

Ockenden Report Assurance Committee

Maternity Voices Partnership (MVP) – Working with Women & Families

Date: 19 October 2021

Presenter:

Louise Macleod

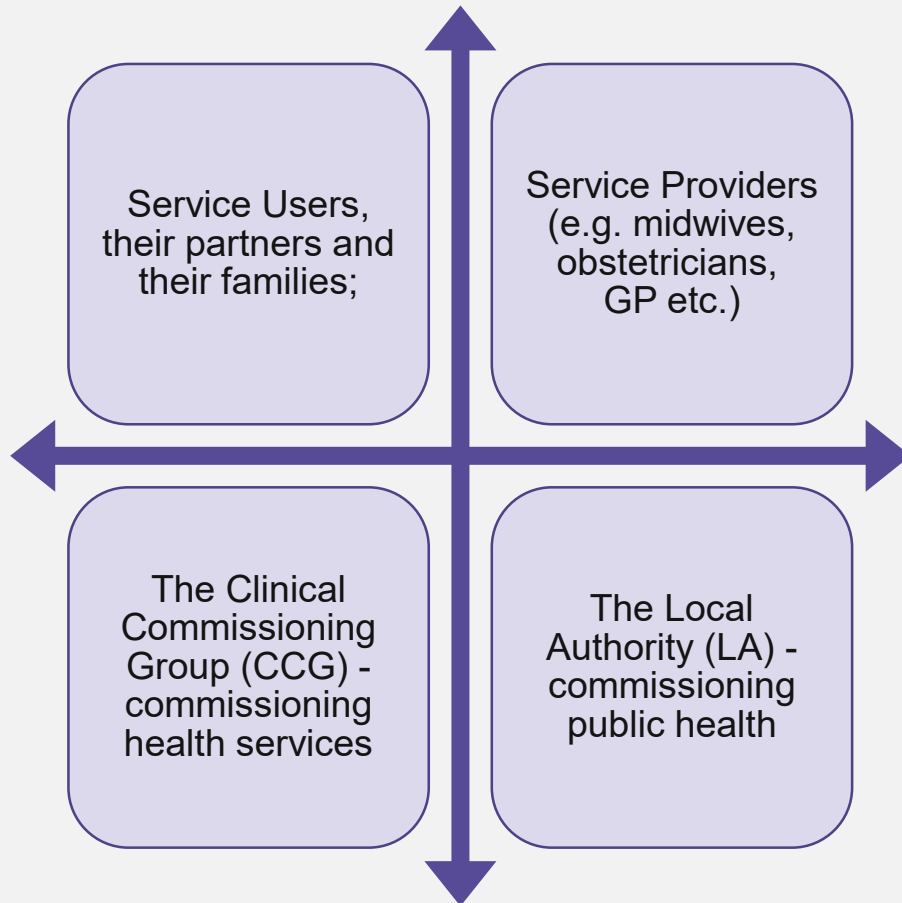
*MVP Development Co-ordinator, Shropshire, Telford and
Wrekin Clinical Commissioning Group*



MVP Background

Who, What & Why

A Maternity Voices Partnership (MVP) is an independent team made up of:



- ✓ An MVP provides a way for this team of people to design & improve maternity care together. All these different people working together to **share ideas** and **identify solutions** for the design and **improvement of maternity care is called co-production.**
- ✓ The function of the MVP is more than simply to listen; it is a way of discussing challenges and ways of overcoming them. The group aims to **constantly support the development and improvement maternity care for everyone**, regardless of who they are or where they live, so everyone has access to the same quality of care.

Five Key Principles



SHROPSHIRE AND TELFORD & WREKIN
Maternity Voices
Working in partnership to improve maternity services



**The Shrewsbury and
Telford Hospital**
NHS Trust

Five key principles:

1. Coproduce as equals, promoting and valuing participation.
2. Seek out and listen to service user experiences.
3. Champion the use of service user experience when reviewing services.
4. Understand the interdependency of staff experience and positive outcomes.
5. Pursue continuous improvement in maternity services.

