

Gloucestershire Maternity Voices Partnership



Strategy 2022/23

Maternity Voices Partnerships

Nationally, NHS England describes how maternity services should be co-produced with women and birthing people and their families, commissioners, maternity teams including midwives, obstetricians and health visitors, and other providers, working as a team to develop local maternity care. This is how the concept of Maternity Voices Partnerships (MVP) came about and across the country there are now 153 partnerships in existence.

In Gloucestershire, our MVP has been established for around for 3-4 years. We are a group of people committed to listening and responding to the experiences of women and birthing people and their families. We think it is right to be honest about the experiences people have when they are cared for, or have a loved one cared for, so that we can celebrate the positive experiences and provide learning from more undesirable feedback.

Our membership

Our MVP is made up of over 40 members, including:

Midwives

Local parents
and families

GPs

Commissioners

Health visitors

Doulas

Local authority
leads

Mental health
specialists

Obstetricians

Voluntary sector
representatives

Alongside this, we have a following of 3100 on Facebook and 1050 on Instagram. Our website averages around 700 hits per month.

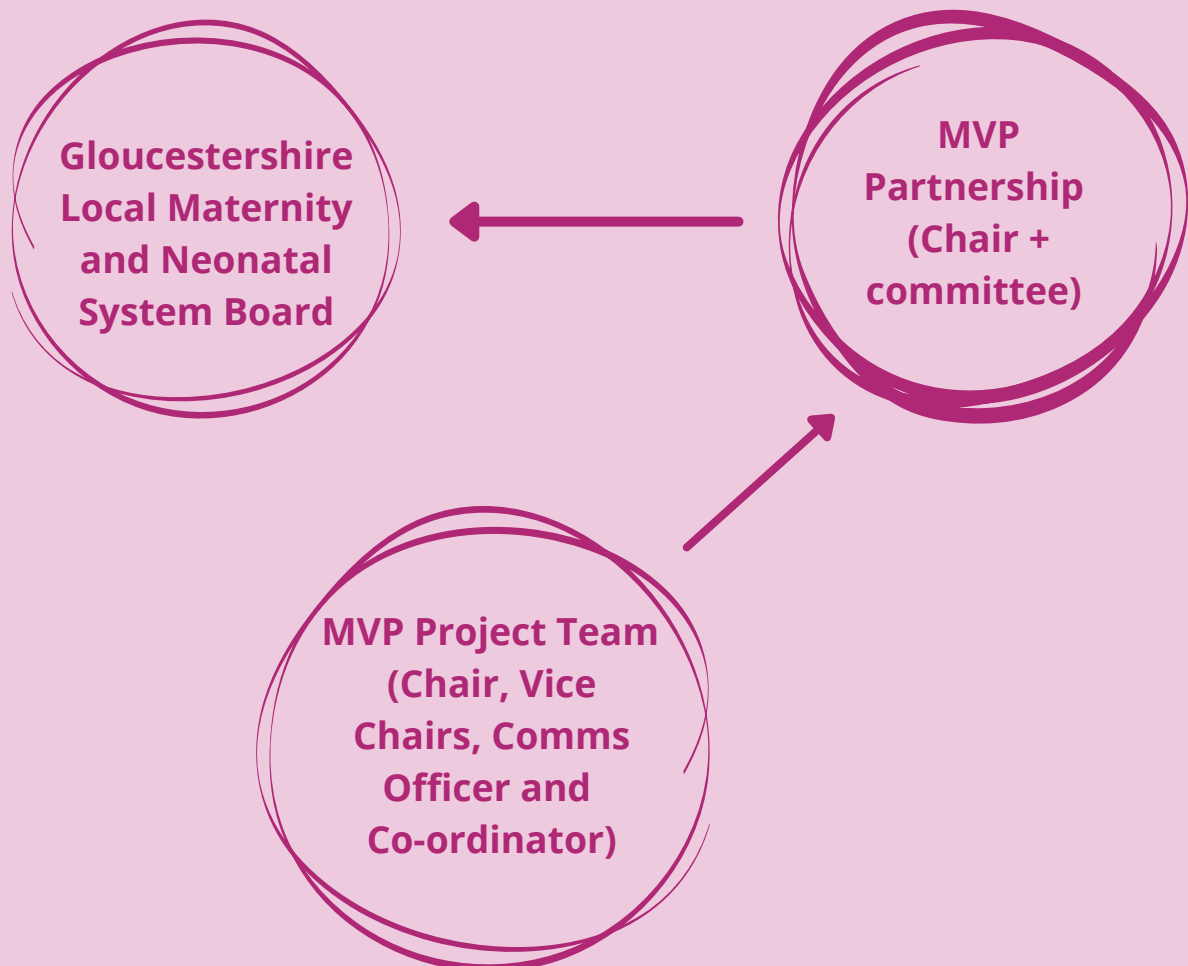
Our aims

The aim of Gloucestershire Maternity Voices is to:

- Ensure that every woman and birthing person in Gloucestershire, and their family, has the opportunity to have a say about their experiences of the services they have received throughout their journey from pregnancy and during their baby's first year of life.
- Ensure that local women and birthing people and their families are involved in shaping the future of local maternity services and leading innovation through a co-production model.

