

SHREWSBURY AND TELFORD NHS TRUST
MATERNITY SERVICES - COMMUNICATIONS AND ENGAGEMENT PLAN

| Unique MTP Reference Number | Ockenden Review ref. | Maternity Transformation Plan Engagement Pillar | Task/Action | Start Date | Progress update/Comments | Status | Who | Next Review Date | Completion Date | Progress will be evidenced by the following mechanism(s)/measures |
|-----------------------------|----------------------|--|--|------------------------------|--|-----------------|--|------------------|------------------------------|---|
| 5.1 | EA 2 | Families and Women affected through independent maternity review | Continue work with the Expert External Advisory Panel, chaired by Dr Bill Kirkup and the Trust's Communications Support team to develop and engagement/involvement strategy and plan for women and families, including those that have been impacted by care at SATH | 08/12/2020 | Contact made with Dr Kirkup to book an appointment to meet with CEO and Programme Director - Maternity Assurance in early January 2021. Awaiting diary confirmation | In progress | Louise Barnett (CEO), Hayley Flavell (Executive Director of Nursing) and Mike Wright (Programme Director, Maternity Assurance) | 08/12/2021 | 31/12/2021 | to be agreed with stakeholders, executives and the Board of Directors |
| 5.2 | EA 2 | All Pillars | Establish Communication and Engagement Liaison Group comprising membership including Maternity Voices Partnership and Service User representation. This group is being established to work with the Trust on developing its overall approach and plan to ensure that women and families are involved in their care, are listened to and are involved in service developments and service evaluation. | 06/01/2021 | Inaugural meeting planned for 06/01/21 including membership from MVP Chair, MVP Vice Chair, MVP Co-ordinator, MVP Service User Volunteer, Maternity Liaison Health Visitor Volunteer and SATH maternity and neonatal MDT staff | In progress | Nicola Wenlock (Director of Midwifery) and Janine McDonnell (Care Group Director) supported by Kirsty Walker, Chief Communications Officer | 08/12/2021 | this is a continuous process | to be agreed with stakeholders, executives and the Board of Directors |
| 5.3 | EA 2 | Families and Women affected through independent maternity review | Maintain email contact point and single point of contact in maternity services for women to seek a review of their care (in addition to normal complaints/PALs processes) | Jul-20 | In Place | Completed | Janine McDonnell (Care Group Director) | 31/01/2020 | this is a continuous process | Completed - point of contact and review process in place |
| 5.4 | EA 2 | Current women in our care through their journey | Ensure effective feedback and communication loops exists with current women and the MVP to feedback on service and service changes | Apr-20 | Link to 5.15 Need to ascertain current engagement strategies through all channels - MVP, Surveys, social media. Include details on complaint responses inviting women to become involved. | In progress | Anthea Gregory-Page (Deputy Head of Midwifery) | 31/01/2021 | this is a continuous process | to be agreed with stakeholders, executives and the Board of Directors |
| 5.5 | EA 2 | Current women in our care through their journey | Dedicated PAL's officer to be appointed for specific in-reach into maternity service to offer real time feedback and escalation of concerns | tbx - subject to recruitment | Funding secured and advert placed. Interim solution being looked in to. | Not yet started | Julia Palmer - Senior Manager, Patient Experience Team | 31/01/2020 | tbx - subject to recruitment | to be agreed with stakeholders, executives and the Board of Directors |
| 5.6 | EA 2 | Current women in our care through their journey | Establish manned Patient Advice and Liaison Station in Shropshire Women and Children's Centre Reception Area (Mon-Fri) | Jan-21 | Business Case to be developed | Not yet started | Julia Palmer - Senior Manager, Patient Experience Team | 31/01/2021 | 31/03/2021 | to be agreed with stakeholders, executives and the Board of Directors |
| 5.7 | EA 2 | Current women in our care through their journey | Role out continuity of carer model to offer women consistency in carer and rapport | 06/09/2020 | 2 teams in place. Further role out planned in 2021 | In progress | Annette Barton (Continuity of Carer Midwife) | 31/01/2021 | this is a continuous process | to be agreed with stakeholders, executives and the Board of Directors |
| 5.8 | EA 2 | Current women in our care through their journey | Link with Local Health watch to utilise their expertise to develop services, seek feedback and communicate service developments | 06/01/2021 | Link to 5.15 | Not started | Nicola Wenlock (Director of Midwifery) | 31/01/2021 | this is a continuous process | to be agreed with stakeholders, executives and the Board of Directors |
| 5.9 | EA 2 | Current women in our care through their journey | Escalation and contact point on website/baby buddy app and leaflet to help advise women accessing our services of routes to escalate concerns and seek additional information if they cant speak to their midwife | 28/12/2020 | LMNS lead contacted to assess capacity of Baby Buddy App Leaflet to be developed with MVP Website to be updated once process agreed. | In progress | Nicola Wenlock (Director of Midwifery)/Charlotte Robertshaw (Maternity Communications Officer) | 15/01/2021 | to be determined | to be agreed with stakeholders, executives and the Board of Directors |
| 5.10 | EA 2 | Women who have accessed our service | Develop in partnership with the MVP "always" events for SatH maternity leading to a published commitment statement for the service. | 06/01/2021 | linked to ref. 5.15 | Not started | Nicola Wenlock (Director of Midwifery)/Charlotte Robertshaw (Maternity Communications Officer) | 21/01/2020 | this is a continuous process | to be agreed with stakeholders, executives and the Board of Directors |
| 5.11 | EA 2 | Our wider community | Develop links with local council and partners that can help develop the model of multi-agency working and signposting events - notably teen pregnancy support | 28/02/2021 | Add to LMNS work stream Discuss at LMNS board meeting to seek engagement of key stakeholders e.g.. Healthwatch, LA | Not started | Nicola Wenlock | 31/01/2021 | this is a continuous process | to be agreed with stakeholders, executives and the Board of Directors |