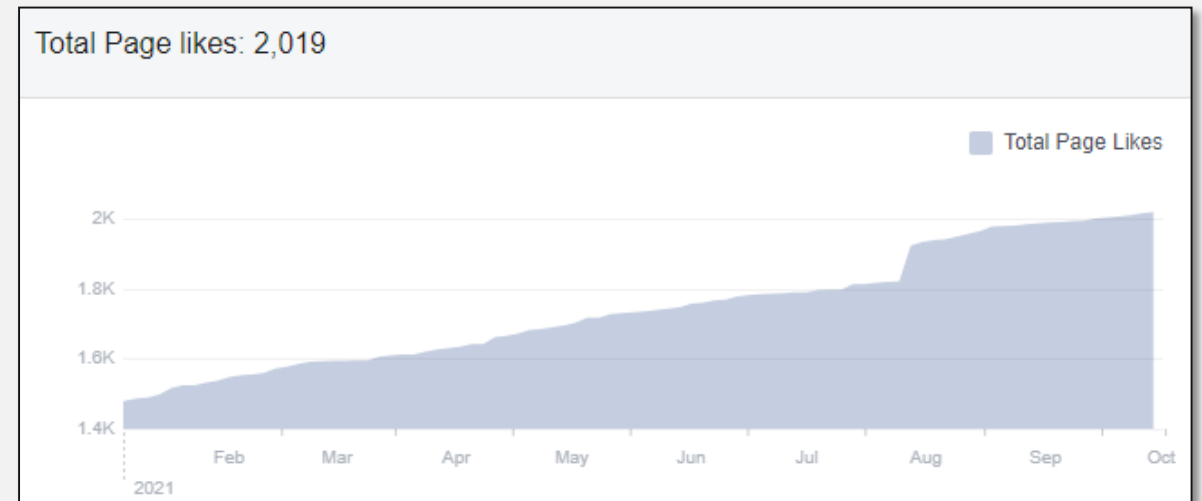


Ways we Involve & Hear The Voices of Our Communities



SHROPSHIRE AND TELFORD & WREKIN
Maternity Voices
Working in partnership to improve maternity services

- ✓ Social Media – Facebook, Twitter, Instagram
- ✓ Newsletter
- ✓ Mailing list
- ✓ Focus groups
- ✓ Feedback survey
- ✓ Ad Hoc surveys
- ✓ Volunteer community



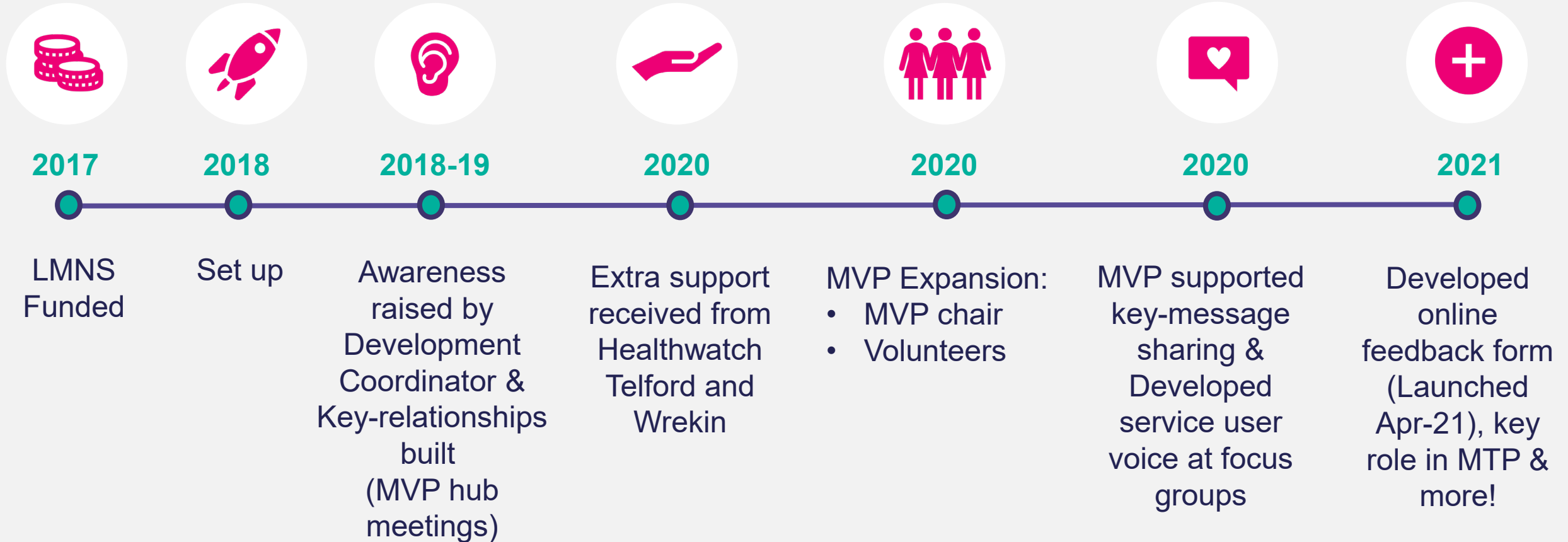
History of Our MVP



SHROPSHIRE AND TELFORD & WREKIN
Maternity Voices
Working in partnership to improve maternity services



