

# Access to Maternity Services

Reading Borough Council Health and Wellbeing Board

6 October 2023

# Access to Maternity Services

## Continuity of Care Teams

- Blossom team are made up of 8 midwives. They work to deliver safe and personalised care to improve outcomes and experience for communities with highest deprivation and multiple ethnic groups.
- The Blossom team provide continuity across the antenatal, intrapartum and postnatal period.
- They run monthly meet and greet sessions at Whitley Children's centre, so the team can meet women and their partners to develop relationships with families.
- Blossom Continuity of Care Team have been used as a case study by NHSE for example of quality improvement.
- Poppy team provide personalised care for women and families with defined vulnerabilities.
- They run a Seeking Sanctuary clinic (bi-monthly) to provide extra support in addition to their routine antenatal care
- The clinic has helped 60 families since it started in 2022, improving the care for refugees, trafficked women and asylum seekers.



# Access to Maternity Services

## Staffing

- Our retention figures have dropped from 19.6% in July 2022 to 9.4% in August 2023. Vacancy rate is currently 15% with 31.4wte vacant posts. We have 30.4 wte in the pipeline

## Equality, Diversity and Inclusion Midwife

- We have recently recruited for a new role of EDI Midwife
- They will lead equity work-stream for maternity, engaging across the BOB Local Maternity Neonatal Systems and local community.
- The aim and purpose of the EDI Midwife is to support RBFT maternity to achieve equity of health outcomes for all social groups accessing our Maternity Service; targeting support and interventions to the most disadvantaged groups to improve service quality and address inequalities of access, service provision and healthcare outcomes.



# Equality Delivery System

- The Equality Delivery System (EDS) is a tool to support active conversations between service users, the public, community groups and staff.
- The tool is used to review and develop an approach to address the inequalities in health access, experiences, impact and outcomes.
- Two areas of focus which are Antenatal Screening; access to services by being booked by 10 weeks of pregnancy. Postnatal Access; access to maternity services and other organisations for PN support following discharge from the hospital (or following homebirth) Both have multiple elements that are either developed or in development.
- A stakeholder event was held on 13 September in partnership with BOB Local Maternity and Neonatal Service, and Royal Berkshire Maternity Voices Partnership. It was also attended by Healthwatch and Utulivu.





# Access to Maternity Services additional next steps

## Continuity of Care

- Work stream to improve antenatal and postnatal continuity of care. Community now fully established, mapping exercise to be undertaken first to understand caseloads. Project to be launched October 2023 and anticipated to be ongoing with targets identified

## Feeling listened to

- Launch of Your Personalised Care and Support Plan, which is held by the woman and is a tool to facilitate discussions about the things that are important to her throughout her journey. This was launched by BOB LMNS on 15 September and will be rolled out to all women once staff have been trained over the coming month.

## Cost and availability of classes

- Relaunch of antenatal classes and infant feeding classes in partnership with NCT. There is no cost to classes and no waiting list currently - new publicity resources have been produced to ensure greater awareness. Trust to monitor uptake and details of those attending to ascertain if meeting needs of our population.
- Easy English classes well established.

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Scan the QR code now to book your FREE Antenatal Course

Book your FREE Infant Feeding course now!

### Expecting a baby?

Interactive online course

Led by NCT Practitioners

Preparation for feeding your baby

2.5 hour course held on evenings or weekends

Open to ALL expectant parents

The course covers:

- Basics of breastfeeding
  - How milk production works
  - Frequency of feeds
  - Coping strategies
  - Hand expressing & colostrum collection.
- Responsive feeding
  - Baby feeding cues
  - Paced bottle feeding.
- First Feed
- Positioning and attachment
- How do we know it's working?
- Common Issues
  - Painful feeds
  - Weight gain / low milk supply
  - Mastitis
  - Tongue Tie.
- Where to get support

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Book your course today

Text BUMP to 60777 or scan the QR code

# Maternal Mental Health Support

## Perinatal Mental Health

- Our referral pathway to perinatal mental health is an open pathway for all service users
- During booking or any antenatal or postnatal appointment, all women and birthing people's mental health is assessed.
- We record family history around mental health to ensure we use a holistic approach to family wellbeing.
- For women or birthing people with additional vulnerabilities such as language barriers, risks of social isolation or complexities in housing, asylum status alongside protected characteristics, we provide additional support is available via our Poppy Team or continuity team.



# Maternal Mental Health Support

## Perinatal Equity Befriender Role

- New Perinatal Equity Befriender Role, who can offer social support, linking with local faith groups and ensure we are able to collate diverse feedback.
- Our befriender has time to talk to women, birthing people and their partners to help with their experiences and needs.
- They are available to those on the antenatal and postnatal wards who facing challenging situations due to their clinical situation or who have economic, social or cultural barriers.
- They also attend antenatal clinics in deprived areas of the community to talk to women and birthing people.



# Maternal Mental Health Support

## next steps

## Perinatal Mental Health

- Personalised Care and Support plan being rolled out October 2023 which encourages conversations between women and their healthcare professional
- Signposting towards “Mellow Bumps” parenting education for women with increased anxiety and “Dads to Be” education for fathers both running courses starting in October 2023
- Perinatal mental health clinic MDT (multidisciplinary team) includes psychologist, obstetrician, midwife and mental health professional to be extended to include HV
- Advanced Clinical Practitioner with expertise in mental health currently in training. Focus will be low and medium level mental health with objective of providing support to prevent escalation
- In the future we are hoping to develop social prescribing to reduce social isolation and enable stronger community advocacy through our health for pregnancy team.

**Brighter Futures for Children** **Reading Children's Centres**

### Dads-to-be antenatal group

**Are you about to be a new dad? Is this a whole new experience for you?**  
Meet other dads-to-be at a friendly session led by children's centre staff and a midwife. You'll get to learn or practice practical baby care skills and understand the importance of your role as a supportive partner during pregnancy and labour, and as a father when your baby is home.

★ East Reading Children's Centre  
Sun Street, Reading RG1 3JX  
(car park on site)

★ Thursday 19 October, 6.30-9.30pm  
and  
★ Thursday 26 October, 6.30-9.30pm

For more information and to book, contact:  
Sue on 0792 140 3349  
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**Your Personalised Care & Support Plan**

Care centred around your unique needs

**CARE PLAN**

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