From Vision to reality

Our first steps towards transforming maternity services

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What is driving us to do better?

Only three out of ten women were given a choice of where their antenatal check-ups would take place

Were you given a choice about where your antenatal check-ups would take place?

- Yes: 30%
- No: 70%

Whilst eight out of ten women were offered a choice of where to have their baby

Were you offered any of the following choices about where to have your baby?

- Yes: 16%
- No: 84%

Almost one in five women report not being asked about their emotional and mental health state at the time of booking, or about past mental health problems and family history.
Our vision for maternity services across England is for them to become safer, more personalised, kinder, professional and more family friendly; where every woman has access to information to enable her to make decisions about her care; and where she and her baby can access support that is centred around their individual needs and circumstances.

And for all staff to be supported to deliver care which is women centred, working in high performing teams, in organisations which are well led and in cultures which promote innovation, continuous learning, and break down organisational and professional boundaries.
And more importantly what does it mean for women and families?

By 2020:

“I will receive postnatal and perinatal mental health care that is tailored to my needs and joined up between midwifery and health visitor care”.

“I will be offered a meaningful choice about my care, supported by high quality information which will be available digitally and with the option of a Personal Maternity Care Budget”.

“I will be able to access my ante- and postnatal care through a community hub located close to my home that brings a range of services together under one roof to make it easier for me to access the care I need, when I need it”.

“I will have a personalised care plan which will record the choices I make about my care and my health and social needs in a simple, standardised format, held electronically that I am able to access on-line”.

Five Year Forward View
There is now 100% commitment across the national system to get on and implement

Maternity Transformation Programme Board
Independent Chair: Sarah-Jane Marsh

Maternity Transformation Stakeholder Council
Chair: Baroness Cumberlege

FYFV CEOs Board

NHS Improvement
NHS England
Care Quality Commission
Public Health England
Health Education England
NICE

Local Transform’n Workstream
Led by: Lauren Hughes (NHSE)
Steering group: Local Transformation Delivery Group

Promoting Safer Care Workstream
Led by: William Vineall (DH)
Steering group: Maternity Safety Programme Board

Choice and Personalis’n Workstream
Led by: James Sanderson (NHSE)
Steering group: Maternity Pioneers Implementatio n Group

Perinatal Mental Health Workstream
Led by: Simon Medcalf (NHSE)
Steering group: Perinatal MH Steering Group (also reports to MH Programme Board)

Workforce Transform’n Workstream
Led by: Wendy Reid (HEE)
Steering group: Maternity Workforce Working Group

Data and information Workstream
Led by: Matthew Jolly (NHSE)
Steering group: Maternity Data and information oversight group

Technology Workstream
Led by: Alex Elias (NHSE Digital) & Will Smart (NHSE)
Steering group: Child Digital Health Strategy Group

Payment Workstream
Led by: Martin Campbell (NHSE)
Steering group: Maternity Payment System Review Group

Prevention Workstream
Led by: Viv Bennett (PHE)
Steering group: Giving every child the best start in life board
But this is about national enablement, local delivery

**NATIONAL ACTION....**
- Pricing and payment reform; local variations
- Digital infrastructure
- Guidance and resources
- Selecting and supporting early adopters
- National indicator set and dashboard
- National quality improvement programme
- Providing funding to enable change
- Workforce analysis and supply

**SUPPORTING LOCAL TRANSFORMATION**
- Local Maternity Systems
- Investigating and learning when things go wrong
- Community Hubs
- Continuity of carer
- Shared clinical governance, protocols and data
- Leadership for change
- Digital records and info sharing
- Multi-disciplinary team working and training

Five Year Forward View
We are learning as we go via 7 choice and personalisation pioneers

Seven Pioneers, made up of clusters of CCGs, are working to achieve three key objectives:

- **widening** choice across CCG boundaries and **deepening** choice by providing opportunities for new providers;
- **empowering** women to take control through Personal Maternity Care Budgets (PMCBs); and
- **enabling** women to make decisions about the care that they receive.

Pioneers will begin rolling out PMCBs from November.
And a small number of Early Adopters

Early Adopters will pave the way by testing key elements of Better Births including:

- Personalised care planning
- Continuity of carer
- Improving postnatal care
- Electronic records
- Novel payment methods
- Single point of access across the Local Maternity System

For each early adopter site we have identified National, Regional and Network support.

- Monitoring will take place Nationally via Quarterly stock takes and phased reporting to the Maternity Transformation Board
- Watch this space!
So what can each and every person in this room do!

- **Individually** – Engage with the maternity agenda, re-read Better Births, how could the vision be implemented in your organisation? Lead by example and demonstrate compassion, empower women, talk to them about the choices and options available to them.

- **In your own team** – Set up a learning culture, make reviewing data and outcomes a formal part of your team meetings, encourage team members to think about and articulate how care could be improved. Access the £40,000 for MDT training.

- **In your own organisation** – Engage with your Board and senior leaders, the door is opening for Maternity but we still have to push it hard. This is our time.

- **As part of your local maternity system** – Find out which STP / LMS you’re in, who is leading the development of your LMS, who will be bringing together the local vision? Lobby your STP Board and arrange a first meeting of your LMS.

*Go for it!*
And become a maternity storm trooper