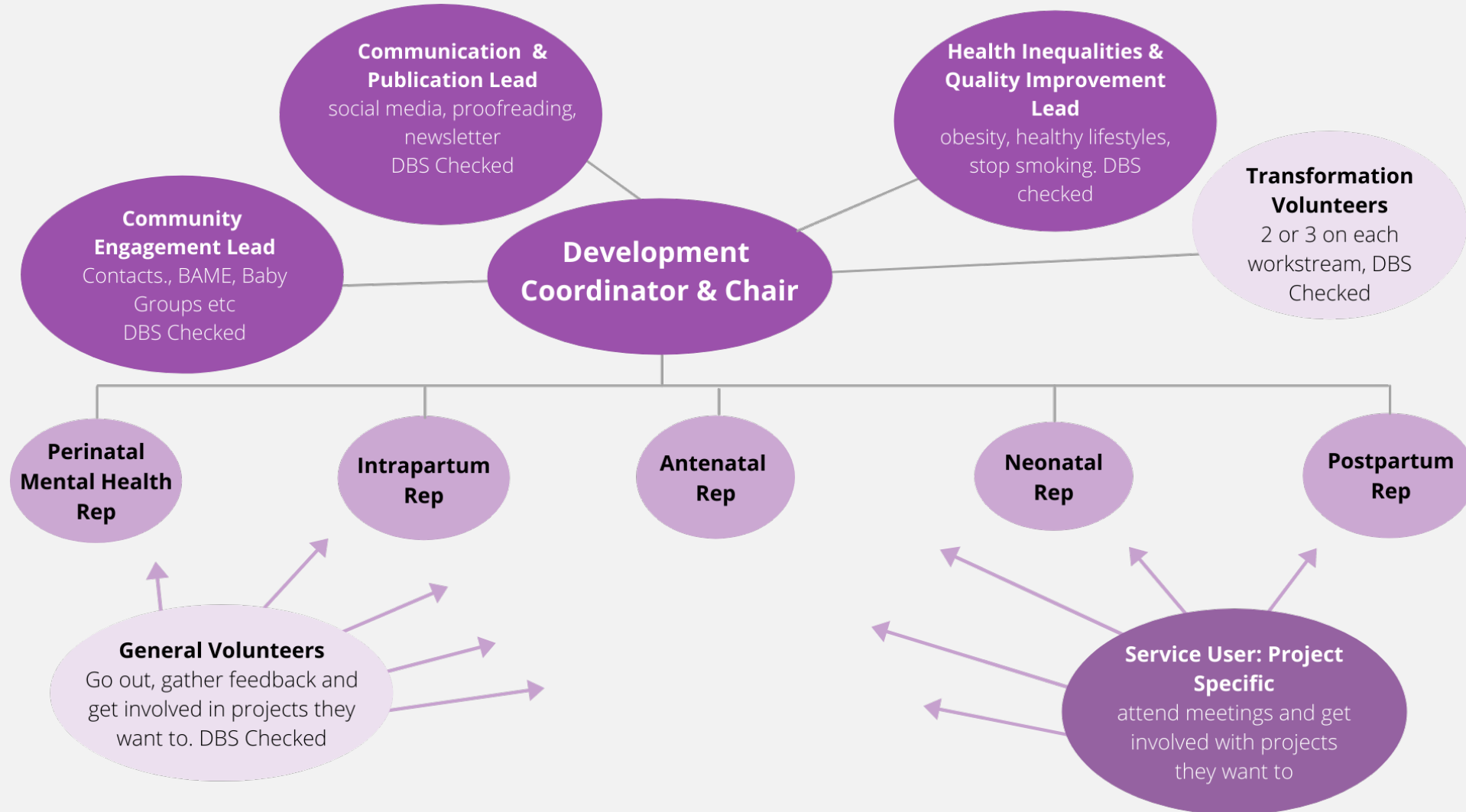
**The Shrewsbury and
Telford Hospital**
NHS Trust



MVP Structure



SHROPSHIRE AND TELFORD & WREKIN
Maternity Voices
Working in partnership to improve maternity services



