. Designed a unique necklace, ingeniously calibrated to mirror an infant's belly size during the first three days of life. This innovative creation empowers parents and healthcare practitioners to vividly grasp and address newborns' nutritional requirements, thus fostering a foundation for optimal feeding practices.

THE MIDWIFERY LEARNING TOOLBOX, London, Nationwide

Founder, Project founded 05/2015

Initiated the "Ultimate Clinical Placement Buddy Diary," a visionary evidence-based asset within a non-profit endeavour. This pioneering resource equipping student midwives to confidently navigate self-guided learning during their clinical placements.

- Architected "Project Share Room" web application, purposefully engineered to facilitate the flow of knowledge and nurture project undertakings among midwives and a diverse array of stakeholders.
- Oversight of a wide spectrum of dynamic social media platforms, orchestrating the curation and strategic dissemination of content. This tactical approach ensured not only the active engagement but also the captivation of our target audiences.

THE DEAF NEST PROJECT, London, Nationwide

Founder, Project founded 04/2014

Led research efforts for a non-profit initiative aimed at enhancing accessibility to maternity services for deaf parents. Orchestrated diverse aspects, from scoping to co-authoring the study plan. Demonstrated visionary prowess by overseeing the comprehensive project workflow, ensuring timely attainment of key milestones.

- Produced a spectrum of internal communications, spanning PowerPoint and keynote presentations, meeting and conference agendas, as well as follow-up minutes. Established of an electronic filing system, thereby meticulously maintaining crucial account records.
- Assumed the critical responsibility of screening correspondence for the entire project and addressed media and public relations inquiries.
- Distinguished by orchestrating the highly successful Deaf Nest and Together Towards Tomorrow conferences, attracting a cumulative attendance of nearly 300 participants across Manchester and London. Pioneered impactful volunteer programs, including the Deaf Nest Champion and Deaf Nest Ambassador initiatives.
- Shared expertise and insights through illuminating presentations at prestigious forums, such as the RCM England and RCM Scotland Annual conferences, the 6th World Congress on Mental Health and Deafness, and the International Day of the Midwife. Notably, collaborated with the British Pregnancy Advisory Service and

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Deafax to address the audience before the Deafness Parliamentary Group, advocating for the interests of deaf parents.

- Elevated to the esteemed role of contributing an authoritative chapter to a comprehensive book addressing the challenges confronted by deaf parents, while offering strategic guidance on mobilising local communities, policy makers, and healthcare partners to provide essential services.

Additional experience as Personal Assistant (Active Assistant, 2011-2012), Personal Care Assistant (Anchor Trust, 2008-2009), BLS/AED Instructor (European Resuscitation Council, 2006-2008); and Student Paramedic for (Clinical Placements, 2005-2007).

EDUCATION AND CREDENTIALS

Postgraduate Certificate in Implementation and Improvement Science

King's College of London, London, England

Bachelor of Science (Hons) in Midwifery

The Kingston & St, George's University of London, London, England

Diploma in Hypnobirthing Teaching

KG Hypnobirthing, London, England

Diploma in Baby Massage and Yoga

Hands on Babies, London, England

Mediator Skills Training

The Rochdale Mediation Centre, London, England

Counselling Level 2

The Salford City College, London, England

Pre Access & Access Course to Medicine: Biology, Maths, Physics and Chemistry

The Manchester College, Manchester, England

British Sign Language Level 1

The Manchester Deaf Centre, Manchester, England

Paramedic Science

The Marii Stencil Postgraduate Vocational School, Lodz, Poland

Certifications

UNICEF Baby Friendly Initiative Train the Trainer

UNICEF Baby Friendly Initiative Breastfeeding and Relationship Building

Good Clinical Practice (GCP) and Valid Informed Consent

Birthright Dignity in Childbirth Forum

Power and Powerlessness: Dilemmas in Midwifery Practice

Denis Walsh Session on Normal Birth

Supporting Mothers, Supporting Family

Providing Care to People with Spinal Cord Injuries

Autistic Spectrum Disorder

Providing Support to People Addicted to Alcohol and their Families

AWARDS & HONORS

Midwifery Achievement Award (2018), Maternity Midwifery Festival

Outstanding Contribution to Community (2015), The Talent Awards

Innovation in Practice Award (2015), The British Journal of Midwifery Awards

The Ann Stewart Award (2014), The Iolanthe Midwifery Trust

Commendation in the Community Impact Award (2014), The Employers Network for Equality and Inclusion

*Shortlisted for the Supporting Families Service of the Year (2014), The MAMA Awards
The Student Midwife of the Year Award (2014), The British Journal of Midwifery
Commendation in the Outstanding Student Midwife Award (2014), The Cavell Nurses' Trust
The Slimming World Award for Public Health (2014), The Royal College of Midwives Awards*

