

# Tameside and Glossop Maternity Voices Partnership Annual Report 2019

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# Who are Tameside and Glossop MVP?

- ▶ Tameside and Glossop Maternity Voices Partnership (MVP) is a group of local parents, maternity staff and commissioners working together to represent the voices of women, their partners and families to improve and develop maternity services in Tameside and Glossop.
- ▶ Tameside and Glossop MVP held their first meeting in January 2019 after coming in to being in November 2018. Tameside and Glossop MVP was previously known as the Tameside and Glossop MSLC.
- ▶ Since November 2018 the MVP has grown its service user engagement from 1 to 28 engaged service users.
- ▶ The MVP holds an official quarterly meeting, monthly service user meetings and is involved in ad hoc feedback and support with maternity services between these meetings..



# MVP Quarterly meetings



The first MVP quarterly meeting took place in January 2019. There were 19 attendees but only 1 of these was a true service user.

The meeting format was quite formal, following the format of previous MSLC meetings.

A real sense of wanting to **work together** was evident and we agreed that more service users were needed to ensure that the maternity services reflected the needs of parents in Tameside and Glossop.

Using the results of a recent maternity survey we also agreed the priorities for the MVP as;

- **Infant Feeding**
- **Communication and Language**
- **Continuity of Carer**
- **Midwifery Led Unit**

# MVP Quarterly meetings

As the number of service users has increased over the year, so has the attendance at the quarterly Meetings. In July we had 6 service users and trailed a new format for the meeting which was less formal.

The meeting was opened with a parent sharing her experience of Continuity of Carer and was followed by a co-creation technique – the fish bowl –to encourage co-creation and open discussion around Continuity of Carer in Tameside and Glossop.

The new format was well received by both service users and staff alike and allowed more free flowing discussion around the topic.



# Service User engagement

- ▶ November 2018 1 Service user
- ▶ December 2019 28 service users
- ▶ 15 Steps event March 2019
- ▶ Introduction of monthly service user meetings from April 2019 has really helped to keep momentum going
- ▶ Regular emails sent and shared between service users
- ▶ Active Facebook closed group which allows conversation, sharing of information and exploring of ideas.
- ▶ Parent voice at quarterly meeting has grown stronger both in numbers and in confidence



# Priorities 2019

- ▶ Infant Feeding
- ▶ Communication and Language
- ▶ Continuity of Carer
- ▶ Midwifery Led Unit



The priorities agreed at the inaugural meeting in January 2019 were ambitious. Particularly with just 1 engaged service user. Over the last 12 months the MVP service users have worked closely with the maternity staff to ensure the parent voice is heard in all 4 of the priority areas.

# Infant feeding

- ▶ Service users supported maternity staff to promote World Breastfeeding week in August, helping to man the information stall at the hospital.
- ▶ Strong connections with Home-Start breastfeeding peer support have been forged with representation from Home-Start at each of the Quarterly meetings.
- ▶ In addition positive involvement from Health visiting, family nurse partnership, infant feeding midwife and well as midwifery at Quarterly MVP meetings.





# Infant feeding (cont.)

Our November MVP Quarterly meeting focussed on the **impact and importance of continuity of carer in the experience of breastfeeding mums.**

Through an interactive group session attendees were able to explore what is useful to mums antenatally and postnatally.

This feedback was recorded and will be used in the next 12 months to inform the development of the breastfeeding service to help best support breastfeeding mothers across Tameside and Glossop.



# Communication and Language

- ▶ The MVP service users have provided support with the proposed CoC leaflet, revised Induction leaflet and C Section Consent leaflet.
- ▶ Information from 15 steps shared as a report with maternity and NICU.
- ▶ MVP survey results have shown that **good communication is extremely important** for parents at every stage of their pregnancy, birth and postnatally.
- ▶ We will continue to focus on communication and language over the next 12 months as we support maternity services to look at their information and share survey feedback with them both through quarterly meetings and reports.

# Communication and language feedback - negative

Make sure communication is strong between staff especially when dealing with ongoing issues

(better)  
Communication between professional groups

don't pressure women into further tests or treat a high risk result as a terrible disaster

I also had to be induced and wasn't really fully informed about the process which caused unnecessary stress

# Communication and language feedback - positive

Listened to concerns, gave advice where appropriate and again really supportive

Everyone I encountered was friendly and caring and I didn't feel rushed during appointments

They really listened to what I needed and helped me to trust my instincts.

