

Rosie Maternity Voices (RMV) Engagement Dashboard

July 2017 - Sept 2018

Highlights since the July 2018 meeting


- ✓ Volunteer attended Rosie Open Evening 20th August
- ✓ CCG informed budget 2018-19 from NHSE approved by RMV committee
- ✓ Recruiting for a new chair, four enquiries so far
- ✓ Publicising the tongue tie consultation/listening event 12th Sept
- ✓ Chair attended the Better Births/LMS Steering Group Meeting, 23rd July





(see below for Outcomes reported at each meeting)





Facebook page likes





	June 2017	July 2017	Sept 2017	Jan 2018	March 2018	July 2018	Aug 2018
No. of 'likes'	288	314	372	420	451	543	555






Facebook highlights



Date	Content & URL	Image	Results
13 Aug 2018	Tongue Tie Workshop – book a place (pinned post during August)	CCG event	537 organic reach
8 Aug 2018	National Insurance credits for stay-at-home parents		1900 organic reach 10 shares

<p>29 July 2018</p>	<p>We need you! Chair recruitment</p>		<p>1963 organic reach 23 shares 2 likes 2 enquiries</p>
<p>19 July 2018</p>	<p>RMV July meeting summary</p>		<p>316 organic reach 20 likes 2 comments</p>
<p>24th May</p>	<p>International Clinical Trials Day at the Rosie</p>		<p>38 organic reach 1 share</p>
<p>23 May 2018</p>	<p>Rosie Open Evening</p>		<p>372 organic reach 12 likes 1 share</p>

<p>9th May</p>	<p>Babyloss outcome: neonatal leaflet & midwifery study day Pinned post</p>		<p>1066 organic reach 8 shares 26 likes 3 comments</p>
<p>4th May</p>	<p>4 May IDM2018 event at the Rosie</p>		<p>312 organic reach 5 likes</p>
<p>1st- 5th May 2018</p>	<p>Daily images on Facebook & twitter of good feedback from our survey for #IDM2018</p>		
<p>27th April</p>	<p>MAMA packs distributed to all pregnant women to help reduce stillbirth</p>		<p>479 organic reach 2 shares</p>

25 th April	BB/LMS Tongue tie survey		599 organic reach 6 shares
2 nd March 2018	Sheffield MVP poster about Dads and asked for interest in Dads' #WhoseShoes		122 organic reach 1 comment 1 enquiry
22 nd Feb 2018	Event: Rosie Maternity Voices Quarterly Meeting		975 organic reach 66 viewed 1 enquiry
12 th Feb, 1 st Feb, 30 th Jan, 20 th Jan, 19 th Jan 2018	Survey into use of pregnancy apps for Better Births workstream	Various images	122 + 61 + 32 + 18 organic reach (99 survey responses)
31 st Jan 2018	Did you recently give birth at the Rosie Hospital?		4785 total reach 10 shares £10 budget for one week 3319 paid reach 112 clicks

<p>21st & 20th Jan 2018</p>	<p>Volunteers for LMS digital workstream</p>		<p>127 + 106 organic reach Also shared on 'Love Your Doorstep Cambridge' FB page 2 shares No enquiries</p>
<p>12th Jan 201</p>	<p>GOOD NEWS! Improvement to local tongue-tie services announced... Healthwatch article. RMV recruiting volunteers with experience</p>		<p>292 total reach 4 comments about tongue tie 2 volunteers recruited</p>
<p>27th Nov 2017</p>	<p>Did you recently give birth at the Rosie Hospital?</p>		<p>3259 total reach 294 total clicks 18 shares 1642 organic reach £10 budget for one week 1617 paid reach 52 clicks</p>
<p>21st Nov 2017</p>	<p>Did you recently give birth at the Rosie Hospital?</p>		<p>3402 total reach 172 total clicks 8 shares 922 organic reach £10 budget for one week 2480 paid reach 88 clicks</p>
	<p>Recruiting service users to the LMS work stream groups</p>	<p>No image</p>	<p>220 organic reach 1 volunteer responded (passed to Liz Philips, CCG)</p>
<p>8th Sept 2017</p>	<p>Baby loss and bereavement care survey</p>		<p>1728 organic reach 193 clicks 2,804 paid reach 37 clicks, £20 budget for one week 44 responses in 14 days</p>

6 th July 2017	Today was the first meeting of Rosie Maternity Voices (photo)		6,500 organic reach 162 reactions follows, shares
30 th May 2017:	Rosie Maternity Voices is looking for parent volunteers (photo)		2,954 reach. 57 reactions Shares 10 volunteers responded

Feedback surveys

“Hear my voice!” survey, mid-November 2017. Total 737 responses to date

- Collector 1, mid-Nov 2017 to early March 2018, 515 responses. Analysis of Continuity of Carer responses, presented at March 2018 meeting.
- Collector 2, early March 2018 to date, 222 responses.

