



One
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.

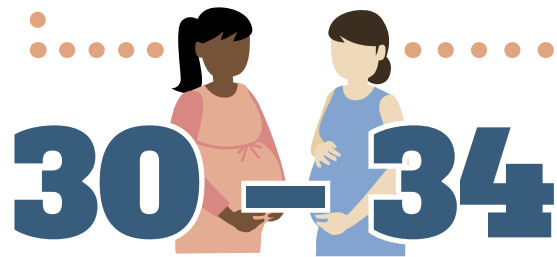




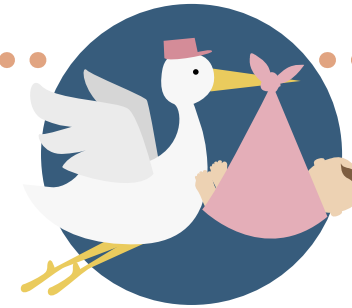
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Some facts...

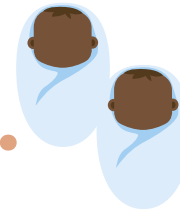
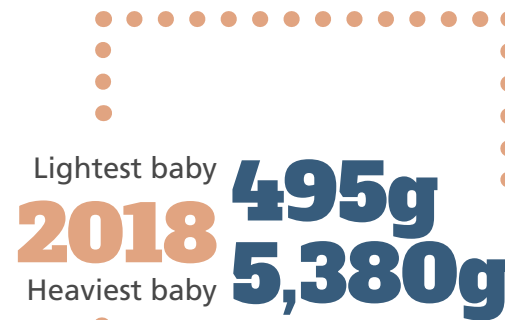


Average age of mothers in Gloucestershire



29%

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



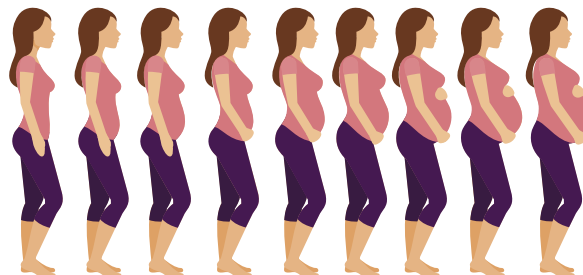
90

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

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Making 'Better Births' a Reality

We know there's lots of work going on in our seven workstreams and sometimes it's hard to see the bigger picture. We've articulated how we envisage the future of maternity care in Gloucestershire to look through Katie's story.



Katie has had a positive pregnancy test so books herself an appointment with a community midwife via an online booking system. She has instant access to her own personal care record. Here, she will be able to record what matters to her including receiving links to trusted information.



Katie can access her digital notes and her Journey to Parenthood to help inform her choices and preferences, which we can share with her family members as she wishes. She can input important information ahead of her next appointment which her Midwife can see.



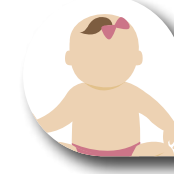
She meets her named Midwife in her local community where she is introduced to the support services available to her, including the Maternity Voices Website.



The Health Visitors and Midwives work closely together and are able to ensure Katie is well supported in a more joined up way.



Katie is one of the many women that receives care from the same small team of Midwives throughout the three phases of her maternity journey: pregnancy, labour and after birth.



Once Katie has had her baby, she is informed of the various support available to meet her mental and physical health and healthy lifestyle needs to keep her and her baby well.



She builds an ongoing relationship of trust with the midwives who care for her over time, and is able to open up to them.



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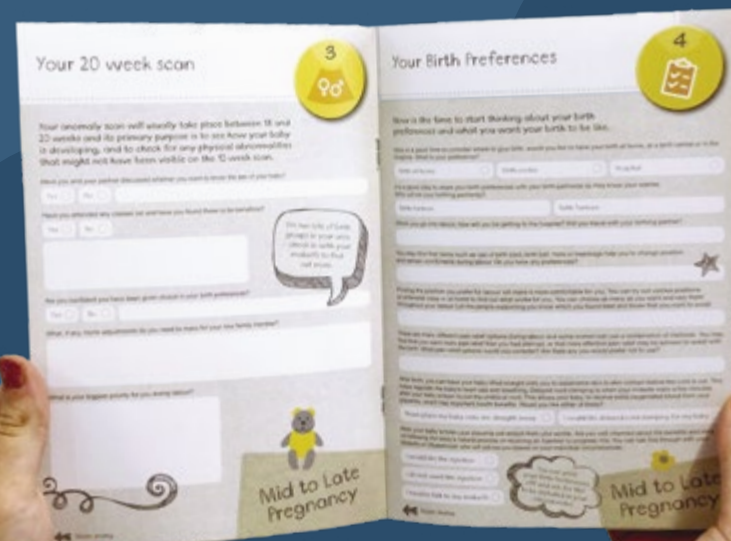
Choice & Personalisation

