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Gloucestershire

Transforming Care, Transforming Communities

# Better Births Gloucestershire

A summary of Transforming Maternity Services



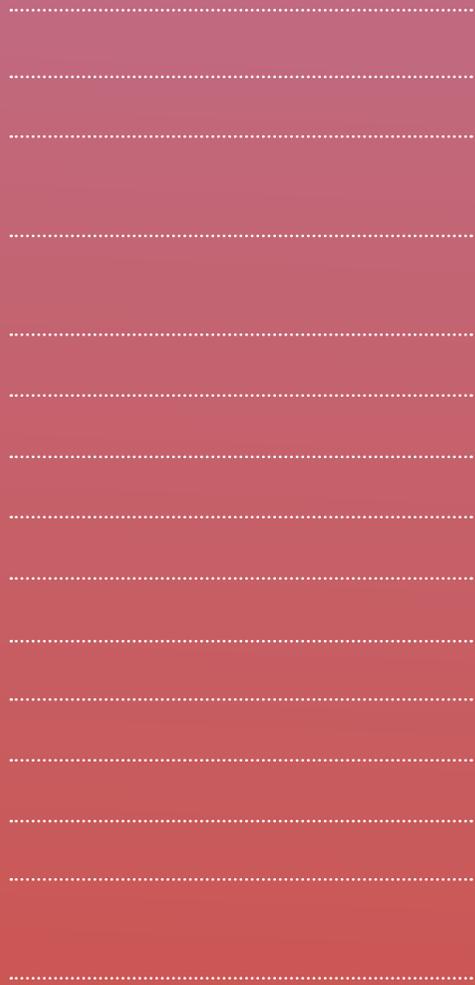
*Working together in Gloucestershire so that every woman and their family has access to safe, high quality and personalised maternity care; giving babies the best possible start in life*





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# A Foreword from The Local Maternity System

Gloucestershire’s Local Maternity System is made up of a multidisciplinary, system wide team who work together to improve services with women and their families. The national Better Births recommendations has provided us with a fantastic opportunity to do just that; and while the aims may be ambitious, we are committed to achieve them.

In Gloucestershire, we recognise that giving birth is a special time for all women and their families and although there are approximately 6,450 births per year in Gloucestershire, each one is uniquely important. Data tells us that some women give birth out of county: 93.5% Gloucestershire, 3.7% Swindon, 1.7% Bristol, 1.1% other.

Maternity Services in Gloucestershire are managed by a single provider, Gloucestershire Hospitals NHS Foundation Trust. The maternity service offers women a full range of choice for where to have their baby including three midwifery led birth units, a consultant led delivery suite or a home birth. We are proud that a high percentage of women choose midwifery led care as a safe option in Gloucestershire.

We hope this summary gives you an insight into the vision for maternity services in Gloucestershire, our successes to date, and how we will continue to transform services together.





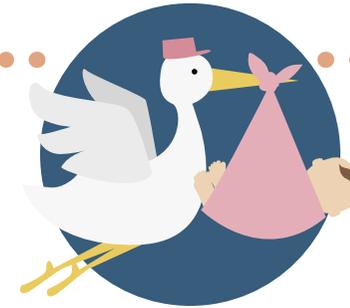
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## Some facts...



Average age of mothers in Gloucestershire



**29%**

of women give birth in a midwifery led setting or at home which is higher than the national average



**90**

**Sets of twins**

Each year, an average of 90 sets of twins are born

**123,006**

women in Gloucestershire considered to be of Child Bearing Age



Roughly **6,450**

births per year



**78%**

Breastfeeding on initiation

**74.5%**

national average



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## What women and families have told us

In Gloucestershire, we believe that it's really important that we plan and design maternity services with women, their families and health professionals. We want women and their families to have the opportunity to share their experiences, good or bad and so that we can learn from them. Our key themes and findings from our engagement with families to date is summarised below:

### Personalised Care

Following our 'what matters to you' coffee mornings, it was apparent that some mums and families were well supported and their care was personalised to them, whilst others felt differently. Areas for improvement included:

- Partners should be more included in making decisions; it seemed to happen around them and irrespective of them.
- Women who have already had a baby, still require the same amount of information and support as first-time mums.
- Sometimes language used is not familiar, making women feel uninformed of what was going on.

### Continuity

Through various surveys and 'listening clinics' it was clear that being cared for by the same small team of staff was important to women. Many expressed not wanting to continuously repeat their story, the need for consistent information and advice, and the importance of having a trusting relationship with those caring for them.

### Information and Support

Women told us they would like access to trusted, consistent information eg. Infant feeding, but at the right time, and not all at once. Access to balanced, easily accessible information including better use of digital opportunities eg. filming professionals sharing helpful tips and techniques.

