

ENGAGEMENT PLAN

PROPOSED EXTENSION OF TEMPORARY SUSPENSIONS OF SERVICES AT MIDWIFE LED UNITS IN BRIDGNORTH, LUDLOW AND OSWESTRY

1 INTRODUCTION

This is an engagement plan to support The Shrewsbury and Telford Hospital NHS Trust to seek the views of current maternity services users, the public and maternity staff to understand the impact of extending the temporary closure of all three rural Midwife Led Units would have on women and their families. The units are temporarily closed on safety grounds to address the ongoing operational pressures within the service and the proposal is for the temporary suspensions to continue until a new long term sustainable model of care can be implemented by Clinical Commissioning Groups.

The engagement period will run for six weeks and during that time we will seek the views of local communities through a questionnaire; women and families currently using our maternity services through a programme of targeted engagement; and liaison with representative groups such as Shropshire Healthwatch and Powys Community Health Council.

The results of the engagement period will be analysed by the Trust's Community Engagement team (which is a department outside the Women and Children's Care Group) and presented to the Trust Board alongside any associated recommendations regarding future temporary suspensions in a Board meeting on 27 September 2018 which will be held in public.

2 CONTEXT AND OVERVIEW

Since reopening our Midwife Led Units at the beginning of the year there has been a number of ad hoc and two and four-week suspensions of inpatient services at Bridgnorth, Ludlow and Oswestry. These services have been temporarily suspended under the Trust's escalation policy to ensure our midwives are where our mums are, to maintain women's safety.

Despite a successful recruitment programme which allowed us to reopen these units on 1 January 2018, our service has continued to see mums giving birth in the Consultant Unit over rural Midwife Led Units. With just over 98% of women giving birth away from our rural Midwife Led Units, we are having to deploy our midwives where our mothers are choosing or are assessed as needing to be.

The safety of women and babies using our maternity services continues to be our number one priority. Staffing levels are an important factor in delivering a safe, high-quality service

for women and their babies and we are continuing to work to make sure we have the very best teams in the right place.

We expect these operational pressures will continue going forward. We are therefore proposing to extend the period services are temporarily suspended in our rural Midwife Led Units until a new long term sustainable model of care can be implemented by our clinical commissioning groups. The purpose of this engagement is to understand the impact of extending the temporary suspensions in our rural Midwife Led Units and how this might be mitigated to best meet the needs of women using our services at this time.

The engagement period will run from Tuesday 3 July until midnight on Monday 13 August 2018. During this period of engagement, we would like to hear from local people, and particularly women and families using our maternity services to understand how we can best meet their needs at this time.

We are seeking people's views via a questionnaire which can be accessed on the maternity services section of our website or via <https://www.surveymonkey.co.uk/r/1804SaTHMS2>. We will also be undertaking a programme of targeted engagement with women and families currently using our maternity services and we will be liaising with representative groups such as HealthWatch and Powys Community Health Council.

This engagement is focused on addressing the immediate operational pressures experienced by our service. It is not part of the work being undertaken by Shropshire, and Telford and Wrekin clinical commissioning groups to develop a new long-term sustainable model of care which will be subject to formal public consultation in due course. The result of this engagement period will be analysed and summarised in a report which will be presented to the Trust Board alongside any associated recommendations in a Board meeting on 27 September 2018 which will be held in public.

The current suspension of inpatient services at the three Midwife Led Units will continue until the outcome of the engagement period is known. The units will however continue to remain open between 8am and 8pm for antenatal and postnatal outpatient services. Likewise, home births will not be affected.

3 ENGAGEMENT PROGRAMME OVERVIEW

The process

The engagement period will run for six weeks and during that time we will seek the views of:

- local communities through a questionnaire, available online at <https://www.surveymonkey.co.uk/r/1804SaTHMS2> or by requesting a hard copy by calling 01743 261000 ext 3840
- women and families currently using our maternity services through a programme of targeted conversations, which includes discussion groups. At these sessions the engagement document will be discussed, and attendees asked to complete the questionnaire
- representative groups such as HealthWatch and Powys Community Health Council.

The result of the engagement period will be analysed by the Trust's Community Engagement team (which is a department outside the Women and Children's Care Group) and will be presented to the Trust Board alongside associated recommendations in a public Board meeting on 27 September 2018.

The engagement document

At the core of the engagement programme will be our engagement document which will clearly set out the basis on which we are engaging. It will set out: the purpose of the engagement programme and the dates of when it will start and finish; the operational pressures the service is under; the proposal; information about the engagement programme, including how to respond; and how the decision about temporary suspensions going forward will be made.

The engagement document will be accessible, clear, concise and written in plain English.

In addition to the engagement document, frequently asked questions will be produced during the engagement period. These will be used to provide answers to common issues and questions that arise during the engagement period and will be available on the maternity section of the Trust's website.