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| 5.12 | EA 2 | Our wider community | Link with social inclusion engagement facilitator - Laura Mosely (to start January 2021) - reporting Kate Ballinger upon commencement in post | Jan-21 | recruited into post | Not started | Charlotte Robertshaw | 31/01/2021 | this is a continuous process | In post -completed |
| 5.13 | EA 2 | Our wider community | Ensure MVP representation on MTP work stream 5 "Comms and engagement" is sustained | 06/01/2021 | initial MVP members recruited to Workstream 5 | In progress | Charlotte Robertshaw | 30/01/2021 | this is a continuous process | to be agreed with stakeholders, executives and the Board of Directors |
| 5.14 | EA 2 | Our wider community | Partnership working with MVP to continue ensuring effective feedback and service improvement links | 06/01/2021 | Strengthen links by developing SOP detailing partnership and role of MVP / SaTH in patient engagement. | In progress | Nicola Wenlock/Charlotte Robertshaw | 31/01/2021 | this is a continuous process | to be agreed with stakeholders, executives and the Board of Directors |
| 5.15 | EA 2 | Current women in our care through their journey | Develop a "you said - we have done" process and information boards in wards and departments for maternity services to improve transparency and accountability to women and families | 06/01/2021 | to be developed with the MVP and agreed through workstream 5 | Not started | Anthea Gregory -Page | 31/01/2021 | this is a continuous process | to be agreed with stakeholders, executives and the Board of Directors |
| 5.16 | EA 2 | Our wider community | Continue to develop a progressive and constructive relationship with local media to inform community of service developments with case study interviews | Jan-21 | Already started as part of workstream 5 | In progress | Charlotte Robertshaw | 31/01/2021 | this is a continuous process | to be agreed with stakeholders, executives and the Board of Directors |
| 5.17 | EA 2 | Our wider community | Appoint a dedicated communications resource for maternity services | Oct-20 | Charlotte Robertshaw appointed | Completed | Kirsty Walker | Completed | n/a | In post -completed |
| 5.18 | EA 2 | Current women in our care through their journey | MTP dedicated work stream on communication and engagement to be established with named lead and executive sponsor | Aug-20 | Completed - will be reviewed further with new executive sponsor | Completed | Louise Donovan - Head of Maternity Improvement | Completed | n/a | Workstream established |
| 5.19 | EA 2 | Current women in our care through their journey | Ensure consistent information is being provided by midwives to women in their care who have concerns due to current situation | Dec-20 | Briefing sheet for Midwives produced to support conversations. Circulated to all midwives on 09.12.20 | Completed | Janine McDonnell | Completed | n/a | Briefing sheet produced and circulated to all midwives |

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