Baby loss & bereavement care survey, 8th to 22nd Sept 2017 = 50 responses (closed). Analysis of responses presented at Sept 2017 meeting and captured in the report.

Projects - Work in Progress

Date started	Description	Led by	Rest of team
July 2018	Professional Advocacy Midwife – service for women. Written experience read out from a mother who didn't feel supported by obstetrician to have a vaginal breech birth. She tried 10-12 times to get through to a Consultant MW to discuss her options but couldn't get through. Resulted in an unwanted elective caesarean which has impacted negatively on her. Set up a dedicated phone or email for women who need to contact a senior mw quickly, published on Rosie website	Annie West/Becky Anderson	
July 2018	Caesarean birth pathway A mother spoke of her experience of being unable to plan for a 'just in case' in-labour caesarean birth because it depended who you get on the day. Con Ob on duty told her her	RJ/JB	JBrewster

	birth plan (OCC, immediate skin2skin, seeing the birth, etc.) was unsafe. (see July minutes for info) RJ & JB meeting Jenny Brewster		
March 2018	Long inductions Priority to start collecting better data, e.g. how long are women spending on Sara Ward before going into labour? How many women are labouring and/or birthing on Sara Ward? How many Outpatient IOL and IOL in RBC are happening? What is the recent IOL rate from Rosie dashboard to report back. To update with Rosy's presentation with data from July meeting Biennial IoL audit results will be presented in Sept 2018 meeting	Anna S	Rosy
March 2018	Rosie Dashboard can no longer be sent to non-nhs email addresses. High level data (birthplace: homebirth, delivery unit, birth centre, caesarean emcs/planned, instrumental, vbac, induction (and outcomes), stillbirth (yearly), breastfeeding initiation, breastfeeding at 6-8wks, etc.). None of this is identifiable data and it is necessary for women to make an informed decision about choice of hospital. Escalated to LMS.	Anna S	Rachel
March 2018	Outreach: Rachel to arrange a meeting with specialist mental health and safeguarding midwives with doula's working with vulnerable women.	Rachel	Anna R, Julie T-R, Becky & outreach partners
Feb 2018	THIS Institute CFM research project information leaflet reviewed by service users. Complete.	Joann Leading,	Harriet, more needed
Feb 2018	International Day of the Midwife 5 th May 2018: Positivity Poster with quotes from the RMV survey for display at the Rosie on IDM. Complete.	Harriet Hunt	More volunteers needed
Jan 2018	Commercial work Update June18: Jess has chased Liam several times with no response. Considering a FOI.	Jess	Liam Barford
Jan 2018	RMV survey analysis	Jess	Caroline Z-D + more volunteers
Jan 2018	Patient information leaflets. No leaflets to review in ten months because service users are not being given the opportunity to review updated leaflets. Rachel	Annie West	Harriet Hunt and Maddie McMahon

	<p>queried this because language and evidence moves on in maternity services. Update: Invite service users to attend the next Rosie meeting to review updated leaflets</p>		
Aug 2017	<p>Recruitment of service users for LMS workstreams Continuity of Carer, Rachel & Louise Coverdale Choice & Personalisation, Rachel Tongue Tie, Harriet & Georgina Cracknell Serious incidents, Kym Stillbirth, Charlotte Howard Perinatal mental health, Harriet & Kym Policies and procedures Workforce Digital workstream Complete</p>	Rachel	Harriet, Kym, Georgina, Maddie, Charlotte, Louise, Rachel
Sept 2017	<p>Baby loss – SANDS Working towards the long-term aim of a more substantial bereavement suite than rooms 1 and 2 Provide a soundproofed room for giving birth to a stillborn baby or bereavement suite</p>	Cambs SANDS, Kym & Rebecca	
Sept 2017	<p>Baby loss - Pregnancy after loss (PAL) care Stickers or marker on maternity notes and electronic files for subsequent appointments and pregnancies (so all staff are aware including clinic receptionists). Update April: stickers ordered, awaiting delivery. Complete</p> <p>Flag up baby loss in EPIC</p>	Selina Halsall Crowgey Anna S	
Sept 2017	<p>Baby loss – Scan environment Provide quiet rooms for scanning, breaking the news and waiting rooms</p>	Amanda Rowley, senior manager	
Sept 2017	<p>Baby loss – A&E Bereavement team will liaise with Emergency Department re. experiences of women in that department who attend with miscarriage.</p>	Selina Halsall Crowgey	
Sept 2017	<p>Baby loss – PN Ward environment Provide a room away from postnatal ward Communal areas in postnatal wards are terrifying, please bring us food.</p>	Judith Green, acting ward manager	
Sept 2017	<p>Baby loss - NICU work NICU staff to attend meetings. Make sure parents whose baby dies in NICU get the same standard of bereavement care, over weekends too. Update May18: NICU leaflet published co-produced with bereaved parents. Complete</p>	Angela D'Amore, NICU Consultant	
Sept 2017	<p>Baby loss - improving communication Parents will never forget you. "Make me feel like a mum, say my baby's name." "Sit on my bed and talk to me." "Hold my hand." "Please</p>	Anna Shasha	Janet Latimer & Selina Halsall Crowgey,

