

Shropshire and Telford & Wrekin

Maternity Voices Partnership

Annual Report 2020-2021



Letter from Chair

I have been in post as Chair for a little over a year - and what an unexpected year it has been! The way we originally envisaged working was completely turned upside down by the pandemic. Nevertheless, we have made great progress despite these challenges.

We are proud to have co-produced a number of key pieces of work, including the Personalised Care and Support plan. Although there is still much work to be done, it has been pleasing to see the MVP being increasingly utilised as a standard way to capture the views of service users and, importantly, regarded as a crucial stakeholder when developing local services.

I would like to express my sincere and heartfelt thanks to all those who have contacted us, given their feedback and engaged with us from SaTH and other health service providers. Together we can work towards an improved service for families across Shropshire and Telford & Wrekin.



Emily Evans
Shropshire and Telford & Wrekin Maternity Voice Partnership Chair

Letter From Development Co-ordinator

At the end of last year, we were full of hope for the year ahead. We had recruited our Service user chair and volunteer team and were fully supported to be moving forward with a partnership of the LMNS team at the CCG and the Healthwatch Telford and Wrekin team. As the year began it quickly became apparent that the hopes that we had would not be fully possible due to the impact that the Covid-19 pandemic had. Initially we pulled together and did all we could to support the teams on the ground to share important updates to our families but very soon we saw a dramatic increase in the workload and engagement asked of the MVP.

Now that we are at a point of reflection, I am very happy to report that even through this challenging year I feel that the MVP has had its most successful year yet. We have found new and innovative ways to continue supporting and engaging with the teams and communities we work with and have gone from strength to strength to prepare us to continue to grow and develop further in the year to come.

I am proud of the team that we have created and even if it is not what any of us expected during the interviews last year, we have still made an MVP to be proud of. I would like to thank my Chair Emily who has worked tirelessly thought out her first year to build on the foundations that were given to her and a thank you for the team of volunteers who have supported us and stuck with us. Your passion and drive has built the MVP to be in a much more stable position than it was without you.

I would also like to send a thank you to the staff and teams that we work beside. Through a year that has more downs than ups you have always listened and done your best to ensure that the MVP and our families are still at the heart of what you do. We look forward to building on the connections that we have made this year and hope that we can soon see more positive results from the hard work we have all committed.



Louise Macleod
Maternity Voices Development Co-ordinator, Shropshire and Telford & Wrekin Maternity Voices Partnership

Letter from Local Maternity and Neonatal System (LMNS)

I would like to say a massive Thank You, to everyone involved in the work of the Shropshire, Telford and Wrekin Maternity Voices Partnership. It's been a tough year, but through the work of the MVP we are now really beginning to show how feedback from service users can influence improvements in maternity services. We are seeing more and more improvement activity being undertaken in co-production, with service users and maternity professionals working side by side to find solutions and drive transformation to improve outcomes and experience for women and their families. Service user representatives have an active voice in many different areas of maternity transformation work and once our volunteers are able to get 'out and about' more, we hope to see even more people getting involved in the work of the MVP.

Thanks once again for all the hard work and I look forward to seeing the MVP continuing to grow over the coming year.



Fiona Ellis
Programme Manager for Shropshire and Telford & Wrekin's Local Maternity and Neonatal System

What is the Shropshire and Telford & Wrekin Maternity Voices Partnership?

Shropshire, Telford and Wrekin Maternity Voices Partnership (MVP), is an independent multi-disciplinary advisory and action forum with service users at the centre.

It uses a formal committee structure, with written agendas and formal minutes of discussions and decisions, and incorporates the principles and practice of participatory co-design and co-production through regular break-out sessions and small group work in order to ensure that the five principles of MVPs are at the core of the commissioning, monitoring and continuous improvement of maternity services.

Founding five principles:

1. To understand the importance of staff experiences and how that impacts on experiences for women, families and carers (and vice versa).
2. To work together creatively with respect, to develop solutions.
3. To use personal experience as evidence.
4. To hunt to continuous quality improvement with a particular focus on closing inequality gaps.
5. To work together as equals, promoting and valuing participation. To listen and seek out the voices of all women, families and carers using maternity services, making sure people from diverse communities have a voice, especially those voices that are difficult to hear.

It is funded and supported by the Shropshire and Telford & Wrekin Local Maternity and Neonatal System (LMNS) and is hosted by Healthwatch Telford & Wrekin.

