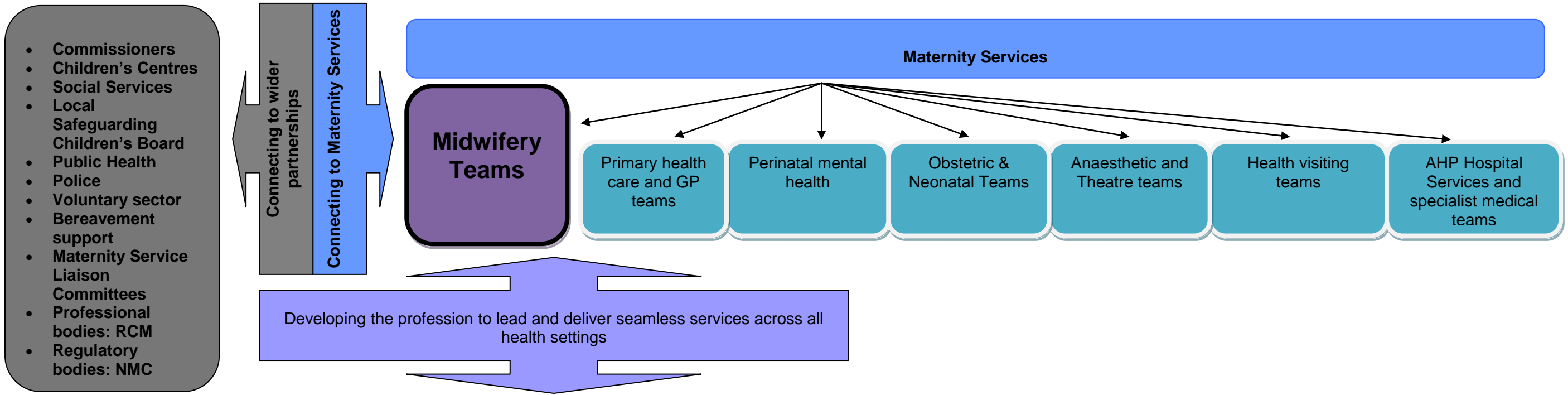
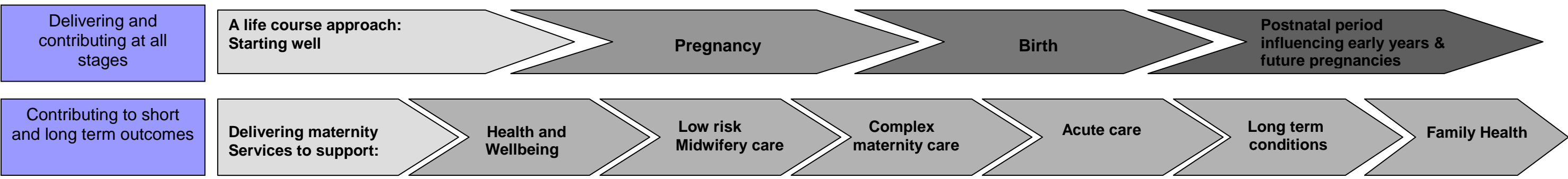
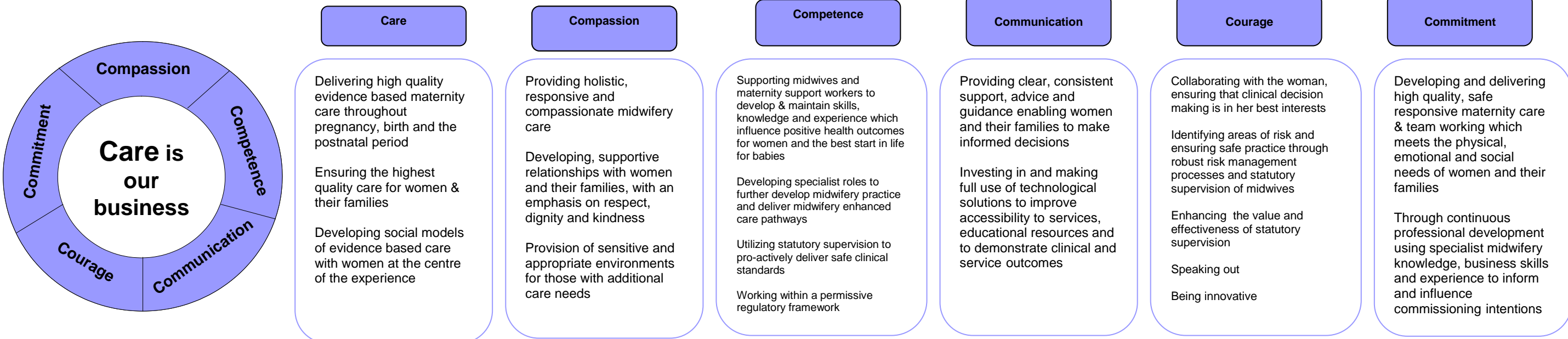


MIDWIFERY SERVICES FOR IMPROVED HEALTH AND WELLBEING

Below outlines the inter-connectivity between the experience of women and their families and maternity service provision. This Vision and Service Model for midwifery is set in the context of the broader national nursing, midwifery and care giving strategy - Compassion in Practice, which includes the six Cs – values and behaviours together with the six priority actions for maintaining health and wellbeing outcomes.



Maximising the unique midwifery contribution to high quality, compassionate and excellent health and wellbeing outcomes for women across all care settings



The Midwifery Service Offer

Midwives will be the first point of contact within accessible maternity services for women. Midwives will deliver innovative, evidence based, cost effective, quality care across integrated health and social care settings.

