

Better Births: Personal and Safe

Working together to provide safer care



Thank you for making maternity care in England safer than ever

Between 2013 and 2017 there were 500 fewer baby deaths and 350 fewer stillbirths - *MBRRACE-UK*



You are part of the journey to creating the safest maternity service in the world

You are helping save babies' lives by:

- Continuing to implement all elements of the Saving Babies' Lives Care Bundle
- Continuing to roll out care using a Continuity of Carer model
- Working as a perinatal team to make sure babies under 27 weeks gestation are born in the right units and are transferred on time when they need to be

HOW YOU CAN HELP

- Ask who your Safety Champions are and raise any concerns you have with them
- Make sure that all reviews and investigations involve a multi-disciplinary review team
- Ensure that parents are told and invited to contribute when a review of their baby's death will take place
- Work as a seamless team across your maternity and neonatal services to promote safer care
- Participate in multi-disciplinary team training at least once a year
- Seek out your role in the Maternity and Neonatal Safety Improvement Programme in your unit

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