“

*Every pregnancy should be seen as a new journey.*

”

“

*Provide information at the moment it's needed, not all at once*

”

“

*What is 'normal' to clinical staff is not 'normal' to me!*

”

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# Gloucestershire Maternity Voices Partnership



Our Maternity Voices Partnership (MVP) was established in early 2019, with the appointment of our MVP Chair. The aim of the group is to advise the NHS in Gloucestershire on the care provided to women, their partners and their babies, during pregnancy, birth and during the early days after the baby's arrival. Their role is to ensure that the views and experiences of people who use local maternity services are listened to and acted upon to continually review and develop the services provided in Gloucestershire.

Since the establishment, our MVP Chair has been growing her team of volunteers and we are now a partnership of 40+ with a variety of local parent representatives and health professionals. The partnership aims to build on our commitment to engagement to ensure services are responsible to feedback from a wide range of women and families from across the county. It also provides us with an opportunity to celebrate our successes and achievements. The group will be linking in with established groups throughout Gloucestershire taking into consideration the demographics of our county.

In response to feedback, the Gloucestershire Maternity Voices Website was developed and launched in May 2019. This website provides unbiased information and links to support for women, their partners and families throughout their journey to parenthood and beyond. From planning a pregnancy, keeping healthy and choosing where to give birth to linking up with local community support, the website has so far been well received.



 @GlosMVP

 [glosmaternityvoices.nhs.uk](https://glosmaternityvoices.nhs.uk)





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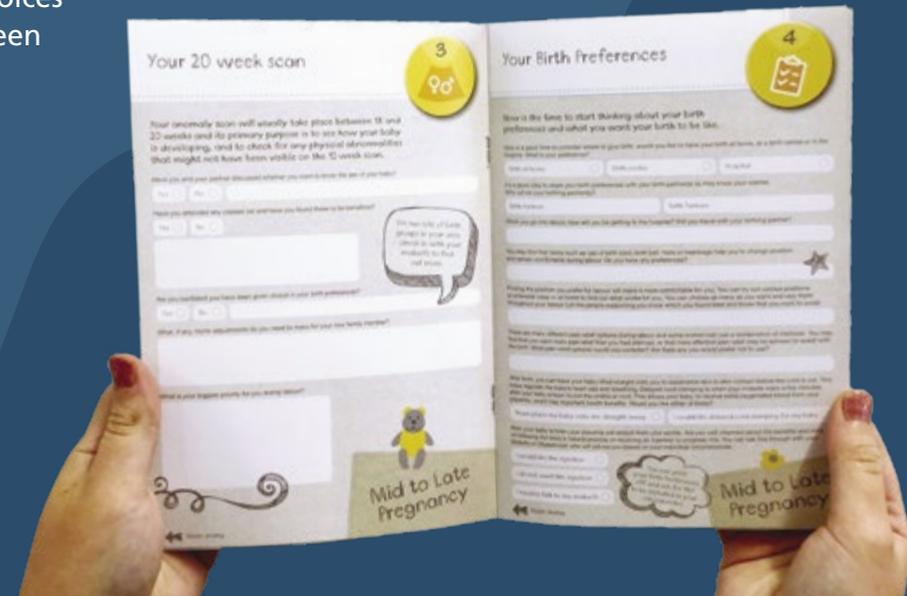
# Choice & Personalisation

## 2017-2019

- We have established a Gloucestershire Maternity Voices Partnership and information website: [www.glosmaternityvoices.nhs.uk](http://www.glosmaternityvoices.nhs.uk)
- A 'Journey to Parenthood' journal has been produced with women to support the choices they make, not just around where to have their baby but care throughout their pregnancy, birth and beyond. This is available to download from our MVP website.
- We offer Birth Choice Clinics to provide women with the opportunity to explore their birth choices and create a plan for their current pregnancy.
- We have trialled partners staying overnight on the ward in Gloucestershire Royal Hospital and we are working with the Maternity Voices Partnership to understand how this has been received.

## 2020-21

- We want to make it easier for women to enter maternity services therefore we will look to develop a single point of access online.
- A training programme for all maternity staff will commence in November 2019 to support implementation of the 'Journey to Parenthood' journal and the NHS wide culture change supporting personalisation of care.
- We want to make use of the technology available to us by exploring the development of an electronic maternity care record and providing women access to their notes online.