I had a clear birth plan that was appropriate for my (both breech) twins, I had appropriate scans and monitoring

# Continuity of Carer

- ▶ Continuity of Carer has been both a national and local priority over the last 12 months. Feedback from parents through our online survey has also indicated that this **is important to them and their experience** and when Continuity of Carer doesn't happen it has a negative impact on their experience.
- ▶ Tameside and Glossop achieved the national recommendations of 20% of all women on a continuity of carer pathway by March 2019.
- ▶ Tameside and Glossop is not on track to reach 35% by March 2020 as per national aims.
- ▶ The MVP was asked to review a continuity of carer leaflet in July 2019 which sets out what parents can expect from continuity of carer. Feedback was given and the MVP are fully engaged with supporting any further information.
- ▶ Continuity of Carer has been a running theme in each of the Quarterly MVP Meetings in July, November and is planned for January's meeting too.

# Continuity of Carer feedback

had individualised care which took into account my own personal situation and I didn't feel like 'just a number'.

Through my 2nd pregnancy I had various different midwives in the community which did not help with continuity of care

I saw the same midwife throughout my pregnancy and after I gave birth. She grew to know me and that made me feel at ease and supported. It felt like we had a bond

# Midwifery Led Unit (MLU)

- ▶ Service Users visited the space designated for the new MLU as part of the 15 steps in March 2019.
- ▶ The MVP have been keen to be involved in the progress of the MLU. The Chair has met with the HOM and matron and updates have been provided at both the service user monthly meetings and quarterly MVP meetings.
- ▶ MVP service users were invited to suggest and feed back on suggested names for the new unit.
- ▶ Plans have been put in place for a service user walk round of the unit in the early 2020.
- ▶ The MVP are looking at ways to support the evaluation of the MLU once it is open to help support the midwifery service in ensuring that service users are able to feed into the continual development and evaluation of the service.

# 15 Steps

- ▶ On 15 March 9 service users carried out 15 Steps for Maternity at Tameside and Glossop Maternity Unit supported by Greater Manchester and East Cheshire (GMEC) MVP. In small groups they visited; Central Delivery Unit, Neonatal Unit, Antenatal, postnatal and triage. They also looked at the proposed Midwifery Led Unit area.
- ▶ Based on 4 themes; Welcoming and informative atmosphere, Safe and clean environment, Friendly and personal professional care, Organised and calm setting, the MVP service users carried out 15 steps each of the areas.
- ▶ Initial feedback was given on the day to maternity and wider hospital staff and a report was produced and discussed at the next MVP meeting.
- ▶ Progress on these actions will be reviewed in early 2020
- ▶ Full report can be viewed here.



Tameside 15 Steps  
report and action plan





# 15 Steps service users



# 15 Steps – Feedback

The service user feedback had a number of positives such as;

*'Quick, polite entrance, with welcoming white boards in labour rooms with "Your midwife is...", hat & nappy for baby plus info on Friends & Family Test and CQC survey'*

*'Lovely 'graduation wall' with photos of babies who had been in NICU'*

*'Clean, refreshing consultation rooms, privacy booths and quiet room available'*

*'CD players, birth balls, inflatable pools & telemetry available. Active birth posters on display in labour rooms.'*

# 15 Steps - Actions and Recommendations

The service users also fed back on some areas where improvements could be made. These varied across the areas but could be themed into;