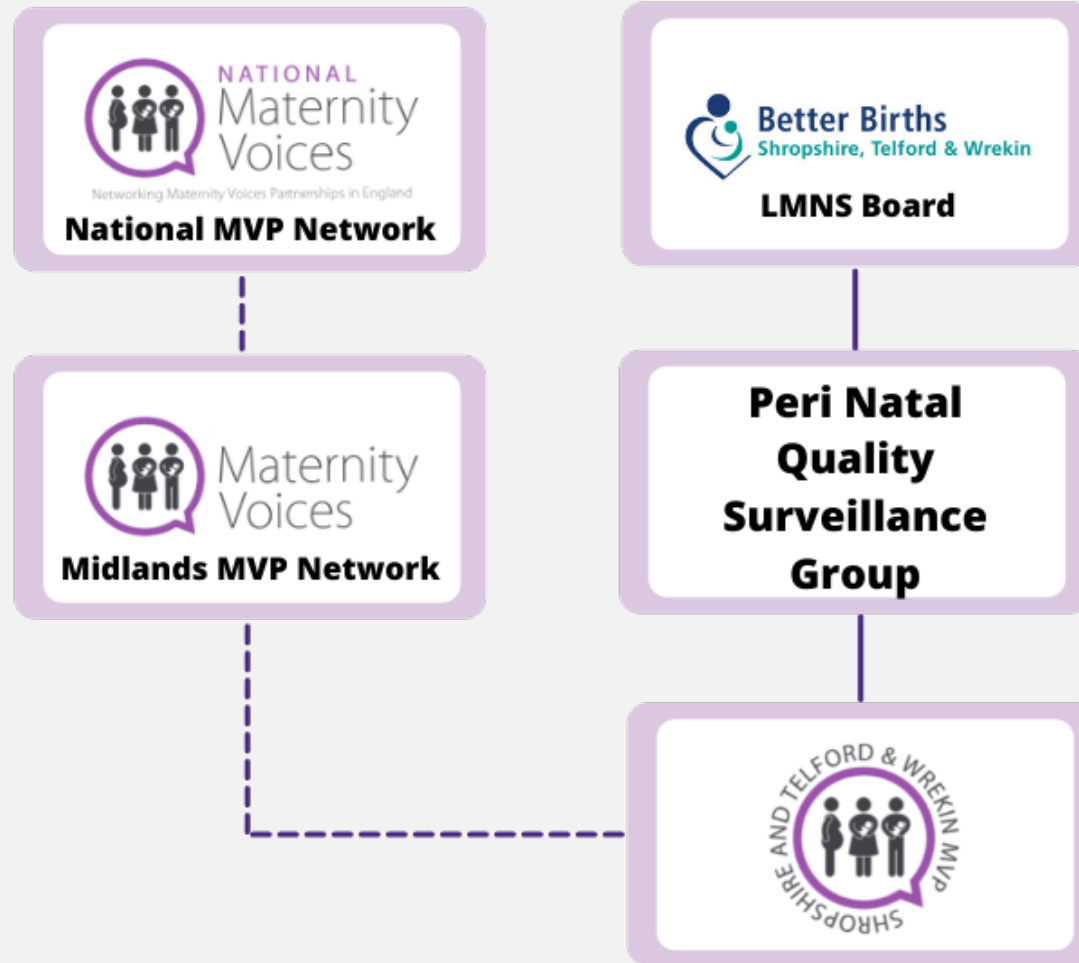
MVP Structure



SHROPSHIRE AND TELFORD & WREKIN
Maternity Voices
Working in partnership to improve maternity services



**The Shrewsbury and
Telford Hospital**
NHS Trust



MVP Projects

Meetings We Attend

Nature of meeting	Meeting name
Maternity Transformation Programme (MTP)	<ul style="list-style-type: none"> • Ockenden Report Assurance Committee (ORAC) • Maternity Transformation Assurance Committee (MTAC) • MTP Comms & Engagement workstream • MTP People & Culture workstream • User Experience workshops & catch up meetings
Internal SaTH	<ul style="list-style-type: none"> • Labour ward forum • Guidelines • Weekly Head of Midwifery (HOM) meeting • SaTH engagement • SaTH Equality, diversity & Inclusion panel
Local Maternity and Neonatal System Programme board (LMNS)	<ul style="list-style-type: none"> • Perinatal Quality Surveillance Group (PQSG) • LMNS Programme board • Perinatal mental health workstreams • Healthy Pregnancy & Healthy Families Workstream • Neonatal workstream
MVP	<ul style="list-style-type: none"> • Quarterly MVP hub meetings • Regional MVP catch ups • National MVP catch ups

**Plus ad-hoc focus groups and more...*

Project Involvement



SHROPSHIRE AND TELFORD & WREKIN
Maternity Voices
 Working in partnership to improve maternity services

NHS
 The Shrewsbury and
 Telford Hospital
 NHS Trust

Development of new Lighthouse mental health service	Labour and Birth Choices Leaflet	Antenatal education	Perinatal mental health leaflet designs	Enhanced Recovery Leaflet
Bid for Perinatal Pelvic health service	Recruitment and interviews	Breastfeeding peer support program	LMNS cookbook and exercise videos	Midwife Led Unit upgrade
360 Virtual tours	Saving babies lives information leaflet	Birth Reflections service development	Partners COVID-19 Passport	MVP/SaTH Standard operating procedure
Birth Place Choice Leaflet	SaTH Postnatal Survey	Reduced fetal movements campaign	COVID-19 Support	Communication & language training
Personalised Care and Support Plans	SaTH postnatal development plan	Website analysis and redesign	Continuity of Carer	Cross border working

Examples of Great Co-production



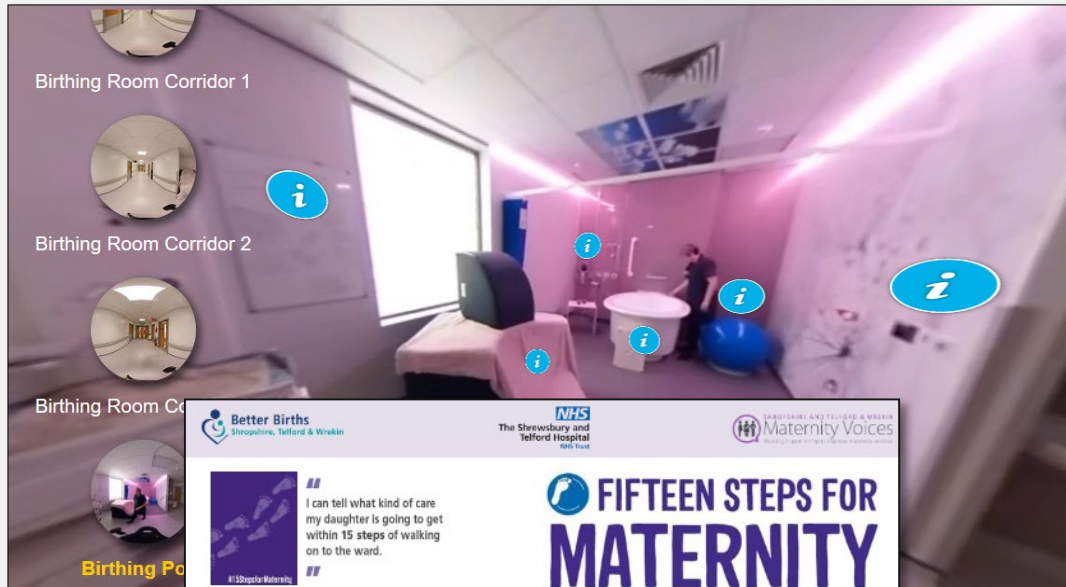
SHROPSHIRE AND TELFORD & WREKIN
Maternity Voices
Working in partnership to improve maternity services



