

Better Births: Personal and Safe Communications Toolkit

Phase 1: March 2020

Contents

Introduction	2
Better Births.....	2
NHS Long Term Plan	3
2020: International Year of the Nurse and Midwife.....	4
Campaign overview	5
Key messages	7
Editorial / social media copy	8
Using the Better Births brand.....	10
Using the materials	11
Useful information / contacts.....	12

Introduction

Better Births

The [National Maternity Review: Better Births](#) was published in February 2016. It set out a clear vision to make maternity services safer and more personal in England through 28 recommendations. In response to Better Births NHS England established the Maternity Transformation Programme (MTP) which brings together system partners to deliver a comprehensive programme of work to drive change and improvement.



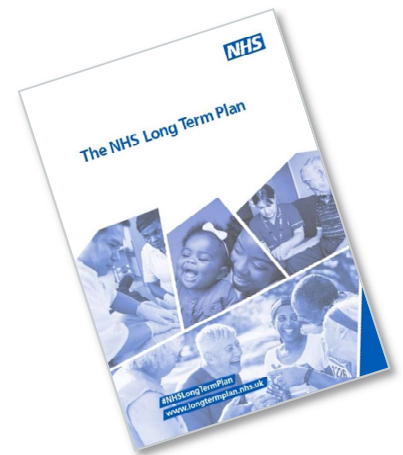
We have made significant progress towards the Better Births ambition since 2016. Although there is a time lag in the availability of outcome data, 2018 data shows there has been a reduction in perinatal mortality. The [Care Quality Commission 2019 Maternity Survey](#) shows that women continue to report a positive experience in relation to their care across the maternity pathway, and that their experience is getting better with marked improvements across most areas between 2018 and 2019.

Local Maternity Systems (LMS) will continue to deliver their local plans to transform maternity care so that by March 2021:

- ✓ We have reduced rates of stillbirth, neonatal death, maternal death and brain injury during birth by 20% and are on track to make a 50% reduction by 2025
- ✓ All pregnant women receive personalised care, supported by a Personalised Care and Support Plan and continuity of the person caring for them during pregnancy, birth and postnatally

NHS Long Term Plan

The MTP is now four years through its original five-year implementation period. In year four NHS England and NHS Improvement joined forces to align around delivery of the NHS Long Term Plan.



We formed seven regional teams supported by national teams to better support transformation at the local level. We also strengthened our leadership for maternity by appointing England's first Chief Midwifery Officer and we are appointing Regional Chief Midwives to all seven regions. The Maternity Clinical Networks continue to play an important role in supporting local improvement.

The NHS Long Term Plan means that LMS will now continue to be funded for leadership and capacity up to 2024. It also provides additional investment to:

Strengthen key areas of Better Births:

- ✓ Reduce pre-term births, through rollout of version two of the [Saving Babies' Lives Care Bundle](#)
- ✓ Expand capacity in neonatal critical care
- ✓ Provide targeted and enhanced continuity of carer for BAME women and women from deprived communities
- ✓ Improve access to perinatal mental healthcare, including through new 'Maternity Outreach Clinics'
- ✓ Offer [Maternity Digital Care Records](#)

And address gaps:

- ✓ Inequalities in maternal and perinatal mortality – Maternal Medicine Networks
- ✓ Prevention – maternal smoking cessation support
- ✓ Postnatal care – physiotherapy; infant feeding

All new commitments are aligned to Better Births and existing LMS plans.

2020: International Year of the Nurse and Midwife

This is OUR Time
2020
#YearOfTheNurseAndMidwife



2020 marks the [International Year of the Nurse and Midwife](#), with activities and events planned throughout the year to celebrate the profession. Echoing this support for the profession, we want to ensure we do everything we can to support LMS, systems leader, clinical leaders, trusts, and multi-disciplinary maternity teams to progress on their transformation journey. This is why we are releasing a suite of new materials aimed at staff working at all levels in maternity services as part of a campaign over the coming year.