The MVP serves the needs of local women and families and the Local Maternity System, including all acute and community services. It links with clinical network(s), to contribute towards and follow regional strategic direction, and links with other MVPs within the LMNS to share good practice. The MVP will listen to and act upon women, family and carer feedback at all stages of the commissioning cycle – from needs assessment to contract management. All members are committed to working in partnership and to implementing woman-centred care. Woman-centred care offers women information, choice, and care based on best available evidence, always respecting their choices and human rights. The MVP is committed to diversity and equal opportunities and upholds women's human rights in pregnancy and childbirth. The MVP is multidisciplinary, so its members will bring with them different beliefs, values and experience. All these perspectives should be valued and respected. Each member should have an equal opportunity to contribute to the MVP discussion and decision-making process. Care will be taken to enable full participation. For example, it is important to check that the terminology MVP member's use is understood by all and clarified if necessary.

Membership

The Shropshire and Telford & Wrekin Maternity Voices Partnership includes

- Parents who have had a baby in the past five years, or service user representatives who have regular contact with pregnant women, their families, and new parents.
- Representatives of local groups who have an interest in maternity services.
- Midwives, Nurses and Doctors involved in Maternity and Neonatal Services.
- Commissioners of maternity and other related services.
- Others who have an interest in maternity services for example: GPs, children's centre leads, public health leads, health visitors, mental health service professionals.

Review of the past year

Volunteer Programme:

Early in the 2020/21 year, we were pleased to launch our volunteer programme; this included the recruitment of a Service User Chair, two Vice Chairs and a number of volunteers. This large team has enabled us to gather more service users' opinions; help promote and share the message and projects of the MVP, and further a range of important projects, from proofreading and co-producing a range of documents, to helping build diverse contacts within our communities. The volunteers have also re-designed and re-launched the quarterly MVP newsletter: this can be found on the MVP webpage on Healthwatch Telford & Wrekin's website.

Moving into 21/22 year we are hoping to be able to grow our volunteer group and ensure the MVP continues to progress and be able to be heavily involved in all areas of maternity transformation. In addition to recruiting more volunteers, we also aim to ensure there is representation across the different Shropshire and Telford & Wrekin areas, allowing us to understand and speak for all parts of our community.

Feedback Survey Launch:

Healthwatch Telford & Wrekin launched their new look website in February 2021 which includes a dedicated page for the MVP. This page helps people find out more about what the MVP stands for, the work that we do, and how they too can get involved.

<https://www.healthwatchtelfordandwrekin.co.uk/maternity-voices-partnership>

This page is also the platform for a new, comprehensive MVP Feedback survey, which we developed throughout the year ready to launch at the beginning of April 2021. The survey, which has been planned and quality assured during 2020/2021 year, elicits detailed feedback from service users and takes around 15-30 minutes to complete. It is broken down into sections to help identify themes and trends. The MVP will then review and feed back to the Local Maternity and Neonatal System to support more focused development of the local services.

This feedback is invaluable in detecting patterns in service user feedback, so that informed recommendations can be made to the Local Maternity and Neonatal System each quarter. Currently, the survey focuses on the experience of the mother or birthing person. As such, the MVP plans to work on a second survey during 2021/2022 which captures the experience of partners and other family members or supporters.

The plan had always been that once the survey was up and running our volunteers would be going out into the community and would use the survey to capture families' views and experiences. Due to the corona virus outbreak this was not achieved but because of this we had time to create a detailed and meaningful survey which will be used virtually until restrictions allow our volunteers to be out and about in our local communities.

A special thanks goes to the team at Healthwatch, who have worked extremely hard during the past year to get the website and the feedback survey successfully launched.