The Shrewsbury and
Telford Hospital
NHS Trust

✓ MLU Upgrade

✓ 360 Tour



Better Births
Shropshire, Telford & Wrekin

The Shrewsbury and Telford Hospital
NHS Trust

SHROPSHIRE AND TELFORD & WREKIN
Maternity Voices

FIFTEEN STEPS FOR MATERNITY

I can tell what kind of care my daughter is going to get within 15 steps of walking on to the ward.

Friday 23rd August 2019
Wrekin Midwife Led Unit
Princess Royal Hospital Telford

Co-produced with SHROPSHIRE AND TELFORD & WREKIN MWP



Examples of Great Co-production

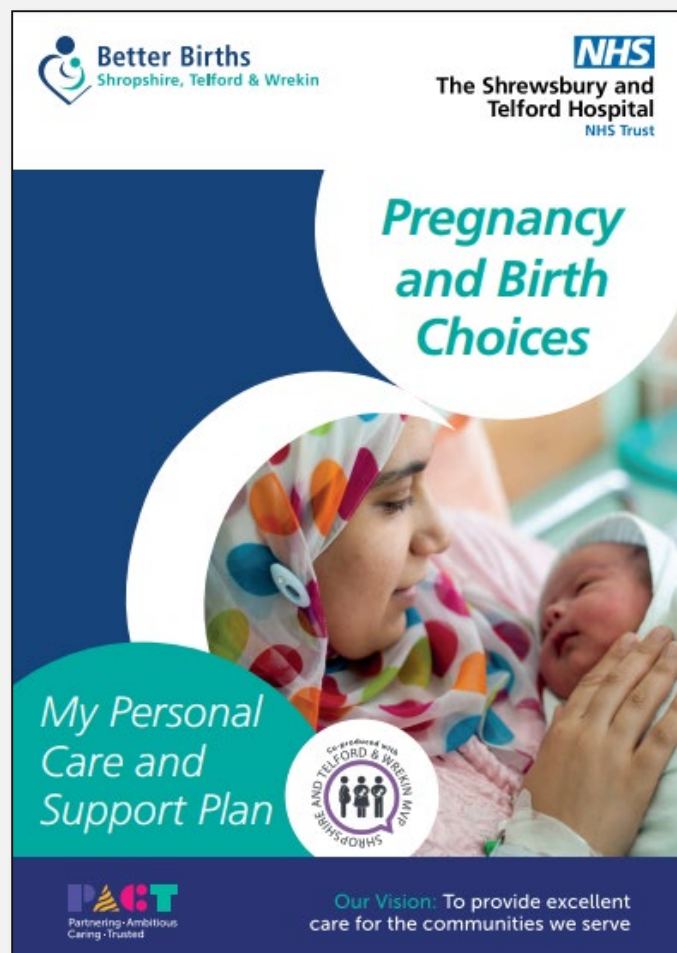


SHROPSHIRE AND TELFORD & WREKIN
Maternity Voices
Working in partnership to improve maternity services

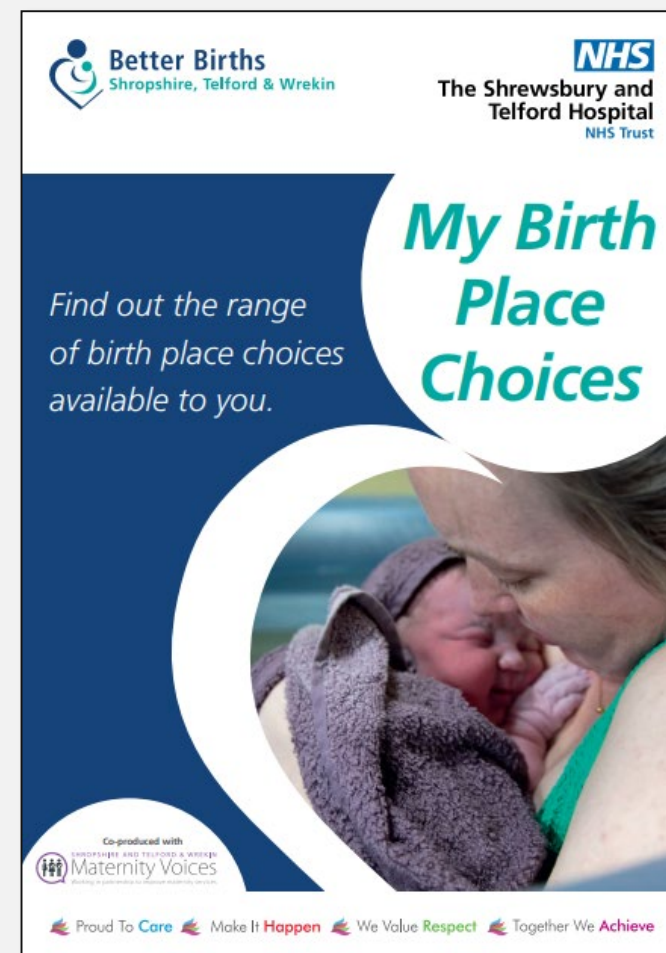


**The Shrewsbury and
Telford Hospital**
NHS Trust

Personalised Care & Support Plan



Birth Place Choice Leaflet



MVP Feedback

Surveys We Have Carried Out



SHROPSHIRE AND TELFORD & WREKIN
Maternity Voices
Working in partnership to improve maternity services

