

Better Births: Personal and Safe

Working together to provide personalised care

Offering choice and control for women based on 'what matters to you'

What women told us they want from their care



I want care that is wrapped around my needs, and the needs of my baby and family



I'd like to be able to make informed decisions about my care



I want to be listened to and make choices about my care and where I give birth

What you've achieved so far

As of March 2019, over 10,000 women were on a Continuity of Carer pathway

NHS England & NHS Improvement

82% of women responded that they were 'always' involved in decisions about their care

Care Quality Commission's 2019 Survey of Women's Experience of Maternity Care

Over 129,000 more women were offered access to their Maternity Digital Care Record

NHS Digital

HOW YOU CAN HELP

- You can speak to colleagues in other trusts about how they have successfully implemented personalised care. Talk to your team leader about how you can learn from others
- Ask your team leader about what training you can do to help you deliver personalised care
- Each woman should be offered choices about her care throughout her maternity journey, including a choice of where she gives birth. Her decisions should be recorded in a Personalised Care and Support Plan
- Consider how you can help ensure that every woman has a Personalised Care and Support Plan

For more information and practical guidance, download the *Better Births* campaign toolkit: england.nhs.uk/personalandsafe