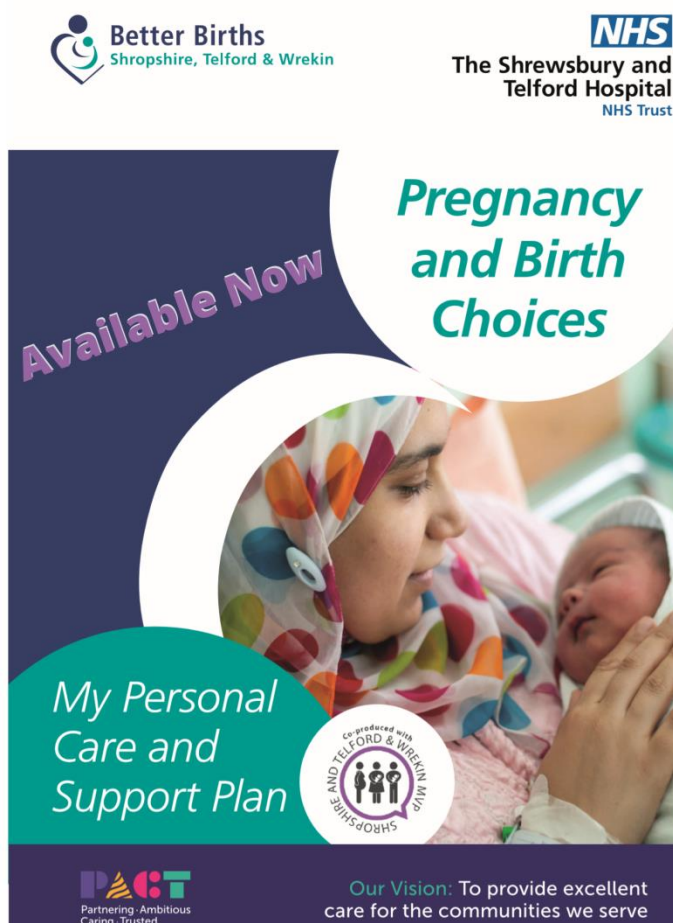
Coproduction:

Approved and Used by Logos

Two separate logos have been created in order to distinguish between items of work which have been either proofread or else fully co-produced by the MVP. The development of these differing logos also provides a goal for SaTH to work towards; in the long-term we hope that all work will bear the 'co-produced' logo.



Personalised Care and Support Plan (PCSP)



We were delighted to announce the launch of the Personalised Care and Support Plan (PCSP) by the Trust in January 2021. Fully co-produced with the MVP, this plan represented a significant body of work for the team during the past year. It offers service users a clear and comprehensive document which allows them to record, personalise and share their pregnancy and postnatal journey.

The support plan is given out to all women at their booking appointment so that it can accompany them as a 'working document' throughout their pregnancy which can be added to and changed as the woman learns more about what is available. Furthermore, the PCSP is a great tool for encouraging discussions between professionals and service users about personal preferences, including pain relief and birthing options.


Most importantly, it empowers local women and their families by keeping them informed about the wide range of options available and it supports them to have guided discussions about their preferences with their care team as they embark on this exciting time in their lives. The PCSP is a tool to support women in their choices and can be used alongside the Birth Place Choices leaflet. Both of these leaflets can be found on the Maternity Patient Information page on the SaTH website.

Enhanced Recovery Leaflet

NHS
The Shrewsbury and
Telford Hospital
NHS Trust

Enhanced recovery programme after having a Caesarean section

Additional Patient Information



**Partnering
Ambitious
Caring
Trusted**

September 2020

CONTACT 999 IF YOUR BABY HAS ANY OF THE FOLLOWING
BREATHING, ACTIVITY, COLOUR

For other concerns contact 111, GP practice or urgent care centre or A&E
CONTACT Maternity Triage on 01952 565948

IF YOU HAVE ANY OF THE FOLLOWING SYMPTOMS
BLOOD LOSS, WOUND, SYMPTOMS

For other concerns contact 111
GP practice or urgent care centre
Your community midwife/local MLU (not 24/7)

For Further information;
Patient Advice and Liaison Service (PALS)
We act on your behalf when handling patient and family concerns, liaising with staff, managers and where appropriate, relevant organisations to negotiate immediate or prompt solutions. We can also help you get support from other local or national agencies.

Royal Shrewsbury Hospital, Tel: 0800 783 0057 or 01743 261691
Princess Royal Hospital, Tel: 01952 282888
NHS 111
A fast and easy way to get the right help, whatever the time. NHS 111 is available 24 hours a day, 365 days of the year.
Telephone: 111 (free from a landline or mobile)
Website: www.nhs.uk


Patient UK
Provides leaflets on health and disease translated into 11 other languages as well as links to national support/self-help groups and a directory of UK health websites. Website: www.patient.info

Self Help & Support Groups
A selection of websites providing access to good quality patient and consumer health information, covering specific age groups and conditions.