NHS
The Shrewsbury and
Telford Hospital
NHS Trust

- ✓ Antenatal Education
- ✓ Friends of Princess Royal Shop
- ✓ Caesarean Section Experience
- ✓ Personalised Care baseline survey – Supported SaTH survey
- ✓ Continuity of Carer Survey
- ✓ Reduced fetal movements survey
- ✓ Regular gathering of experiences and general feedback which is given to SaTH monthly



CAESAREAN SECTIONS



What would have improved your experience during your time in the operating theatre and recovery?

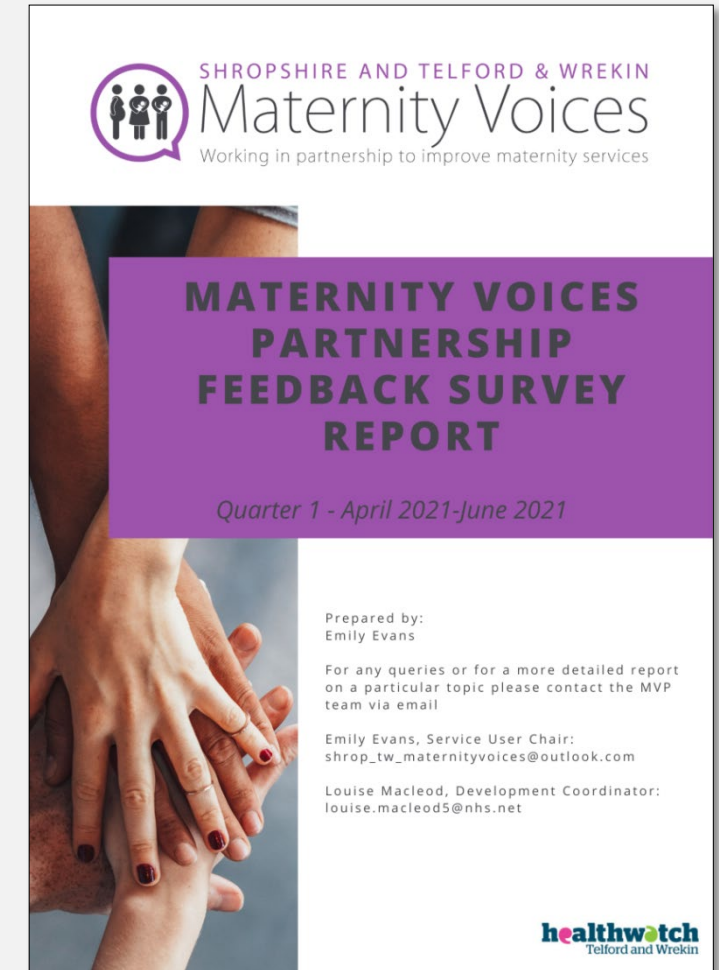
MVP Feedback Survey



SHROPSHIRE AND TELFORD & WREKIN
Maternity Voices
Working in partnership to improve maternity services

NHS
**The Shrewsbury and
Telford Hospital**
NHS Trust

- Launched in April 2021.
- Hosted on Healthwatch Telford and Wrekin Website.
<https://www.healthwatchtelfordandwrekin.co.uk/shropshire-and-telford-wrekin-maternity-voices-feedback-form>
- Range of in depth questions covering the whole perinatal experience.
- We also gather demographics on people completing the form.
- Shared on social media regularly, business cards with QR code link delivered to SaTH.
- Open to women and birthing people who have used services within last 2 years.
- Reported quarterly to MVP hub meeting to inform MVP work programme.
- Informs the Perinatal Quality Surveillance process.
- Results published on our website and social media.
<https://www.healthwatchtelfordandwrekin.co.uk/maternity-voices-partnership>



The MVP Feedback Survey Report Q1



SHROPSHIRE AND TELFORD & WREKIN
Maternity Voices
Working in partnership to improve maternity services



**The Shrewsbury and
Telford Hospital**
NHS Trust



MVP Feedback Survey:

- 100 respondents during April 2021-June 2021
- 60% first time parents
- 94% White British
- 85% aged between 25-39

Key Themes:

- Continuity of Care
- Language, communication and information
- Postnatal contact

Key Themes Q1



SHROPSHIRE AND TELFORD & WREKIN
Maternity Voices
Working in partnership to improve maternity services

NHS
**The Shrewsbury and
Telford Hospital**
NHS Trust

Continuity of Care:

- This encompasses not only midwifery care (Continuity of Carer) but also continuity of consultants, locations of care and standards of care.
- When asked 'what would improve antenatal care' a third of the responses mentioned continuity of care. Building a trusting relationship with service providers is highly important.