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## Prevention

### 2017-2019

- The success of our 2019 flu campaign saw a total of 1,517 flu vaccines administered - double the number of vaccines administered the previous year!
- We have appointed a Healthy Lifestyles Specialist Midwife to support women to quit smoking and have a healthy pregnancy.
- The Healthy Lifestyles service has helped 74% of pregnant smokers who have taken up support to quit within 4 weeks.
- Specialist contraceptive training has enabled women to be offered appropriate contraception prior to discharge.
- Our ICON campaign continues to educate and inform parents and professionals about Shaken Baby Syndrome; 60 midwives have been trained to date.
- We are supporting a multi-professional project which is focusing on promoting resilience and supporting women and their families who are more vulnerable.
- A Quality Improvement Maternity & Neonatal project Team has been established to 'increase the number of babies who go home in Gloucestershire to a smoke free environment'.

### 2020-21

- We will review the impact of our Healthy Me, Baby & Beyond programme supporting women and families with the first 1001 days and align our Healthy Weight in Pregnancy pathway.
- We will continue to support women to stop smoking during pregnancy through the development of Smokefree champions and a number of other initiatives.
- Working towards our trajectory of 81% of women breastfeeding at initiation by 2021, we will continue to promote breastfeeding and provide women with helpful support and advice. We will continue to be a Baby Friendly Accredited Maternity Service & gain accreditation for our neonatal service.





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# Postnatal & Transitional Care

## 2017-2019

- We have piloted new ways of working with colleagues in Stroud to provide seamless support and advice from midwives, maternity support workers and health visitors.
- We have developed a series of films available on our MVP website to ensure evidence based information is available for new parents
- We are keeping more mums and babies together on the postnatal ward providing alternative safe options for care, avoiding separation and admissions to the neonatal unit.
- We have developed an animation capturing all the essential information required to support new parents going home.
- Introduction of bilirubin monitors to detect neonatal jaundice has helped standardise newborn monitoring.

## 2020-21

- Following publication of the national postnatal improvement plan, we will develop a local action plan in response.
- We will finalise scoping for our community hubs, providing a 'one stop shop' for women and families.
- We will work with the regional neonatal network to respond to the National Neonatal Critical Care Review recommendations.

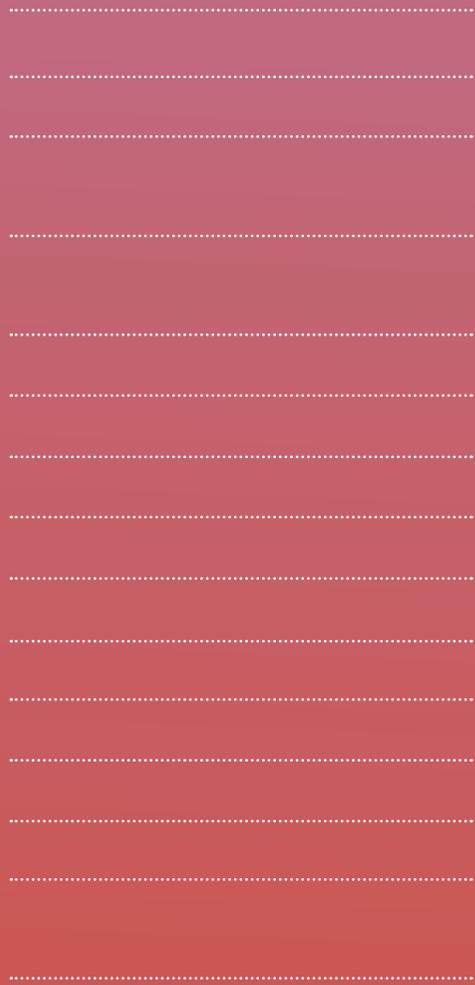






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# Perinatal Mental Health

## 2017-2019

- We have successfully established a Community Specialist Perinatal Mental Health Team.
- We have redesigned our referral pathway so that women with complex and serious mental health issues are prioritised.
- We know that positive experiences are important for building strong foundations for childhood development. We have worked to raise increased awareness within our workforce to support the development of bonding and attunement between mums, carers and their babies. This includes raising awareness of 'infant mental health' by enhancing the support from health visiting services and other services.
- The antistigma campaign continues with the introduction of a video aimed at normalising mental health amongst Dads.
- We have expanded our offer of voluntary community sector support for women with mental wellbeing difficulties around the time of having a baby.
- Recognising and responding to early identification of birth trauma to ensure that women obtain the help they require earlier.
- Experts by Experience group established to take forward the mental health agenda and link in with the Maternity Voices Partnership.

## 2020-21

- We will develop a training strategy to ensure that the wider community have an increased awareness of the newly established perinatal mental health team and offer of support available.
- We will finalise our integrated pathway between maternity services and mental health services to better support women in the antenatal period.
- We will expand our support for more diverse communities.





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