Also includes Shropshire Community Directory which contains up-to-date information on community groups, clubs, societies, organisations, support groups and self-help groups covering Shropshire and its borders.
Website: www.library.sath.nhs.uk/find/patients/
Website: www.sath.nhs.uk

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Reference
Lucas, DN; Gough, KL. Enhanced recovery in obstetrics – a new frontier?
IOJA Vol 22, Issue 2, April 2013, pp92-95




We were asked to proof read The Enhanced Recovery leaflet which will be distributed to women who have booked a Caesarean Section and offers important advice on how to optimise their recovery after their delivery. After proof reading the leaflet the MVP supported the design work to ensure the leaflet was easy for families to read and understand. This was one of the first projects that earned the Co-produced with MVP logo as we were fully involved in the development of all aspects of the leaflet.

Better Births
Shropshire, Telford & Wrekin

NHS
The Shrewsbury and
Telford Hospital
NHS Trust

Find out the range
of birth place choices
available to you.

My Birth Place Choices



Co-produced with
Maternity Voices
SHROPSHIRE AND TELFORD & WREKIN



Proud To Care Make It Happen We Value Respect Together We Achieve

The MVP were really proud of the coproduction of the Birth Place Choices leaflet. This aims to give in depth information around the choices available on where women can give birth in the county in a clear and easy to read format. The leaflet includes all available options with Home Birth, MLU and Consultant Units clearly described. This leaflet will form part of a series that will include antenatal, intrapartum and postnatal choice leaflets and compliment the Personalised Care and Support Plan. Work will begin on the next leaflet in the series during 2021/22.

Mental Health, Pelvic Health and Breastfeeding Peer Support:

The MVP has taken part in a number of steering group meetings over the year. As a result of this involvement, we have:

- Helped support the funding bid and implementation of a new Perinatal Mental Health support service. The MVP volunteers played a strong part in choosing the name for this service which is called - 'Lighthouse' – Bringing hope and healing for families experiencing birth anxiety, birth trauma and pregnancy and neonatal bereavement in Shropshire and Telford & Wrekin. The hope is that we will continue to be involved as this team sets itself up and we hope to support the development of their pathways and promoting the service.
- Supported a bid for the trust to become an early implementor of a Pelvic Health service, working with the physiotherapist and maternity teams to develop the services and leading on a forward-thinking, innovative approach to this branch of health. Initial focus will be on the postnatal service and in future looking at both antenatal education and awareness programmes.
- Been heavily involved in the breastfeeding peer support programme (BPSP) discussions, and its subsequent development. As a result of the MVP's contributions, the BPSP is now extending its reach and impact by supporting existing groups (including those online) and training peer supporters through the Breastfeeding Network, we will continue to be involved in the development of this service.

Transformation Workstreams:

As part of the Shrewsbury and Telford Hospitals Trust (SaTH) Maternity Transformation Programme, the MVP have been invited to participate and feed into the five related workstreams: Clinical Quality and Choice, People and Culture, Governance and Risk, Partnership, Learning and Research and lastly Communication and Engagement. We are excited about the improvements that can be made through these workstreams and the important role service user voice has at each of them. We have a number of MVP volunteers sitting on the workstream meetings already and hope to increase our representation and involvement in this programme over the coming months.

Community Engagement:

In February 2021, we hosted a meeting about increasing diversity within the MVP and ways in which we could better engage with seldom-heard groups. The meeting was well attended by SaTH, Healthwatch and partner organisations. We hope that by working together with the same aim, we will be able to listen to even more voices within our community.



2021_03_10 BAME
Meeting 04th March 2

Our volunteers have also been working hard to make more contacts across the whole of Shropshire, to enable as many service users as possible to be heard. It is crucial that this work continues to ensure that the voices we are hearing are fully representative of those using maternity services within the area.

Continuity of Carer:



The first two Continuity of Carer teams were launched in September 2020 and the MVP was pleased to be involved in naming these exciting new teams after popular flowers: Rose (Telford) and Violet (Shrewsbury). The teams are now well established and we look forward to seeing more teams launch over 2021/22. We also have a range of other names that were picked by our service users that are on standby for when the next teams are implemented

MVP Involvement in Recruitment:

We were extremely grateful to SaTH for their invitation to have a seat on the interview panel when they were recruiting a Bereavement Midwife. We were really pleased to have been a part of this and to ensure a service user voice was included on this important appointment. We are already in discussions with SaTH on the possible interviews that we could participate with into the next year.

Virtual Whose Shoes? Event

In May 2020, SaTH held a virtual Whose Shoes? Event with a focus on continuity of carer. This event brought together a wide range of maternity service professionals, and underlined the importance of a networking approach, particularly when tackling the unique challenges posed by Covid-19. The MVP co-ordinator attended and supported this event.

