Reducing inequalities and meeting the needs of women with complex needs

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Maternal and child health- inextricably linked

Health inequalities are largely socially determined

Reducing health inequalities is a matter of fairness and social justice (World Health Organisation, 2008)
Inequalities are ‘wicked problems’ largely beyond the scope of the health system!

But………..

The consequences need an effective response
Maternity Care-The Scottish Context

• Health services-a devolved matter
• NHS Scotland- CEO and headquarters at the Scottish Government
• Special Health Boards support national work: education, health improvement, healthcare quality
• 14 NHS Boards-acute and community services managed within a single NHS health system
Maternity Care—Wider Policy Context
A national framework for maternity care

2 key elements:
1. Quality of care
2. Partnership with other public service providers
Policy into Practice- the art of the possible

- Recognising the **interlocking nature of clinical and social risk**
- Acknowledging and addressing the inverse care law
- **Embedding asset based** approaches in maternity care practice
Policy into Practice- the art of the possible

- Improve access to antenatal healthcare services
- Improve the assessment of health and social risk
- Ensure equity in the quality of care
Assessing and responding complexity

‘The medical and obstetric consequences of social risks, requires them to be managed by clinical services as robustly as they manage, for example, diabetes or epilepsy’

Sir Harry Burns, Chief Medical Officer, Scottish Government
20% of women who died either first booked for antenatal care after 20 weeks gestation, missed over four routine antenatal appointments, or did not seek care at all

CMACE Saving Mothers Lives 2007
### Addressing barriers to access

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<tr>
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<td>‘accessible’ sensory, physical disability</td>
<td>Experience</td>
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Reference- NICE- Socially Complex Pregnancies
http://guidance.nice.org.uk/CG/Wave14/29
• All NHS Boards must achieve 80% of women ‘booked’ by the 12th week gestation in each SIMD by 2015
• ‘Booked’ for antenatal care includes- a comprehensive assessment of health and social care needs carried out by a midwife
Policy into Practice- the art of the possible

Equity of quality

• Concentrating on care quality- **continuity of carer**, **tailored communication and information**
• empathy, **compassion**, non judgemental care

person centred, safe, and effective care
Three themes for national implementation support work

1. Workforce development- person centred care that is inequalities sensitive, safe and effective- led by NHS Education for Scotland

2. Data and Information- measuring quality and performance- led by Information and Statistics Division, NHS Services Scotland

3. Pathways of care between Maternity Services, Primary Care and Public Health Nursing- as part of a maternity Quality Improvement Collaborative- led by Healthcare Improvement Scotland

Building local capacity through national support
Thank You