

## **8 out of every 10 pregnant women to change their birthing plan due to Covid-19**

*High anxiety levels, with over 80% worried that either they or their baby will contract Coronavirus whilst in the hospital.*

8<sup>th</sup> June 2020 – Milton, the leading expert in sterilising conducted a survey with <sup>1</sup>women in their last trimester of pregnancy. 82.6% of respondents stated that their birth plan had changed due to Covid-19, and 83% are concerned about the risks of contracting the virus whilst at the hospital.

Reported changes to birthing plans are as follows:

71.9% cited their family support/birthing partner had changed  
67.4% said access to antenatal classes had changed  
36.5% said their access to midwives and doctors had changed  
17.8% reported that the type of planned birth had changed  
11.6 % cited the location had changed.  
5.6% said their medication/pain relief plans had changed

87.3 % of pregnant women were also worried about not being able to have family members with them during the birth and 68% were concerned about not having access to a doctor in case of an emergency.

Cleaning was also high on the agenda with all respondents reporting that they have been cleaning their home (77%), shopping bags (64%), food packaging (62%), fruit and vegetables (60%)and toys (49%) more than they normally would.

Milton has been trusted by hospitals for over 70 years and is the go-to brand for sterilising baby products. The latest WHO guidelines suggest hygiene products from Milton protect against Covid-19 but more concentrated dilutions must be used:

Using protective gloves, mix 2 caps (30mL) of fluid with 1 litre of cold water and to make the solution from tablets, place two tablets in 1 litre of cold water. This solution leaves surfaces germ free after a minimum of 15 minutes.

For baby/childrens' accessories, wash in warm soapy water first and submerge into the solution, leave for 15 minutes, rinses items and renew the solution after each use, ensuring you are wearing protective gloves.

For home surfaces, use protective gloves, wash everything in clean soapy water first, prepare solution, wipe surfaces, wait 15 minutes and rinse with clean water.

Christine Chevalier, Marketing and Sales Manager at Milton, comments: "Pregnancy and birth are normally a time of high emotion, our survey has shown that the Coronavirus pandemic has raised anxiety levels in pregnant women to unprecedented proportions. Add

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in changes in birthing plans and not allowing birthing partners in the maternity wards, it is no wonder mums to be are feeling the strain. Milton's range of hygiene products have been used in clinical environments and most are effective in preventing the spread of Coronavirus. We hope this provides some reassurance for new parents."

Milton products are available nationwide and can be found in Boots, Sainsbury's Tesco, Asda, Morrisons, Ocado, Waitrose and Amazon, and many independent retailers, online stores and pharmacies.

For more information: [www.milton-tm.com](http://www.milton-tm.com). For samples and images, please contact: paloma@connectedpr.com

<sup>1</sup> 602 women answered the survey

### **Supporting Social Media Content and Images Available:**

<http://connectedpr.com/milton/milton-media-library>

- For further information please contact: Milton@connectedpr.com
- Facebook: <https://www.facebook.com/MiltonBaby>
- Twitter: [https://twitter.com/Milton\\_baby](https://twitter.com/Milton_baby)
- YouTube: <https://www.youtube.com/c/MiltonBabycare>

**Notes to Editor:** Milton has been a leading name in sterilising and hygiene for over 70 years. During that time the 'Milton Method' of cold-water sterilisation has been used by millions of parents and midwives in homes and hospitals throughout the UK and beyond. Milton has more recently extended their offering to include microwave steam sterilisation. The Milton brand and company has been owned by French group Laboratoire Rivadis since 2000.

**Milton's innovative hygiene product range** includes: **Milton [Sterilising Fluid](#)** or award-winning **Milton [Sterilising Tablets](#)** (Mumii Best Baby and Toddler Gear Awards for 2015); **[Antibacterial Surface Wipes](#)** (Bizziebaby Awards 2018); **[Antibacterial Surface Spray](#)** (Highly Commended winner in Bounty Mums Love Awards 2015); and **[Antibacterial Hand Gel](#)** (Bizziebaby Awards 2019) to help parents keep the whole family's environment germ-free.

The multi award winning **Milton Antibacterial Surface Wipes** has been recognised recently with:

- Bizziebaby Awards 2018 - Silver in Household Cleaning
- Loved By Parents Awards 2017 - Best Cleaning Product and Best Travel Accessory

The multi award winning **Milton Antibacterial Hand Gel** has been recognised recently with:

- Mother & Baby Awards 2020 - Gold
- Bizziebaby Awards 2019 – Bronze

The multi award winning **Milton Baby Bottle Cleaner** has been recognised recently with:

- Mother & Baby 2020 Awards - Best Product For Bottle Feeding – Gold

- Loved By Parents 2019 - Best Cleaning Product - Platinum

The multi award winning **Milton Sterilising Tablets** has been recognised recently with:

- Mumii Best Baby and Toddler Gear Awards for 2015 – Gold in Travel Essentials

The multi award winning **Milton Sterilising Fluid** has been recognised recently with:

- Mumii Best Baby & Toddler Gear Awards for 2015 – Gold in Health & Safety

For more product information visit: <http://www.milton-tm.com/en/consumer/consumer-home>.