The continuity was key for me personally. I needed to build up trust. The support I had from all three (midwife, EPAS and consultant) was incredibly important in my case

Individualised, catered for my mental health needs and kept me well antenatally and postnatally. My midwife was brilliant, she took the time to answer my questions and develop a plan with

Language, Communication & Information:

- The way people are spoken to, the words used and body language can have a huge impact on how people feel about the care they received.
- Information must be provided clearly and without bias or pressure so people can make an informed choice about their care.

I felt as though I was told what to do without any full explanations or information/ evidence, rushed through any decisions (like induction) without a single piece of info or evidence, and was too nervous and overwhelmed to speak up.

Key Themes Q1 & Going Forwards



SHROPSHIRE AND TELFORD & WREKIN
Maternity Voices
Working in partnership to improve maternity services



**The Shrewsbury and
Telford Hospital**
NHS Trust

Postnatal contact:

- Services users indicated that they wanted or expected more contact and support postnatally. This is both physical support around recovery but also emotional support. Many postnatal services were impacted by Covid including home visits (from midwives and health visitors), weigh-in clinics and feeding support.

Follow up physical exam to check C-section scar (3 and 6 months maybe) and advice on how to massage it. Up to date advice on pelvic floor exercises. Advice and support on how to manage a newborn and an older child after major surgery.

Going Forwards:

- Reports will continue to be published quarterly, highlighting key themes. We will also report on actions and improvements made based on the feedback reports.
- MVP focus will be on ensuring we are gathering feedback from a representative sample of service users.

More Midwife appointments and check ups and lots more health visitor check ups, I haven't seen or heard from and health visitor since I rung at 6 weeks old! He's now nearly 8 months old.

Maternity Transformation Programme (MTP) –

Involvement with MTP: Workstreams & recruitment

How does the MVP work with the MTP team?



SHROPSHIRE AND TELFORD & WREKIN
Maternity Voices
Working in partnership to improve maternity services