- Environmental
- Information
- Signage

Midwifery station not obvious as reception area to go to on entering the area

Lack of adjustable lighting, no blinds on windows to block daylight

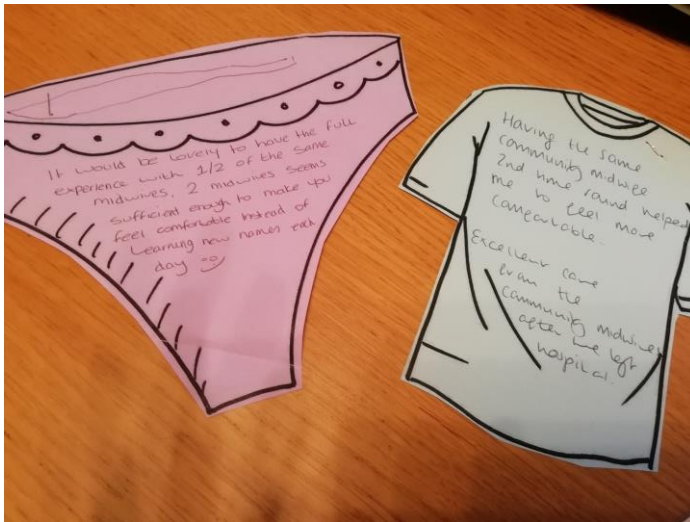
Too many different posters vying for attention

# MVP Online Survey

- ▶ At the beginning of August we launched our MVP online survey. In the first month we had 42 responses and so far a cumulative total of 69
- ▶ Feedback was discussed at the September, October and December service user meetings. It was decided at the December meeting that a quarterly report will be produced to evaluate feedback comprehensively.
- ▶ Feedback on **what was good about the service included**; Professional staff, attention to baby during pregnancy, continuity of care, NWAS and NICU, including dad
- ▶ Feedback on **what could be improved included**; Staffing levels, lack of continuity of carer, dad's unable to stay over, staff on NICU unfriendly, Improve Ward 27 staff care, didn't feel listened to, negative responses to test results (Downs), staff complaining about workload, food and medication missed, mental health for dads
- ▶ Feedback on **what was important included**; Communication between staff, breastfeeding information, consistent information, continuity of carer, lack of information about possibility of needing to go to NICU, follow up for mums after delivery

# Tameside and Glossop Family Day

- ▶ On the 8 September the Chair and 2 service users attended the Tameside and Glossop hospital Family Fun Day and had a stall.
- ▶ We asked parents for feedback on our 'Tops and Pants'. Although the



amount of feedback was limited it was useful nonetheless and mirrored the feedback received from the online MVP survey.



# Joint working with maternity

- ▶ Continuity of Carer Leaflet
- ▶ Feedback on AEP campaign Drymester
- ▶ World Breastfeeding week
- ▶ Sharing parent feedback with NICU
- ▶ 15 Steps
- ▶ Tameside and Glossop Family Fun day
- ▶ Engagement with teenage pregnancy work
- ▶ Feedback on Induction and C-Section information leaflet

*"It is fantastic to see what has been achieved in such a short time frame! I am very much looking forward to building on our partnership and working collaboratively to bring an optimal and positive experience to women choosing to birth at Tameside and Glossop."*

**Kerry Reede Field – Head of Midwifery - Tameside and Glossop Integrated Care NHS Foundation Trust**



# Wider work within Tameside and Glossop

- ▶ MVP Chair involved in the recruitment of Service User Engagement Manager
- ▶ MVP Chair attends the Tameside and Glossop Patient and Service User Engagement Group (PSEUG)
- ▶ Engagement with Children centres
- ▶ Working collaboratively with other third sector organisations such as Home-Start, Finding Rainbows, SPOONS (neonatal), Dad Matters, Dadsnet, Peeps HIE. Some of these groups regularly attend the MVP Quarterly meetings. Others are planned to attend for specific sessions in 2020.
- ▶ Engagement with Drymester campaign – provided comprehensive written and verbal feedback and engagement with the wider Manchester programme. The Chair attended the promotional theatre production.

# Working with other MVPs

Tameside and Glossop MVP Chair has worked closely with other MVP chairs in Greater Manchester and the North of England, as well as at a national level too. This has been achieved through;

