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| A picture containing human face, clothing, person, smile  Description automatically generated | **Jennifer Ferraby**Lecturer in Health & Social CareUniversity of Central Lancashire (UCLan)AFHEA, RM, BSc(Hons), PMAJferraby2@uclan.ac.uk |

Jenny is a registered midwife, with 6 years’ experience of working in the NHS. Within this time, she worked as a Practice Development Midwife, supporting students and newly qualified midwives. In addition to this, Jenny supported delivery of training and support for wider members of the multidisciplinary team, working towards achieving national standards and targets.

Within the Local Maternity and Neonatal System, Jenny has led on a project to standardise the Midwifery Preceptorship Pack, enhancing the support provided to new registrants. She is now undertaking a piece of research to evaluate the initial impact of this work, alongside making recommendations to bring this work in line with recently published national standards.

In 2020, she moved into an academic role, working within the University of Central Lancashire. During this time, Jenny has supported delivery of several Health & Social Care related programmes – including Midwifery and the Healthcare Assistant Practitioner Apprenticeship – and is undertaking a Master’s Degree in Midwifery.

Adopting the role of Academic Advisor and drawing upon her wealth of professional (and personal experiences), Jenny provides valuable support to trainee Assistant Practitioners.

For more information or exploration of the topics discussed during Jenny’s presentation, please do get in touch via the email address provided. You can also find her on LinkedIn.