PRESENTATIONS

- Maternity Midwifery Festival Annual Conference, Speaker 03/2018- London, Greater London
- Together Towards Tomorrow Annual Conference, Speaker, 3/2016 – London, Kingston
- The Royal College of Midwives Scotland Annual Conference, Speaker, 10/2016 – Scotland, Edinburgh
- The Royal College of Midwives England Annual Conference, Speaker, 11/2014 – Telford, Telford Centre
- The 6th World Congress on Mental Health and Deafness Pathways to Rights, Speaker, 9/2014 – Ireland, Belfast
- The Deaf Nest Conference, *A Journey into the Deaf World*, Speaker, 6/2014 – Manchester, Salford
- The International Day of Midwife Virtual Conference, Speaker, 6/2014 – Worldwide, Online
- The Save the Day, *Deaf Health Event in Stockport*, Presentation, 6/2014 – Manchester, Stockport
- The Nurses' Cavell Trust, Awards Judging Panel, Presentation, 10/2013 – London, England
- The Birthrights, *Dignity in Childbirth Forum*, Presentation, 10/2013 – London, England
- The Royal College of Midwives England, Awards Judging Panel, Presentation, 9/2013 – London, England

PUBLICATIONS

1. Sporek de Lacerda, P.E. (2021). 'Maternity Service Provision for Deaf Women and Women with Hearing Impairment', in Abbott, L (ed.) *Complex Social and the Perinatal Woman*. Switzerland: Cham, pp. 173-187.
2. Sporek, P.E. (2016). *Spiritual midwifery*. The British Journal of Midwifery, 24 (2):150.
3. Sporek, P.E. (2016). *Together Towards Tomorrow*. The British Journal of Midwifery, 24 (1):74.
4. Sporek, P.E. (2015). *Unconscious Bias*. The British Journal of Midwifery, 23 (12): 910.
5. Sporek, P.E. (2015). *Midwifery Share Room Project*. The British Journal of Midwifery, 23 (11): 834.
6. Sporek, P.E. (2015). *The Ultimate Clinical Placement Buddy*. The British Journal of Midwifery, 23(10):758.
7. Sporek, P.E. (2015). *Midwifery Learning Toolbox*. The British Journal of Midwifery, 23 (4): 302.
8. Sporek, P.E. (2015). *Concrete midwifery*. The British Journal of Midwifery, 23 (3): 226.
9. Sporek, P.E. (2015). *Is it the carrot or the stick?* The British Journal of Midwifery, 23 (2):150.
10. Sporek, P.E. (2015). *Deaf Nest Report*. The British Journal of Midwifery, 23 (1): 74.
11. Sporek, P.E. (2014). *90 seconds to change the world*. The British Journal of Midwifery, 22 (12): 834.
12. Sporek, P.E. (2014). *Three in a bed*. The British Journal of Midwifery, 22 (11): 758.
13. Sporek, P.E. (2014). *Involving fathers in maternity care*. The British Journal of Midwifery, 22 (10): 758.
14. Sporek, P.E. (2014). *Good enough is just perfect*. The British Journal of Midwifery, 22 (9): 606.
15. Sporek, P.E. (2014). *Facilitating change on the frontline*. The British Journal of Midwifery, 22 (8): 530.
16. Sporek, P.E. (2014). *Providing a voice*. The Midwives Magazine, Issue 4: 54.
17. Sporek, P.E. (2014). *Individualised care in midwifery*. The British Journal of Midwifery, 22 (7): 454.
18. Sporek, P.E. (2014). *Can I wear my heart on my sleeve?* The British Journal of Midwifery, 22 (6): 378.
19. Sporek, P.E. (2014). *Deaf Nest: Time for Change!* The British Journal of Midwifery, 22 (5): 302.

20. Sporek, P.E. (2014). *'But we don't see many Deaf mothers, do we?' Improving maternity care for Deaf parents on their journey to parenthood*. MIDIRS Midwifery Digest, 24 (2): 161-165.
21. Sporek, P.E. (2014). *Improving the experience of pregnancy and childbirth for deaf people and their families*. The Practising Midwife, 17(4): 12-4.
22. Sporek, P.E. (2014). *The Deaf Nest Project. Empowering, Enabling and Supporting. How to improve maternity services for Deaf people?* The Deaf Nest Project, London.
23. Sporek, P.E. (2013). *The Deaf Nest Project. Empowering, Enabling and Supporting. Proposal*. The Deaf Nest Project, Manchester.

REFERENCES

Elisa Stelli, Midwife, National Health System (NHS), UK, terezia.stelli1@nhs.net

Doreen Manson, Senior Lecturer, Manchester Metropolitan University, UK, dmanson.manson5@gmail.com