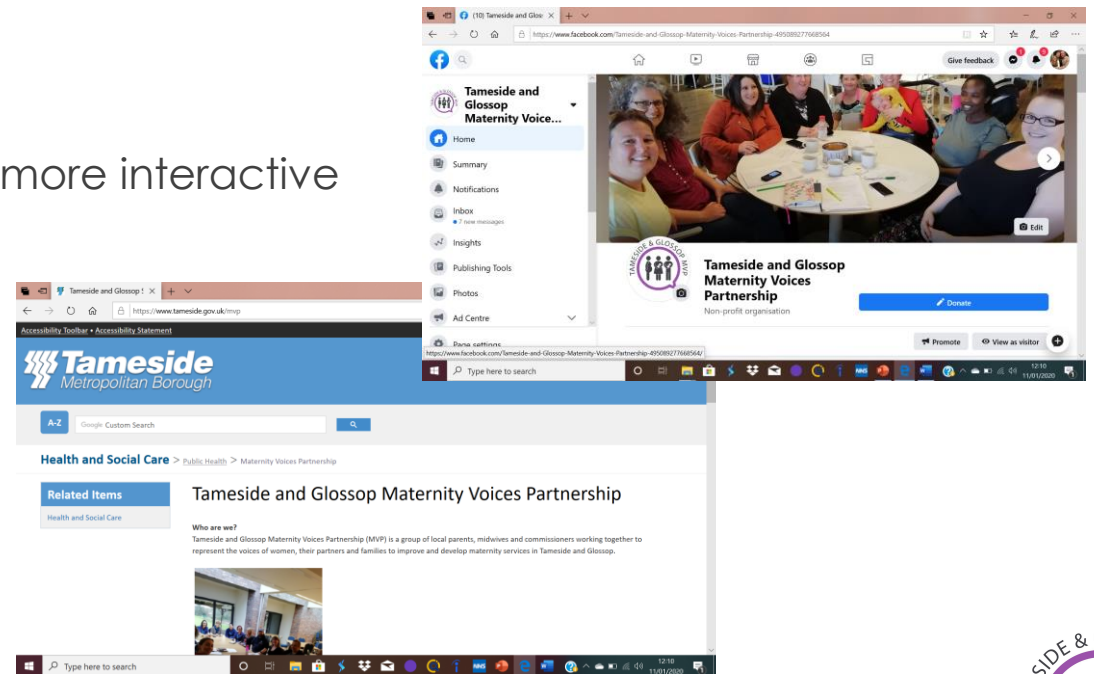
- ▶ Regular 'Zoom' meetings with other MVP Chairs in Greater Manchester and MVP Chairs in the North of England
- ▶ Face to Face meetings with Greater Manchester MVP Chairs.
- ▶ Attending events such as Better Births - 3 years on
- ▶ Undertook co-creation training
- ▶ Active in several local and national MVP Facebook pages/groups
- ▶ Awareness of work within the Greater Manchester Local Maternity Systems (LMS)





# Successes summary

- ▶ Service user engagement - increased and involvement from mums and dads achieved.
- ▶ Monthly service user meetings
- ▶ Format change of the MVP Quarterly meeting – more interactive
- ▶ 15 Steps
- ▶ Facebook page
- ▶ Twitter
- ▶ Website <https://www.tameside.gov.uk/mvp>
- ▶ Materials - banner, leaflet, lanyards



# Challenges

- ▶ Takes time to recruit and embed service users to a point where they are able to actively help
- ▶ Change in Head of Midwifery (HOM) – staffing capacity challenges at T&G
- ▶ Time to action 15 Steps recommendations
- ▶ Although the MVP have made progress towards co-creating maternity services in Tameside it is an evolving process and it will take time to achieve true co-creation. This can mean that true co-creation is often difficult to achieve.
- ▶ Time generally has been a big challenge in moving work on, both from a Chair point of view and the demands on the maternity staff's time too. Although as the service user base has grown this is becoming less of a challenge.
- ▶ Ensuring seldom heard voices are represented

# Plans for the 2020

- ▶ Ongoing recruitment of service users
- ▶ Review of how the service users can best contribute to service design and feedback.
- ▶ Continue to gather feedback via the online survey and share in quarterly report
- ▶ Develop engagement with seldom heard communities - BAME communities, LGBT, parents with a disability, teen parents
- ▶ Continue to work on MVP Priorities through true codesign

# Appendix

To be added to MVP page and link embedded

ToR

Code of conduct

15 steps report

Chair reports

## **Useful websites**

National Maternity Voices - <http://nationalmaternityvoices.org.uk/>

15 Steps for maternity - <https://www.england.nhs.uk/publication/the-fifteen-steps-for-maternity-quality-from-the-perspective-of-people-who-use-maternity-services/>

MVP Page - <https://www.tameside.gov.uk/mvp>