

MBCCG and UHMB Trust response to recent service user feedback from the Maternity Voices Partnership and Youth Forum

Recruitment involvement

We are passionate about providing the very best care to our local women and families and it was therefore important for us to have service user involvement when it came to the recruitment of our children and maternity staff. The MVP Group has been invited to be involved in the recruitment of Obstetric and Gynaecology Consultants, Head of Midwifery and Paediatric Consultant and Governance lead, and have been a part of or chaired focus groups for the candidates, with the opportunity to ask questions. This has been a very positive way to influence recruiting candidates who demonstrate an understanding of women centred care and the importance of service user involvement.

Continuity of Carer

We know how important continuity is to women, in what can be a very emotional and very important time in their lives. At the heart of our vision is the idea that women should have continuity of the person looking after them during their maternity journey, before, during and after birth. With this in mind, we are launching our first ever continuity of carer team and a launch date has been set for January 2020.

We have taken the subject of continuity to our service users via the MVP Groups and MVP social media sites, initially with the question 'what does continuity mean to you' and the response was overwhelming. Extensive feedback has driven the Trusts vision for continuity and has absolutely backed up why it is so important to implement and maintain.

This continuity of care and relationship between care giver and receiver has been proven to lead to better outcomes and safety for the woman and baby, and we hope this will offer a more positive and personal experience to all.

Provision of Formula

The Baby Friendly Initiative project lead requested that the MVP Group review the wording of a poster that was intended to be displayed widely in clinics and on wards, to inform women about the changes to provision of formula milk which was previously provided but would no longer be available. We proposed a newly worded poster, to be clear of the situation but being respectful and sensitive to women's feelings and this was welcomed and adopted.

Antenatal education

We heard your feedback on the importance of antenatal education containing realistic information on the challenges sometimes associated with breastfeeding, and also with more complicated births. We facilitated a workshop earlier this year (May 2019) especially dedicated to collating all points of view in, but also to acknowledge the challenges in infant feeding and what an incredibly emotional experience it can be for everyone. Your voices have been fed back to the Infant Feeding Network to ensure your experiences are at the heart of all developments and this has ensured that the MVP service user voice is included in any decision making.

Personal Care Plan

We know how important it is for women and families to be given a choice regarding all aspects of their maternity journey and ensure plans are put in place that are personal to them. On the basis of that, we have worked with the LMS to produce a paper booklet (also to be available as an App) designed to encourage women to consider their thoughts and their health and wellbeing in advance of seeing health care professionals so choices are fully captured and fully communicated. The MVP was part of the consultation to develop this booklet and your feedback was paramount in ensuring it was right for you. A pilot has been issued with some service users in Central Lancashire and feedback has been very positive thus far. We hope to be in a position to role the booklet out to all service users in Morecambe Bay before the end of 2020.

Maternity App

In response to women telling us they wanted easier access to their maternity records, a maternity portal has been developed which will enable mums to access the maternity records online. The information currently available is up to time of birth although post-natal information is something we are looking towards adding in the future. The Digital Midwife has presented at several MVP meetings, and the service user feedback taken away has been fundamental in the shaping of the portal, together with all of the 'information content' that was suggested to us by women and families of Morecambe Bay.

Place of calm

The CCG recognises the importance of having a safe place on paediatric wards for children and young people suffering with mental health needs and has funded the development of a new suite at the RLI to improve facilities for these young people. This is a difficult and vulnerable time for any young person and the addition of a private bathroom, and facilities for parent/carers to stay comfortably with a child was paramount in making the young person feel safe.

Opportunities were taken to discuss the facilities on the paediatric ward and after verbal engagement with staff, parents and young people it was felt the room was looking rather drab and was not 'young people friendly' or relaxing. The youth forum, a group of CYP from Morecambe Bay were brought in to review the room then used and the consensus was that a refresh was needed and improvements definitely needed to be made.

Following completions of work, the youth forum attended the paediatric ward to inspect the new suite and offered their comments, including a suggestion that they would like to see some positive quotes added to the walls. The Trust is now in the process of getting these as transfers and plans are in place for the room to be revisited once complete.

Discussions are also underway with regards to possible funding for the provision of the same at FGH.