**The Shrewsbury and
Telford Hospital**
NHS Trust

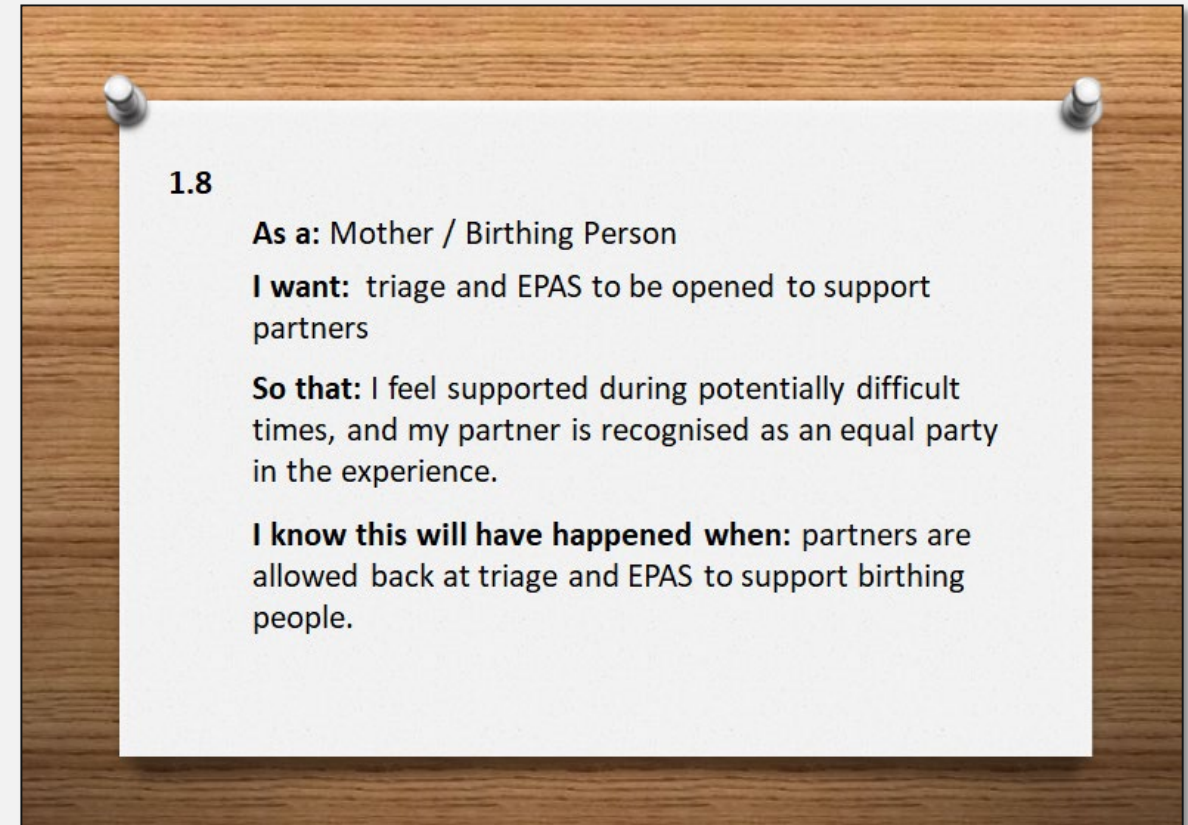
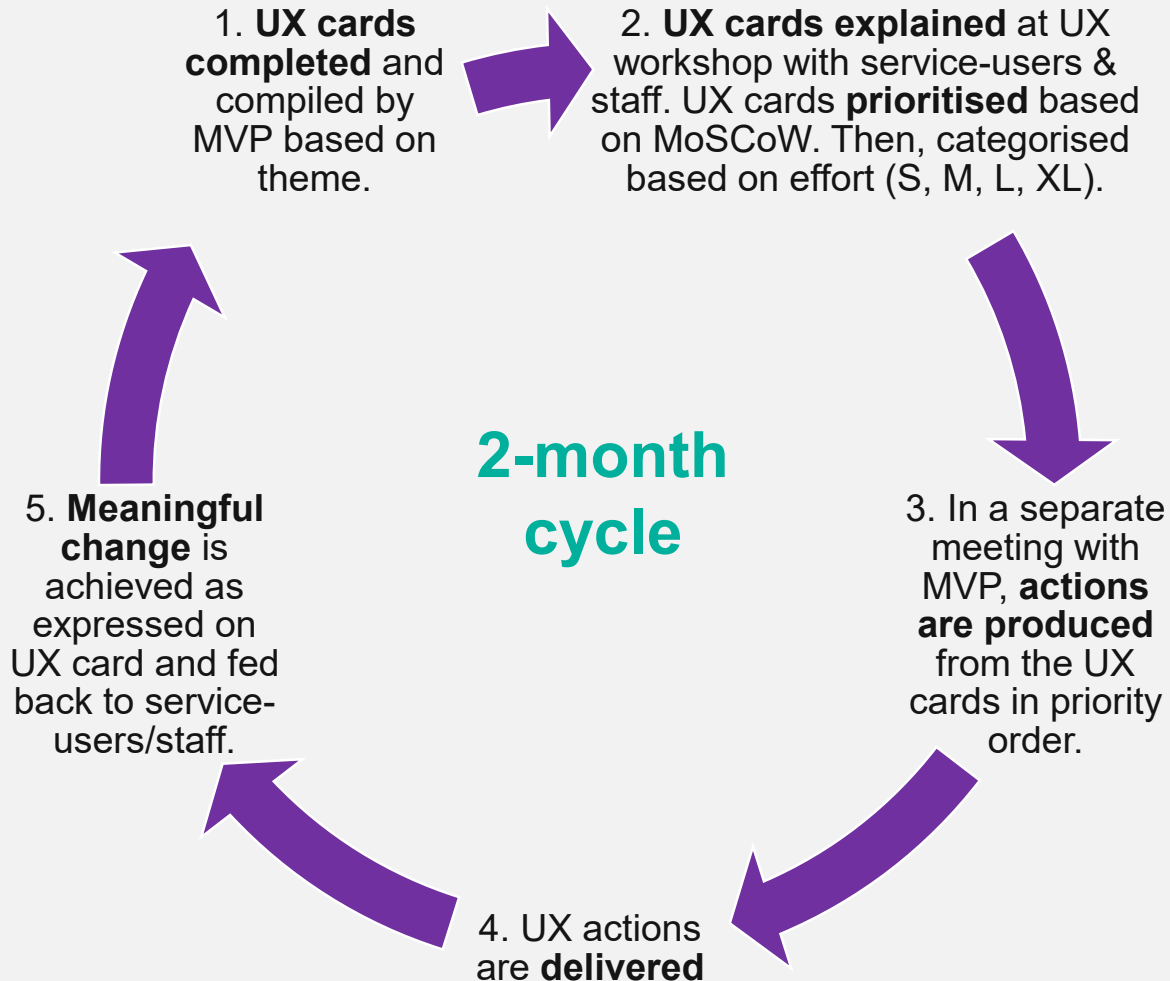
- ✓ Worked with the team since summer of 2020.
- ✓ Built relationships with the core MTP team.
- ✓ Regularly sit on MTP workstreams for Comms and Engagement and People and Culture.
- ✓ Developed User Experience Card System to increase Service User voice in developments.
- ✓ MTP and MVP team work well together and really spend time to work with and include the MVP in the work that is going on.



User Experience Card System



SHROPSHIRE AND TELFORD & WREKIN
Maternity Voices
Working in partnership to improve maternity services



Next steps

Next Steps



1. Increase MVP Membership (service users, support people and staff).
2. Increase reach to seldom heard groups.
 - Use volunteers to get out and about in the community to take survey out to more people.
 - Use Community Engagement Lead to make links with key community leaders to increase knowledge of MVP and support seldom heard voice communities interaction.
3. Fully embed MVP feedback as evidence within the quality surveillance process.
4. Develop feedback app to enable volunteers to take feedback form out into rural communities.
5. Develop partners feedback form to gather partners experiences.
6. Encourage more Health professionals to engage with us and refer families to us and our feedback form.

Thank you