New Midwife Led Unit:

The MVP was delighted to have been included in development of the brand new midwife led unit at the Princess Royal. We used information gathered during a 15 steps visit and a specific focus group that looked at how to improve the old unit during the previous year to help make suggestions for the new unit. We were involved in the decisions around decorations and flooring and our suggestions on equipment and extras such as mood lighting, pull down beds and music connections were all included in the new unit. We had hoped to be involved in the opening of the new unit and planned a review of the 15 steps visit to assess the new unit but due to covid this was unable to happen. We were asked to support choosing of the birthing room names and supported in the promotion of the

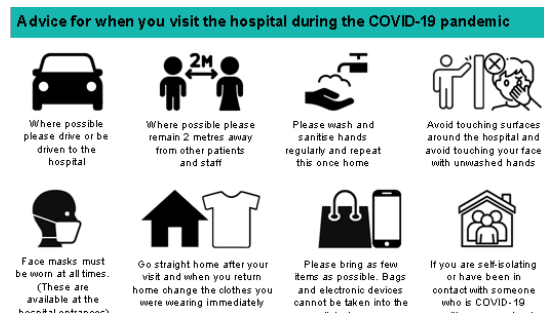
unit once it opened. Once the unit was up and running the MVP supported the creation of a virtual 360 tour of the new unit. The MVP offered feedback on the items and elements of the tour which now enables service users to virtually visit the unit and find out more about the spaces and equipment within by clicking on each item to open a user-friendly explanation. This new feature will be fantastic for our local families. Tours of more areas, including the labour ward, postnatal ward and antenatal ward are in development with the support of the MVP.

<https://www.sath.nhs.uk/wards-services/az-services/maternity/360tour/>

Covid Response and Work:

The global pandemic has had an enormous impact on those using maternity services. The MVP recognised the importance of keeping service users up to date with the latest developments and restrictions. As such, during 2020/2021 we worked hard to build better relationships with the communications team at SaTH. In doing so, we have helped to ensure that messages are easy to understand, and that they address common questions and concerns, as well as being disseminated in a timely manner out into the communities that need to hear them.

As part of this communication drive, much hard work has taken place behind the scenes to extend the reach of our social media platforms. Messages on social media have also been tailored to support those affected by the pandemic. From the outset of the pandemic the MVP was a place for families to find out important updates but to also share their concerns and issues. We worked closely with the team at SaTH when things arose and either supported sharing information to ensure everyone was aware of changes and advice or by working with the team to find a workable solution. An example of this was the coproduced "Partners Passport". This was created directly in response to feedback from a number of service users highlighting the negative impact of not having a support person allowed during key appointments. The passport was allocated only to those meeting the agreed criteria (this was determined at the discretion of the midwife) and provided vulnerable service users with the support they needed to continue attending vital appointments.



Another powerful example of how we used social media during this difficult time was this post offering partners suggestions about how they could bond with their unborn baby in the absence of attending scans. This post was even shared at a national level, perhaps because it recognised the strain of the pandemic on families at what should have been an immensely exciting time.



We also found that during this time that many people needed reassurance about the care and what they could expect. With the release of the preliminary Okenden Report on top of the pandemic many families were anxious and uncertain which created a high stress level. To help combat this we started to regularly share positive stories that came into s with permission of the families. We found that not only did the service users find these reassuring and provided some comfort but the staff found these supportive and helpful too. The more we posted the more staff we had interacting with the posts and they would even tag each other in them if they recognised names or stories. Every time we post we would have an influx of other families wishing to share their stories to support the staff and other women going through the service. These stories were also shared directly with the trust and through the Professional Midwifery Advocate team if a staff member was personally mentioned a certificate would be issued to recognise the positive feedback received. To see examples of these stories please head to our facebook page.

<https://www.facebook.com/MaternityVoicesShropTW/>

Ockenden Assurance Committee:

In March 2021 the MVP were asked to sit on the Ockenden Assurance Committee. These monthly meetings are now attended by The Service User Chair, Emily, and Development Coordinator, Louise. The Press Release for the 1st meeting can be found at : <https://www.sath.nhs.uk/news/ockenden-report-assurance-committee-to-hold-first-meeting/>

Having the MVP represented and included at this assurance committee is highly important and ensures that the MVP is being given a chance to support the work that is being implemented at the trust. IT gives us a chance to keep updated on improvements but also ensure that the MVP is able to question, offer recommendations or verify information that is being shared. Listening to women and their families is at the heart of the Okenden report and the recommendations that have so far been

released advise to include and use the local MVP to do this. Having a seat on this assurance committee shows that the trust are committed to doing this but as we move into the next year we aim to build on this and ensure that the MVP is working closely with the transformation team and the clinical team to ensure families voices are heard and their ideas are valued.