The questionnaire will be available on the Trust website and for those people who do not have access to the internet hard copies can be requested by calling 01743 261 000 ext: 3840.

Raising awareness and encouraging involvement

We would like to hear from local people and particularly women and families using our maternity services to understand the impact of extending the temporary suspensions in our rural Midwife Led Units and how this might be mitigated to best meet the needs of women using our services at this time. We are therefore proposing to raise awareness of the engagement period in the following ways:

- an initial announcement which will include a media release, letters to staff and stakeholders and social media content
- a poster will be emailed to primary care services asking them to print it out and display it in public areas, it will also be distributed across the Trust and will be made particularly prominent in our maternity services
- maternity services staff will be supported to talk to women and families using the service to raise awareness and encourage involvement
- information will be available on the maternity services section of the website.

Media approach

Our media approach will be proactive during the engagement period (as well as reacting, of course, to any enquiries or issues that arise). Across the county the local media continues to be important in influencing public perception and reaction to all aspects of health and care changes and we will work with them and communicate key messages for the engagement through the channels they provide.

During the engagement programme we will adhere to the following key principles:

- Ensure we can provide clinical spokespeople wherever possible to explain the need for change, the options and next steps, and to support them appropriately in this role
- Work closely with local journalists and ensure they are fully briefed on the need for change, the options and next steps
- Respond to all media enquiries in a timely and helpful manner
- Regularly monitor the media and ensure that inaccurate information about the engagement programme is rebutted where necessary
- Evaluate all media coverage to assess its effectiveness, and the inclusion of our key messages, adapting our approach as appropriate.

Discussion groups

As part of the engagement programme there will be ten maternity service user discussion groups which local women and families will be invited to attend through a discussion with their midwife. There will also be ten staff discussion groups. The discussion groups will be held at Bridgnorth, Ludlow, Oswestry, Shrewsbury and Telford Midwife Led Units.

These discussion groups will be clinically led and will use the engagement document as a basis to fully explain and discuss the current operational issues, the proposal to address these operational issues and to answer any questions. Participants will then be invited to complete the questionnaire.

We will aim to include those identified by the Equality Impact Assessment in discussion groups.

We will also reinforce at every opportunity that this engagement is focused on addressing the immediate operational pressures experienced by our service. It is not part of the work being undertaken by Shropshire, and Telford and Wrekin clinical commissioning groups to develop a new long-term sustainable model of care which will be subject to formal public consultation in due course.

Questionnaire

Our questionnaire will be used to understand the impact on women and families of extending the temporary suspensions in our rural Midwife Led Units. The views and feedback gathered will be analysed and summarised in a report so that these can be understood, and taken account of, including mitigating any impacts where possible. The

engagement will also provide an opportunity to seek additional insight and ideas that may not have been considered so far.

The result of this engagement period will be summarised in a report which will be presented to the Trust Board alongside any associated recommendations in a Board meeting on 27 September 2018 which will be held in public.

We will send out the link to our questionnaire by email to a wide range of stakeholders and will also make hard copies available through our maternity services, and our midwives. People will also be able to access the questionnaire via the Trust website and from our social media feeds.

Mechanisms for response

People will be able to respond via a hard copy or online questionnaire between Tuesday 3 July until midnight on 13 August 2018.

The questionnaire responses will be analysed by the Trust’s Community Engagement team, which is a department outside the Women and Children’s Care Group.

Analysis of consultation responses

The questionnaires and feedback from the focused discussion groups, will be analysed by the Trust’s Community Engagement team (which is a department outside the Women and Children’s Care Group) and summarised into a report which will be used to inform a paper for the Trust Board meeting on 27 September 2018 which will be held in public.

4 DIRECT ENGAGEMENT

Group	How	Aim
Maternity services staff – clinical and non-clinical	<ul style="list-style-type: none"> • Face to face briefing sessions • Emailed information • Updated as necessary throughout engagement period through internal communication channels – via managers and matrons etc. 	<ul style="list-style-type: none"> • Ensure staff are equipped to communicate about the engagement and answer questions from service users • Encourage maternity staff, mums-to-be and mums to be involved as appropriate • Ensure all staff are aware of how to signpost service users and local people who would like to have their say – discussion groups, online etc. • Ensure staff are aware that this engagement period is separate to the forthcoming CCG