This is underpinned by a number of objectives linked to the Local Maternity and Neonatal System (LMNS) priorities.

Gloucestershire LMNS exists to bring together decision-makers in maternity and neonatal care within the county. The MVP is invited to attend their Board meetings to share feedback and seek involvement from senior leaders to help make change happen.



Our responsibilities

The Maternity Voices Partnership meets monthly as a strategic group to ensure the views of women and birthing people are heard and acted upon.

The responsibilities of the Partnership are to:

- Receive and analyse data regarding experiences and use this to identify trends, risks and learning for the maternity services.
- Recommend actions required in relation to experiences, including the need for an action plan, and monitor progress against delivery.
- Use a range of feedback tools across a variety of platforms.
- Raise the profile of the maternity services locally and nationally as appropriate.
- Interpret and share national and other relevant guidance in relation to experiences, identifying actions for the maternity service.
- Assist in the development of information, written and verbal, for women, birthing people and their families.

Our team

In addition to the wider partnership, we are fortunate to have a dedicated project team who support the day to day activities of the MVP:

Kathy, Chair

Kathy is the main contact point for the MVP, connecting and networking with women and families and our MVP members.

Libby, Coordinator

Libby keeps us in check by organising events, chasing actions and helps us close the feedback loop by letting families know how their feedback has helped inform change.

Lisa, Communications & Engagement Officer

Lisa looks after communications including social media and the website. She leads on creating content to share the work we're doing and encourage people to join us

Beth, Service Improvement Manager

Beth provides oversight and project management support for the MVP.

We are excited to also be welcoming on board our new Vice Chair roles in 22/23.

How we collect feedback

We seek to capture the views of women, birthing people, their families and other stakeholders from a range of sources including the National Maternity Survey, the Friends and Family Test, compliments, complaints, feedback on social media and face to face meetings within the community.

The information we gather will be used to inform strategies across the Local Maternity and Neonatal System (LMNS) and generate our own action plans for improvement, working together to find solutions for how this can be done.



Other ways we capture feedback:

- Virtually via a QR code which takes you to our birth experience survey to capture feedback from people currently experiencing maternity care. This is our local take on the national 'Walk the Patch' initiative.
- Visiting wards and clinical settings to speak to staff across the birth units and community
- Hosting coffee mornings within the community to encourage families to drop in and share their feedback ad-hoc
- Topic-specific focus groups and ad-hoc surveys promoted via social media and within community settings
- Attendance at well-established baby groups across the county so that we are present to capture feedback from new families

Where we are now

The MVP have continued to operate virtually during the Covid-19 pandemic which consumed most of 2021/22. Despite this, our key achievements to date have been:

- Worked with local maternity teams to respond to the recommendations in the Ockenden Report.
- Introduced regular birth experience insights initiated by QR codes on the wards. This is shared with the Local Maternity and Neonatal System quarterly.
- Commenced a monthly 'Your Maternity Voice' live chat on our social media channels, giving women and birthing people the opportunity to join a live Q&A with a subject matter expert. So far we have covered topics such as feeding support, covid restrictions and vaccinations, a meet the team with Aveta Birth Unit and coping with a crying baby (ICON).
- Gained insights into how families choose to feed their babies, levels of feeding support and areas for improvement.
- Captured feedback about pelvic health support to inform new service requirements.
- Undertook testing to explore health visiting phone call response times based on recurring feedback. Responses were received by all teams and in the process, we identified a phone line that was no longer in use.
- Held 2 coffee mornings in line with covid-19 government guidelines.
- Reached 3,000 followers on our Facebook page, which is our main platform used to engage our audience.
- Established good working relationships with Dad Matters, Home-Start and Footsteps Counselling and Care.

Where we're going

This financial year, Gloucestershire Maternity Voices Partnership pledges to:

Share quarterly birth experience reports, sharing the latest feedback to the Local Maternity and Neonatal System.

Create stronger relationships with local voluntary sector organisations and community leaders to increase the diversity of our membership so that it is reflective of the local population.

Increase the number of active maternity staff on the partnership by 50% to expand our representation across the maternity journey.

Host 12 'Your Maternity Voice' Q&A sessions to increase awareness on key topics as a result of key themes emerging from feedback received.

Increase our social media following of expectant parents by 30% to ensure our following reflects current users of maternity services.

Incorporate antenatal and postnatal feedback into our quarterly feedback reporting so that the whole maternity journey is captured.

Host quarterly drop-in sessions at local venues to increase visibility of the MVP in places that are already known to our audience eg. baby groups, community centres etc.