2017-2019

- We have established a Gloucestershire Maternity Voices Partnership and information website: 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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Safer Care

2017-2019

- Gloucestershire have reported consistently low admissions of full term babies to the neonatal unit following birth; <4%, in comparison to <5% in the wider South West Region.
- A training programme has been delivered to support learning and assessment monitoring a baby's wellbeing in labour, improving clinical management.
- We have developed a system wide safety improvement plan to deliver high quality care to every woman and family. This is aligned to the ambitions set out in the National Maternity Safety Strategy.
- We have worked with colleagues from across the region to learn from experiences when things don't go to plan to minimise the chances of them happening again.
- Gloucestershire Hospitals Neonatal death and stillbirth rate is 3.3 (per 1000 births) which was below the target of 3.75 for 2018/19.

2020-21

- We will continue to reduce the number of stillbirths and neonatal deaths, achieving 50% reduction by 2025 including serious brain injuries in line with the national ambition.
- We will support and engage with our networks to establish a Maternal Medicine Networks to ensure women with acute and chronic medical problems have timely access to specialist advice and care at all stages of pregnancy.
- We will fully implement the latest version of the NHSE Saving Babies Lives Care Bundle





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Improving the Birth Experience

2017-2019

- Nearly a third of all women give birth in a midwifery led facility.
- Our newly established Professional Midwifery Advocates are working to increase awareness of the power of language to enable women to feel more in control and empowered before, during and after birth.
- Following feedback, we have successfully completed a project to improve women's experiences of coping in early labour.
- We have Bluetooth speakers and aromatherapy available to women in labour and for the birth of their baby.
- Our 'Mums Up and Mobile' initiative supports women to be more active in labour, should they chose to do so.
- Hypnobirthing Courses have been introduced in order to reduce anxiety of and increase preparedness for birth in response to feedback. 23 Midwives have now been trained in facilitating hypnobirthing and courses and courses are offered in each hub.

2020-21

- We will continue to work towards the target of 33% of women giving birth in a midwifery led setting by 2021
- We are planning to provide a series of educational evenings to increase women's knowledge and confidence to have a vaginal birth after a caesarean section
- For women who have to give birth by caesarean section we will be looking to offer 'gentle' Caesarean sections. This means offering women and their partners low lighting, music, aromatherapy etc. to improve the experience.





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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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Transforming the Workforce

2017-2019

- Introduction of various specialist roles across maternity services such as midwife sonographers.
- We have been working to identify opportunities to increase the number of women offered continuity of carer.
- We have undertaken a workforce audit called Birthrate Plus to help inform future planning.
- We have been running maternity specific Quality Improvement training to over 60 staff working in maternity & neonatal services and supported over 30 projects.
- We have introduced Maternity Support Workers in the county to carry out newborn screening and support postnatal care within the community.

2020-21

- We will develop a comprehensive training programme to support implementation of the continuity of carer model.
- We will launch our system wide Local Maternity System Workforce Strategy aligned to our Integrated Care System workforce strategy.
- We will continue to work with midwives, mothers and their families to implement continuity of carer so that, by March 2021, most women receive continuity of the person caring for them during pregnancy, during birth and postnatally.





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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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Aligning our work to The NHS Long Term Plan

We are delighted to see that transforming maternity care has been prioritised in the NHS Long Term Plan. Ambitions build upon the Better Births national Maternity Transformation Programme and the key commitments around continuity of carer for most women by March 2021 and halving the rates of stillbirth and neonatal and maternal deaths by 2025.

In addition, there are a number of important new aims for maternity care, such as targeting continuity of carer at women from diverse and/or vulnerable groups, reducing health inequalities, increasing access to perinatal mental health services and new smoking cessation pathways for mothers and their partners. There is also an increased focus on digital solutions, including enabling women to access their maternity record digitally by 2023/24 and improving access to postnatal physiotherapy to support women who need it to recover from birth.

A well supported and skilled Maternity and Neonatal workforce are essential to ensure that we continue to deliver high quality and safe care. Going forward, we will ensure we have enough people with the right skills in the right place to allow our maternity services to continue to evolve to meet the needs of mothers and babies.

The big challenge ahead is now to make it happen. The Local Maternity System will continue to work with systemwide partners, women and families to meet these ambitions.



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