		consultation about the long term sustainable model of maternity care.
Current users of maternity services	<ul style="list-style-type: none"> • Dedicated discussion groups across the county – invitation only and detail tbc. To include presentation of current situation and the proposal, hard copies of the survey made available, signposting to FAQs on website and online survey • Through individual engagement with their midwife encouraged to view the information and complete the survey 	<ul style="list-style-type: none"> • Raise awareness amongst women and families using the maternity service of the engagement period and encourage their involvement • Raise awareness and understanding of the current operational pressures in the service, the proposal to extend the temporary suspensions in the rural Midwife Led Units and to understand the potential impact of this on women and families using the service • Support service users to signpost other mums and local people who would like to have their say – discussion groups, online • Reinforce messaging regarding the remit of the engagement programme and that it is separate to the forthcoming CCG consultation about a long-term sustainable model of maternity care.
Maternity Engagement Group	<ul style="list-style-type: none"> • Dedicated meeting or as an agenda item at an existing meeting including presentation of current situation and the proposal, hard copies of the survey made available, signposting to FAQs on website and online survey 	<ul style="list-style-type: none"> • Well briefed on the current position and able to communicate the facts to service users • Ensure the group is clear on the remit of the engagement programme and that it is separate to the forthcoming CCG consultation about a long-term sustainable model of maternity care

		<ul style="list-style-type: none"> • Ensure opportunities for dialogue and feedback have been made available • Ensure the group is aware of how to signpost service users and local people who would like to have their say – meetings, online etc.
Maternity Voices – Local Maternity Services workstream – part of existing local maternity system programme	<ul style="list-style-type: none"> • Dedicated meeting or as an agenda item at an existing meeting including presentation of current situation and the proposal, hard copies of the survey made available, signposting to FAQs on website and online survey 	<ul style="list-style-type: none"> • Well briefed on the current position and able to communicate the facts to service users • Ensure the group is clear on the remit of the engagement programme and that it is separate to the forthcoming CCG consultation about a long-term sustainable model of maternity care • Ensure opportunities for dialogue and feedback have been made available • Ensure the group is aware of how to signpost service users and local people who would like to have their say – discussion groups, online etc.
Local National Childbirth Trust Chair/representative/groups tbc	<ul style="list-style-type: none"> • Dedicated meeting or as an agenda item at an existing meeting including presentation of current situation and the proposal, hard copies of the survey made available, signposting to FAQs on website and online survey 	<ul style="list-style-type: none"> • Well briefed on the current position and able to communicate the facts to service users • Ensure the group is clear on the remit of the engagement programme and that it is separate to the forthcoming CCG consultation about a long-term sustainable model of maternity care • Ensure opportunities for dialogue and feedback have been made available • Ensure representatives are

		<p>aware of how to signpost service users and local people who would like to have their say – discussion groups, online etc.</p>
<p>Shropshire Healthwatch / Powys Community Health Council</p>	<ul style="list-style-type: none"> • Attendance at specific meeting including presentation of current situation and the proposal, hard copies of the survey made available, signposting to FAQs on website and online survey 	<ul style="list-style-type: none"> • Well briefed on the current position and able to communicate the facts to service users • Ensure the group is clear on the remit of the engagement programme and that it is separate to the forthcoming CCG consultation about a long-term sustainable model of maternity care • Ensure opportunities for dialogue and feedback have been made available • Ensure aware of how to signpost service users and local people who would like to have their say – discussion groups, online etc.
<p>Joint Health Overview and Scrutiny Committee</p>	<ul style="list-style-type: none"> • Attendance at specific meeting including presentation of current situation and the proposal, detailed programme of engagement and hard copies of the survey to be made available, signposting to FAQs on website and online survey 	<ul style="list-style-type: none"> • To provide an opportunity for the committee to scrutinise the plans of engagement in line with our duty to involve service users and their role in reviewing and scrutinising matters relating to the provision and operation of local health services • Well briefed on the current position and able to communicate the facts • Ensure the committee is clear on the remit of the engagement programme and that it is separate to the forthcoming CCG consultation about a

		<p>sustainable model of maternity care</p> <ul style="list-style-type: none"> • Ensure opportunities for dialogue and feedback have been made available • Ensure aware of how to signpost service users and local people who would like to have their say – meetings, online etc.
MPs	<ul style="list-style-type: none"> • Face to face or telephone briefings offered to include update on current situation and the proposal, overview of engagement and to raise their awareness of FAQs and online survey 	<ul style="list-style-type: none"> • Well briefed on the current position and able to communicate the facts to their constituents • Ensure they are clear on the remit of the engagement programme and that it is separate to the CCG consultation about a sustainable model of maternity care • Ensure opportunities for dialogue and feedback have been made available • Ensure aware of how to signpost people who would like to have their say – discussion groups, online etc.

5 RESOURCES

The Women and Children’s Care Group will set-up and run the discussion groups and engage with the groups set out in this plan. They will also note the key themes and number of people involved in those conversations, and the meetings attended.

6 REVIEW AND EVALUATION

The questionnaires and key themes from meetings will be analysed by the Trust’s Community Engagement team and summarised in a report which will be used to inform a paper for the Board meeting on 27 September 2018 which will be held in public. It is intended that both papers will be published as part of this decision-making process.