	walk us to our car, we're leaving hospital without our baby." Staff training complete Buddy staff with senior staff to improve communications. Ensure bereavement team involved very early on, regardless of where in the hospital baby dies. Parents given a personal contact in PALS team. Communicate back to parents what has been learnt, changed or improved from their baby's death. Give information about Doula UK Access Fund specialising in stillbirth		Specialist Midwives, Bereavement
Sept 2017	Baby loss - Staff study day To improve communication with bereaved parents, including understanding trauma Update May18: staff study day with talks from bereaved parents. Complete.	Ellen Dyer, Sonography	Cambs SANDS, Kym & Rebecca. Selina
July 2017, ongoing	RMV marketing Newsletter Facebook page Twitter account Materials: pop-up banner stand Complete Writing articles	Rachel	Jess, Ellen. More volunteers needed

Outcomes to date

Reported July 2018

- ✓ One volunteers' meeting held in Chesterton.
- ✓ New banner stand designed and printed
- ✓ Volunteer attended 4th Rosie Open Evening with the 'event pack' (banner, flyers, sashes, biz cards)
- ✓ Ran a social media campaign in the week before International Day of the Midwife with images of good feedback.
- ✓ Volunteers attended the IDM2018 event at Rosie
- ✓ One volunteer attended International Clinical Trials Day 21st May at the Rosie
- ✓ Wrote a 450-word article for NCT Royston and NCT Cambridge magazines
- ✓ Rachel attended Better Births/LMS Steering Group meetings, presenting RMV activity.
- ✓ Rachel attended 1st Tongue Tie workstream meeting, 1st Continuity of Carer workstream workshop in March (unable to attend 2nd in June as it wasn't during school hours), 2nd Community Hubs workstream workshop, 1st Choice & Personalisation workstream meeting.
- ✓ Rachel participating in an online networking group for community breastfeeding professionals and supporters involved in Better Births work.



Image of RMV banner stand

- ✓ BB/LMS breastfeeding work: Rachel collated Cambs community breastfeeding contacts for the establishment of a Cambs Infant Feeding Group to work with PBoro Infant Feeding Group.
- ✓ Social media: sharing stories about mental health, domestic violence, exercise, black mothers (images of pregnant black mothers and breastfeeding), Black Breastfeeding Week, World Breastfeeding Week, infant feeding research, baby sleep (evidence-based), gentle caesarean, skin-to-skin, homebirth, miscarriage, stillbirth, twins and multiples, SIDS, Dads, birth trauma, new books, birth in the news, local campaigns, local community activities and support, feminism, funny videos of babies.
- ✓ Design of a 2nd flyer in progress for Early Pregnancy Unit, bereaved parents and Infertility Clinic.
- ✓ Underspend from ACT 2017-18 budget, Alex Cavagne agreed can be used to purchase x6000 flyers for 2018-19, x5500 for Bounty pregnancy packs and x500 for hospital waiting rooms and events.
- ✓ Funding bid from NHS England successful, the 2018-19 budget is £3900

Reported March 2018

- ✓ Materials produced: A5 double-sided flyers and business cards printed.
- ✓ Logo produced by National Maternity Voices.
- ✓ Ellen, Harriet and Ana R attended 2nd Rosie Open Day with new materials.
- ✓ Sent an 'invitation to RMV March 2018 meeting' newsletter to 69 people (who registered for it at the end of the survey). 54% open rate, 4 enquiries.
- ✓ RMV survey analysis and presentation on Continuity of Carer, main points:
 - Less than 2.5% having Continuity of Carer during labour and birth
 - Only 26% are seeing 1-2 midwives
 - 29% see a midwife they know postnatally at home
 - How can pregnancy care be improved? ¼ mention continuity of carer
- ✓ Feb 18. Contacted via RMV website by a parent who had a bad experience in paediatrics ward with terrible breastfeeding support, forwarded to Anna S, the head of paediatrics contacted the parent the same day. Feedback to RMV: *"Thank you so very very much for all your help, right before I received your email, I had a telephone call from the Head of Paediatric Services who was both kind and helpful. It feels like a healing process is properly beginning now. It wouldn't have happened without your help, thank you!"*