This is an important opportunity to remind us all of the vision of improved maternity services for all, the shared ethos of delivering safer, more personalised care for all women, babies and families, and the incredible progress that has already been made. This is also a chance to thank teams for their hard work, and to reiterate NHS England and NHS Improvements continued commitment to support local maternity systems through the transformation journey.

Campaign overview

This guide has been developed to provide an overview of the campaign and its aims, the materials available within the Better Births toolkit, and how they should be used to help you maximise the campaign's impact.

The aims of the campaign are to:

- ✓ Enhance understanding of and engagement with the concepts set out in Better Births
- ✓ Increase understanding of the link between personal care and safer care
- ✓ Motivate teams to continue to participate in the delivery of Better Births
- ✓ Reassure teams that Better Births is a long-term initiative, in line with the NHS Long Term Plan
- ✓ Ensure teams have adequate practical guidance to continue to implement Better Births across their service

Materials will be released in three phases reflecting the core components of Better Births:

Phase 1: Better Births awareness raising – setting out the core vision of Better Births and reminding teams about why maternity transformation is being implemented

Phase 2: A detailed look at safer care – providing an overview of initiatives which constitute safety improvement and better care outcomes

Phase 3: A detailed look at personalised care – providing an overview of initiatives which constitute improvements in the way care is personalised based on each woman's needs, choices and history

The materials in this Better Births toolkit are being released as part of Phase 1. They provide definitive and easily accessible information about what maternity transformation is and how teams should implement changes to ensure safer, more personalised outcomes across their service.

The campaign focuses on driving action around four key principles, all of which have been developed in collaboration with a number of partners to help ensure that women receive safe and personalised care throughout their maternity experience:

1. Providing safer care in maternity services
2. Providing personalised care in maternity services
3. Providing Continuity of Carer
4. Achieving equity for all

Everyone working with the women and her family are responsible for delivering personalised and safe care and there are specific actions that each maternity team can take relating to these four principles.

The number of resources in the toolkit will continue to grow as the campaign progresses, and more materials will be added throughout 2020.

Key messages

Below are suggested key messages when using the materials in local communications activities.

National maternity aims

- Our aim is to halve the number of stillbirths, neonatal and maternal deaths and brain injuries by 2030
- All maternity staff are part of the journey to create the safest maternity service in the world
- Personal and safe care are each integral to one another and cannot be separated. Delivering personalised care that is wrapped around every woman and is based on her needs and decisions about her care leads to better outcomes for women, babies and families
- Better Births is here to stay. It forms a key part of long-term improvement in maternity care in the NHS Long Term Plan
- All maternity staff have an important role to play in maternity transformation as envisioned in Better Births. Multidisciplinary teams including midwives and obstetricians must work together to achieved improved outcomes for all
- NHS England and NHS Improvement is here to support you on your transformation journey

What does Personal and Safe care mean?

- Implementing best practice care, such as that set out in the [Saving Babies' Lives Care Bundle](#)
- Rolling out Continuity of Carer
- Working as a multi-disciplinary team across maternity and neonatal services
- Reviewing and learning from incidents
- Taking part in the [Maternity and Neonatal Safety Improvement Programme](#)
- Ensuring women are supported to make decisions about their care and that these are recorded in a Personalised Care and Support Plan
- Making [Maternity Digital Care Records](#) available to all women
- Working towards 75% of Black and Asian women receiving Continuity of Carer by 2024, along with women living in the most deprived areas.

Editorial / social media copy

Below are examples of copy that you could use when communicating across a range of channels such as social media, websites, e-bulletins and newsletters.