Midwives will offer support as the lead professional for maternity care to all healthy women with uncomplicated pregnancies.

For women with complex pregnancies midwives will be the key co-ordinators of care within the multi disciplinary team. They will work closely with obstetricians, GPs, health visitors, maternity support workers, breast-feeding support workers and social workers to enable women and families to access the care and support they need.



Enhancing the maternity care experience through supporting transition to parenthood

- Recognising what is important to the woman and her family.
- Individualised plans of care
- Meeting the needs of women and families
- Offering choice throughout care pathway including place of birth
- Accessible and informative pregnancy, parenting and birth education programmes

Measuring Impact: Outcomes and indicators

Midwives contributing to population health needs

- Improving the wider determinants of health
 - Health improvement
 - Health protection
- (Public Health Outcomes Framework, DH 2012)

Midwives contributing to healthy communities

- Ensuring that women have a positive experience of care
 - Treating and caring for women and babies in a safe environment and protecting them from avoidable harm
- (NHS Outcomes Framework, DH 2011)

- Use of evidence based effective practice, valued by women
- (Midwifery 2020, DH 2010)

Generic indicators

- Direct access to maternity service with booking by 12 completed weeks
- Uptake of antenatal and newborn screening programmes
- Measurement of women’s experiences using patient reported outcome measures (PROMS)
- Continuity of midwifery care; 1:1 Midwifery care in established labour
- Birth: Midwife Ratios
- Normal Birth rate / caesarean section rate

Making this happen within maternity services midwives need to take the lead in these six areas

Helping people to stay independent, maximising well-being and improving health outcomes

- Providing personalised continuity of care led by a midwife
- Promoting normality in childbirth, including choice of place of birth and the provision of one to one care in labour
- Additional support through enhanced care pathways for vulnerable and disadvantaged women
- Supporting women with long term health conditions
- Supporting sexual health, antenatal and newborn screening programmes
- Signposting to smoking cessation programmes
- Influencing early years health through promotion of breastfeeding, help with initiating and sustaining breastfeeding, safe sleeping messages and child vaccination programmes
- Robust safeguarding procedures

Working with people to provide a positive experience

- Working in partnership with women and their families to achieve a positive transition to parenthood
- Working in partnership with the voluntary sector and service user forums to develop safe and responsive maternity services
- Actively engage with service users using feedback to inform future maternity care provision.
- Ensuring seamless care for women and their families through effective multi agency partnership working

Delivering care and measuring impact

- Applying outcome indicators focused on woman centred care, safety, clinical effectiveness, efficiency, equity and timeliness with a particular focus on quality.
- Ensuring that commissioning intentions are reflective of maternity service case mix in order to provide appropriate funding streams under Maternity PBR tariffs
- Audit and Benchmarking service performance through maternity dashboards developed across maternity networks with a focus on clinical excellence

Building and strengthening leadership

- Empowering and supporting professional development through proactive statutory supervision of midwives.
- Identifying & facilitating midwifery leaders to develop a midwifery workforce with appropriate and enhanced skills and knowledge
- Investing in educational leadership programmes to support the development of future midwifery leaders
- Strong focus on professional responsibility & upholding professional standards

Ensuring we have the right staff, with the right skills in the right place

- Utilising recognised workforce planning benchmarking tools to inform establishment levels and skill mix appropriate to case mix and models of maternity care
- Providing continuous professional development opportunities which are academically proven and linked to quality outcomes
- Making use of technological solutions to develop bespoke, flexible, educational programmes tailored to local needs

Supporting positive staff experience

- Ensuring supportive mentorship and preceptorship programmes to consolidate midwifery knowledge and training and set the foundations for continuous professional development
- Supporting vocational training and apprenticeship programmes for maternity support workers
- Focusing on succession planning by seeking educational and developmental opportunities to support future midwifery leaders
- Developing flexible career frameworks to support midwives in practice, research and education

Developing services for efficient, effective maternity care and support for women and their families: managing the complex and dynamic nature of maternity care

Graduate midwifery workforce and maternity support workers with specific training in the unique context of maternity care

Midwives as the first point of contact for pregnant women within accessible maternity services

The provision of high quality evidence based care meeting the needs of women and their families

Communication and negotiation as lead professionals for women with uncomplicated pregnancies and co-ordinators of care for those with complex needs

Coaching, mentoring and statutory supervision; supporting the current and future workforce

Partnership and collaborative working; networking, sign posting and actively engaging with multi agency teams

Challenges

- Increasing complexity and intensity of physical, psychological or social needs of women eg obesity, perinatal mental health, safeguarding, domestic abuse
- Obstetrically led midwifery taking precedence over midwifery care provision within non acute settings
- Associated increasing acuity and activity levels, reduced capacity issues
- Achieving success in promoting normality
- Age profile of midwifery workforce & succession planning increased use of technology with associated training and support requirements
- Challenging professional attitudes & behaviours
- Managing expectations of women, their families and health care partners whilst providing equitable choice
- Drive for efficiency savings
- Rising birthrate
- Making every contact count as a public health intervention opportunity
- Wider health professional role eg responding to the Dementia Challenge through appropriate signposting

Midwives working collaboratively with multi agency teams across all health care settings

- Women’s homes
- Midwifery led units (alongside and stand alone)
- Obstetric units
- Neonatal units
- GP surgeries
- Community clinics
- Children’s Centres

Key delivery partners:

- Commissioners
- Medical colleagues
- GP services
- Health Visiting services
- Education providers
- Voluntary sectors organisations
- Children’s Centre staff
- Social care
- Prison service