Actively close the feedback loop using a 'you said, we did' model so people know the impact that their feedback is having.

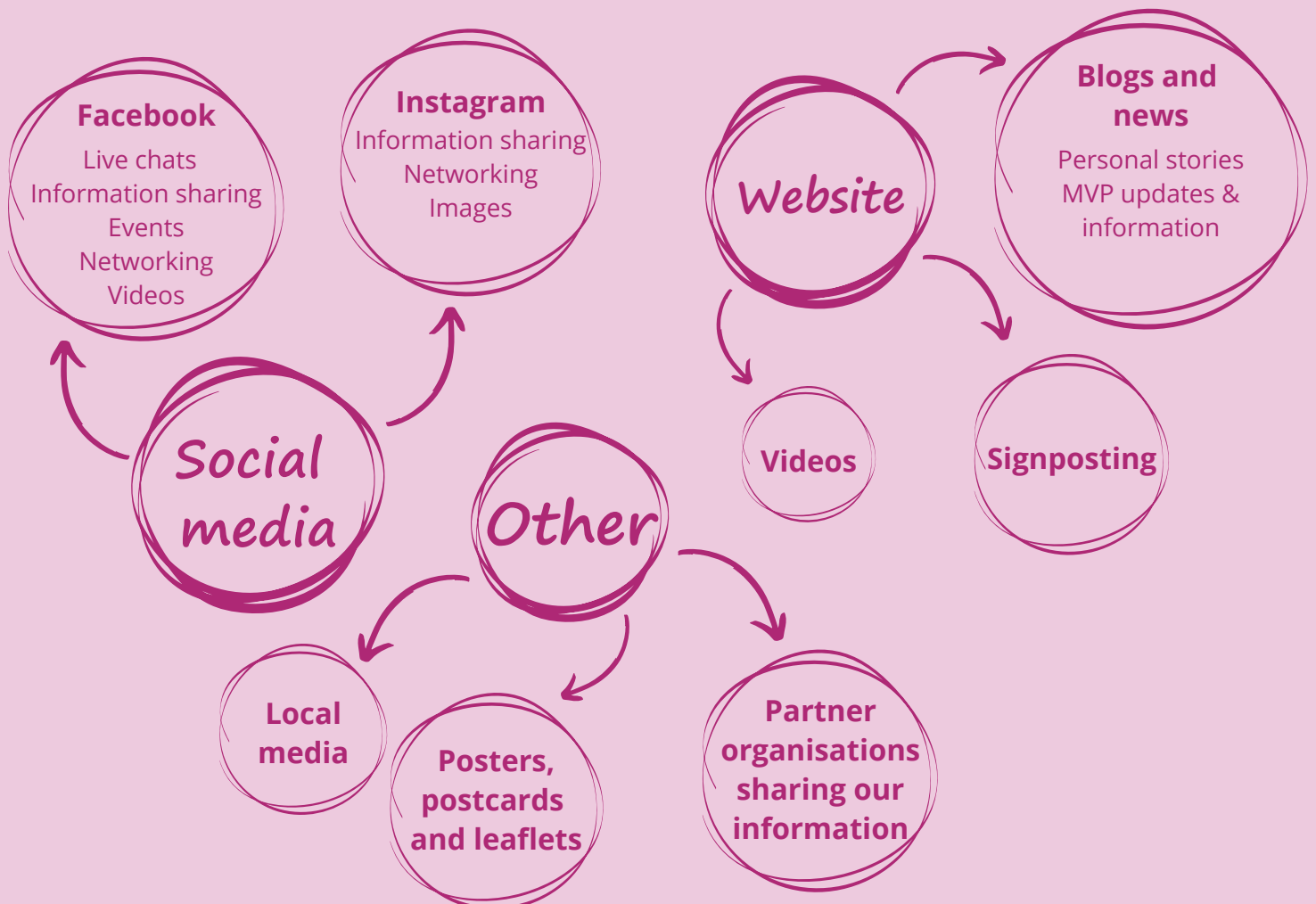
Acting on feedback

Our deliverables this year reflect our aspiration to improve the feedback loop and how the MVP works operationally. Another key focus for us is to increase awareness of the MVPs role and purpose now that we have been running for some time.



In addition to this list, we will participate in various other projects throughout the year that emerge as a result of feedback. This will ensure that the MVP can remain responsive to women, birthing people and families needs. These projects will have their own deliverables and will be included within our end of year report.

How we communicate



Contact us



http://

www.glosmaternityvoices.nhs.uk



glccg.glosmvp@nhs.net



@GlosMVP



@GlosMVP



C/o NHS Gloucestershire CCG

Sanger House, 5220 Valiant Court

Gloucester Business Park, GL3 4FE



Gloucestershire
**Maternity
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All enquiries regarding this publication
should be sent to glccg.glosmvp@nhs.net