Reported January 2018

- ✓ Consent for post-mortem will now be discussed with parents and actioned by Specialist Midwives on DU.
- ✓ RMV website <http://www.rosiematernityvoices.org/> and survey live (see website homepage).
- ✓ RMV and Cambs SANDS wrote up an eight-page summary report from the baby loss and bereavement care meeting to capture the parent experiences and ideas for improvements for dissemination (along with the survey results) to Rosie Hospital teams and departments not represented at the meeting.
- ✓ Bereaved parents invited to #WhoseShoes event. Kym and Jess attended.
- ✓ Feedback from Head of Midwifery: *"Brilliant meeting and some very brave mums. This is what Rosie Maternity Voices meetings should be all about; my midwives came out buzzing too and we talked about it at Just 5. Huge well done."*

- ✓ The Local Maternity System (LMS) stillbirth, neonatal and Serious Incident workstreams was sent a copy of the summary report and survey results.
- ✓ Connected local charity Petals' CEO to the LMS perinatal mental health workstream to participate in the planning and implementation of region's perinatal mental health provision.

Service user meeting attendance

Meeting, date	Service users	Partners	Rosie staff	CCG staff	Total
Volunteer meeting, June 2017	5	3	-	-	8
RMV meeting, 6 th July 2017	8 (32%)	5	12	0	25
Volunteer meeting, 18 th July 2017	3	4	-	-	7
RMV meeting, 26 th Sept 2017	8 (32%)	4	12	1	25
RMV meeting, 11 th Jan 2018	2 (14%)	5	7	0	14
Volunteer meeting, 20 th February 2018	2	2	-	-	4
RMV meeting March 2018	8 (44%)	4	5	1	18
Volunteer meeting, April	3	1	-	-	4
RMV meeting, 19 th July 2018	4 (29%)	2	8	0	14

Meetings & events attended, supported or recruited service users to attend

1. *Better Births Choice & Personalisation, 28th Sept, Rachel*
2. *Healthwatch, 21st Sept, Rachel*
3. *Better Births Tongue Tie Consultation, 12th Sept, Rachel*
4. Rosie Open Eve, 22nd Aug, Anna R
5. BB/LMS Steering Group, 23rd July, Rachel
6. Better Births Staff Roadshow, 12th July, Rachel
7. BB/LMS Steering Group, 21st June, Rachel
8. Better Births workstream Continuity of Carer 2nd workshop, 11th June, Abi
9. Better Births Tongue Tie service meeting, 7th June, Rachel, Maddie, Justine
10. International Clinical Trials Day, 24th May, Anna R
11. Rosie Open Eve, 23rd May, Amy, Anna R, Ellen

12. Better Births workstream Community Hubs 2nd workshop, 15th May, Rachel, Maddie
13. Better Births workstream Choice & personalisation, 3rd May, Rachel
14. International Day of the Midwife, 4th May, Rachel, Anna R & Harriet
15. Better Births/LMS Steering Group, April, Rachel
16. #WhoseShoes workshop for Dads & Partners, 20th April, helped recruit Dads
17. Clinical Network MVP Coproduction workshop, 28th March 9am – 4pm, Rachel
18. Better Births workstream Continuity of Carer, workshop 21st March, Rachel attending
19. Webinar MVP & coproduction 14th March, Rachel
20. Better Births/LMS Steering Group, 5th March, 10.30am-12.30pm Rachel
21. Webinar MVP, 28th February, Rachel
22. Rosie Open Eve, 27th February, 5.30-7.30pm, Ellen, Anna R & Harriet
23. Better Births/LMS Steering Group 5th Feb, 10.30am-12.30pm Rachel
24. #WhoseShoes workshop, 24th November, full day, Kym and Jess attended.
25. National Maternity Voices Steering Group regular skype meetings, Rachel
26. Better Births workstream Community hubs 3rd October workshop, Rachel
27. Better Births workstream meetings (see WIP above).

Other meetings & events inviting Rosie Maternity Voices to participate

1. Maternity Clinical Network Regional MVP Meeting, 28th June postponed
2. HealthWatch Cambs & PBoro AGM
3. Fortnightly Better Births team meeting at the Rosie
4. Healthwatch Fit for the Future Patient and Public Representative workshop, 29th March, 1-4pm Huntingdon. (have asked for an induction event for maternity service users during school hours)
5. Clinical Network Safety meeting, 8th March, 9am-4.30pm
6. Webinar on PReCePT, 6th March, 11.30am-1pm
7. East Midlands Clinical Network event 18th April, 10am-3pm
8. Clinical Network Maternity Voices Regional Meeting, usually 10am-2pm (4hrs)