1. #BetterBirths sets out a vision for Personal and Safe maternity care for every woman. We're working together to deliver that vision. Teams can find out more by downloading the Better Births toolkit at: www.england.nhs.uk/personalandsafe
2. Working together, we're delivering #BetterBirths. Find out more about what's been achieved and how NHS England and NHS Improvement can support you by visiting: www.england.nhs.uk/personalandsafe
3. Did you know that implementing all elements of the Saving Babies' Lives Care Bundle in your unit helps reduce perinatal mortality? Find out more about providing safer, personalised maternity care at: www.england.nhs.uk/personalandsafe
4. Do you know who the Maternity Safety Champions in your trust are? They can help you ensure mothers and babies continue to receive the safest care by adopting best practice. Find out more about providing safer, personalised maternity care at: www.england.nhs.uk/personalandsafe
5. We're working together to deliver safer, personalised maternity care for all women. Teams are helping save babies' lives by reducing stillbirths, neonatal deaths and brain injuries. Find out more about Personal and Safe maternity care at: www.england.nhs.uk/personalandsafe
6. Between 2013 and 2017 there were 500 fewer baby deaths and 350 fewer stillbirths in England. Midwives and obstetricians are all part of the #BetterBirths journey, creating the safest maternity service in the world. Find out more at: www.england.nhs.uk/personalandsafe
7. Did you know that women who receive #ContinuityofCarer are less likely to lose their baby or to experience pre-term birth? Find out more about Personal and Safe maternity care at: www.england.nhs.uk/personalandsafe
8. We're working together to provide #ContinuityofCarer to achieve Personal and Safe maternity outcomes for women. Find out more about how #ContinuityofCarer is key for delivering safer, personalised care at: www.england.nhs.uk/personalandsafe

9. Did you know that working in a #ContinuityofCarer model gives you more control over your own diary and how you balance your work and home life? Find out more about what providing safer, personalised care means for you at: www.england.nhs.uk/personalandsafe
10. #ContinuityofCarer can significantly improve outcomes for ethnic minority women and those living in deprived areas. Find out more about how #ContinuityofCarer is key for delivering safer, personalised care at: www.england.nhs.uk/personalandsafe
11. We're working together to achieve equity in maternity care and deliver Personal and Safe outcomes for all women, no matter their background. Teams can find out more about providing safer, personalised care at: www.england.nhs.uk/personalandsafe
12. In line with the NHS Long Term Plan, we're working towards 75% of Black and Asian women receiving #ContinuityofCarer by 2024, along with women living in the most deprived areas. Find out more about providing safer, personalised care at: www.england.nhs.uk/personalandsafe

Using the Better Births brand

The Better Births: Personal and Safe branding is the 'badge' for the campaign. You are encouraged to place this campaign badge on all communications relating to maternity transformation and delivering Personal and Safe maternity care. This must also be used in line with [NHS brand guidelines](#) for NHS communications.



The materials have been developed around four principles:

1. Providing safer care in maternity services
2. Providing personalised care in maternity services
3. Providing Continuity of Carer
4. Achieving equity for all

In addition to the four principles we have a lead campaign headline. This is used to encourage consideration of the ethos behind Better Births:

Working together to provide personal and safe care for all

Using the materials

To support the Better Births: Personal and Safe campaign, the materials within this toolkit should be used in a variety of practical, active ways. You are encouraged to spread the word about the campaign and its key messages by sharing them on social media, at events with colleagues, in staff presentations and in conversations with your teams. Below is a guide to how you could use each of the materials in this toolkit:

Pop-up banners

- Raise awareness of the campaign at events in your trust, LMS or wider region
- Sign-post where your event is happening

Information cards / posters

- Use as presentation aides and reminders of key objectives, achievements and what your teams should be doing to provide Personal and Safe care
- Use as digital and printed aides for staff engagement and recruitment
- Print and display in your staff room or around your unit, or use at events in your trust, LMS or region

Better Births: Personal and Safe logos

- Add to presentations to raise awareness of the campaign
- Print on mugs, pens and other collateral that your teams use on a day-to-day basis

E-mail signature

- Use on your own e-mail footer and encourage your team to do the same

PowerPoint slide deck and letter headed paper

- Use in presentations or letters to colleagues when engaging about the campaign

Text and images for social media

- Use Twitter, Facebook and Instagram-ready images to spread the word about the campaign and sign-post the toolkit
- Use the images to raise awareness of achievements within your own trust on social media

Useful information / contacts

All the materials mentioned in this toolkit are available at:

www.england.nhs.uk/personalandsafe.

For more information please contact the Maternity Transformation Programme Team at NHS England and NHS Improvement: england.maternitytransformation@nhs.net.