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.

- Delivering and contributing at all stages
- A life course approach: Starting well
- Contributing to short and long term outcomes
- Postnatal period influencing early years & future pregnancies
- Delivering maternity Services to support: Health and Wellbeing, Midwifery care, Low risk, Complex maternity care, Acute care, Long term conditions, Family Health

Care is our business

Compassion

Competence

Communication

Courage

Commitment

Delivering high quality evidence based maternity care throughout pregnancy, birth and the postnatal period
Ensuring the highest quality care for women & their families
Developing social models of evidence based care with women at the centre of the experience
Providing holist, responsive and compassionate midwifery care
Developing supportive relationships with women and their families, with an emphasis on respect, dignity and kindness
Providing care and appropriate environments for those with additional care needs
Supporting midwives and maternity support workers to develop & maintain skills, knowledge and experience which influence positive health outcomes for women and the best start in life for babies
Developing specialist roles to further develop midwifery practice and deliver midwifery enhanced care pathways
Utilizing statutory supervision to pro-actively deliver safe clinical standards
Working within a permissive regulatory framework
Providing clear, consistent support, advice and guidance enabling women and their families to make informed decisions
Investing in and making full use of technological solutions to improve accessibility to services, educational resources and to demonstrate clinical and service outcomes
Collaborating with the woman, ensuring that clinical decision making is in her best interests
Identifying areas of risk and ensuring safe practice through robust risk management processes and statutory supervision of midwives
Enhancing the value and effectiveness of statutory supervision
Speaking out
Being innovative
Developing and delivering high quality, safe responsive maternity care & team working which meets the physical, emotional and social needs of women and their families
Through continuous professional development using specialist midwifery knowledge, business skills and experience to inform and influence commissioning intentions

Department of Health
Public Health England
Royal College of Midwives
NHS England
Commissioners
Children’s Centres
Social Services
Local Safeguarding Children’s Board
Public Health
Police
Voluntary sector
Bereavement support
Maternity Service Liaison Committees
Professional bodies: RCM
Regulatory bodies: NMC
Midwifery service offer – 'To improve health and wellbeing'

### 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

**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

**Midwifery service offer**
- Use of evidence based effective practice, valued by women

**Generic indicators**
- Direct access to maternity service by booking by 12 completed weeks
- Uptake of antenatal and newborn screening programmes
- Measurement of women’s experiences using patient reported outcomes measures (PROMs)

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

1. **Helping people to stay independent, maximising wellbeing 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, development of early childhood messages and child vaccination programmes
   - Robust safeguarding procedures

2. **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.

3. **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 care 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

4. **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

5. **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

6. **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
- Clinically led maternity taking precedence over midwifery care provision within non acute settings
- Associated increasing acuity and activity levels, reduced capacity issues
- Achieving success in promoting respectful care
- 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
- Health Visiting services
- Education providers
- Voluntary sector organisations
- Children’s Centre staff
- Social care
- Prison service

**Key delivery partners:**
- Commissioners
- Medical colleagues
- GP surgeries
- GHU
- Community clinics
- Children’s Centres