MVP SOP:

The Maternity Voices Partnership Standard Operating Procedure (SOP) was developed during 2020/21 and helps embed MVP co-production into the standard ways of working for the trust. This key piece of work was organised and implemented by the guidelines midwife and was supported by the Director of Midwifery. Having this SOP in place was a huge step in showing the commitment that SaTH has for working with the MVP. To ensure that this SOP is fully integrated more work is required to produce a procedure to guide all staff members and departments on how they can engage with and use the MVP in a positive way.

Birmingham University Study: Healthy Families, Healthy Lifestyles:

On the back of the Okenden report the team at SaTH requested a research study to be implemented to help reach out to and hear what families and staff have to say about their experiences at the trust. The MVP has been involved with the team at Birmingham City University who are conducting the study from the outset, and have helped guide the framing of questions, as well as recruitment and advertising to the study and the focus groups. The study offered an opportunity to triangulate findings; initial results echoed the feedback the MVP gathers from service users, with common themes around communication, time and empathy emerging. These are now moving to focus group stage and the MVP will continue to be involved through the process.

Social Media

As mentioned earlier, our social media platform has been an essential source of information for families at this uncertain and unsettling time. We have therefore invested lots of time in developing our local community links; this has shown dividends in our improved following on Instagram, Twitter and Facebook (please see the start and end year figures below.) We now employ both Canva and Hootsuite to help create and plan powerful, informative and clear social media posts.

	April 2020	April 2021	Growth
Facebook			
Likes	934	1,687	180%
Followers	975	1,785	183%
Instagram			
Followers	202	316	156%
Twitter			
Followers	220	432	196%

Regular Meeting Attendance:

Below is the current list of our regular meetings (this does not include one-off meetings or project meetings which have now been completed). This shows how well integrated the MVP is becoming within the team at SaTH and within the LMNS. Further work needs to be done to increase our reach with some of the additional partners of the LMNS but this will be a strong focus for the year ahead:

Meeting Name
LMNS Programme Board
Postnatal Meeting with Transformation Midwife
Perinatal Mental Health Workstream _Shropshire
Perinatal Mental Health Workstream _Shrop and staffs
MVP Hub
Postnatal Ward Forum
Healthy Pregnancy Workstream
MVP Regional
EDI Panel
Labour Ward Forum
Birmingham Study
Breastfeeding Peer Support
MVP Chair and VC Catchups
MVP Volunteer Meeting
National and Regional MVP calls
Healthwatch Catchup
Healthy Pregnancy Cookbook
Guidelines Meeting
Neonatal Workstream (LMNS)
Maternity Mental Health Services Steering Group
Shrop & Staffs Joint Neonatal Steering Group
Pelvic Health Steering Group
Ockenden Report Assurance Committee
WK1- Clinical Quality and Choice
WK2 - People and Culture
WK3- Governance and Risk
WK4- Partnership, Learning and Research
WK5- Communications and Engagement

Moving Forward

As we move into the 21/22 year, we are hoping to continue to grow our membership, including more volunteers and a new structure. Our key aims for the year will include

- Continue recruitment of service user volunteers specifically within the more rural communities and seldom heard groups.
- Recruiting Staff MVP volunteers to help promote the MVP within the staff side and encourage staff to be more involved in what we do.
- Volunteer team to begin to gather feedback using the MVP feedback survey focussing on seldom heard groups and rural communities,
- Build the MVP Hub and encourage more professional partners to attend including on the ground staff. Hubs will remain virtual until COVID-19 measures are lifted but we will always continue to have a virtual option as this has shown to ensure more people are able to attend the meeting.
- Continue to develop working relationships and methods of MVP involvement. Ensure that MVP's attendance to meetings is not the only way for involvement.
- Work with SaTH to incorporate the MVP into their Standard Operating Procedures to ensure the MVP is always involved in all aspects.
- Support SaTH with their maternity transformation programme and work with the Transformation midwives on their key projects.
- Develop the mailing list further and set a more formal structure to enable us to share information. This will involve us having to ensure that people on our mailing list wish to stay involved and wish to share their details with the new team that has been created.
- To encourage professional partners to include the MVP in all of their work and promote Co-production as far as possible.