



Implementing Better Births Transforming Midwifery Services to Improve Quality, Safety and Choice

A Public Policy Exchange Symposium

Wednesday 12th October 2016
10:15am – 4:30pm

Central London

Public Policy Exchange holds regular interactive seminars which provide an invaluable interface for policy discussion, debate and networking. These special events offer local practitioners, civil servants and other stakeholders not only an insight into current policy thinking, but also the opportunity to feed into future development across all areas of public policy.



Implementing Better Births

Transforming Midwifery Services to Improve Quality, Safety and Choice

Overview

In recent years, the midwifery profession has faced significant challenges, not least in terms of meeting increased service demands at a time of shrinking resources. Nevertheless, maternity services have notably improved. The stillbirth and neonatal mortality rate in England has fallen by over 20% in the last ten years. Yet, while services have improved, staff shortages remain an acute problem. The State of Maternity Services 2015 report from the Royal College of Midwives calculated that the country needs 2,600 more midwives to be able to cope with the number of births the country is experiencing, despite the fact that there was slight decrease in the number of babies born in 2014, down 0.3% from the previous year.

In February 2016, as part of the Five Year Forward View, the Maternity Review Team published, *Better Births: Improving Outcomes of Maternity Services in England*. This document set out a vision for maternity services across England “to become safer, more personalised, kinder, professional and more family friendly.” The report also called “for all staff to be supported to deliver care which is women centred, working in high performing teams, in organisations which are well led and in cultures which promote innovation, continuous learning, and break down organisational and professional boundaries.”

Following the report, NHS England announced the creation of the Maternity Transformation Programme, established to implement the vision of *Better Births* under the leadership of a Maternity Transformation Programme Board.

Thus, as midwifery services take their first steps to implement these changes at the same time as they confront persistent challenges, both financially and operationally, this timely symposium provides an invaluable opportunity for all practitioners working in midwifery and maternity services, to explore how to achieve the aims set out in the Maternity Review to ensure consistent improvements in midwifery services across England in the coming years.

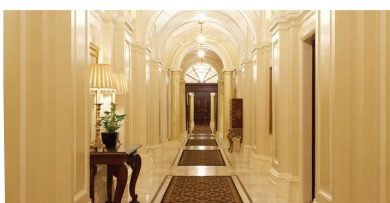


“Pregnancy, birth and getting to know and love your baby should be the most precious and joyous time of a woman's life. The Maternity Transformation Programme is committed to ensure that those working across maternity services have the right environment, tools and resources to continually improve care for woman and babies, in line with the vision set out in *Better Births*. As a passionate advocate for women's and children's services, I am thrilled to be Chairing the Maternity Transformation Programme Board, and I look forward to working with colleagues from across the system, to make NHS maternity care truly world-leading.”

- National Maternity Review Team, *Better Births: Improving Outcomes of Maternity Services in England*, February 2016

Accommodation

Through our partnership with HotelMap, we are able to offer our delegates heavily discounted hotel rates at a wide range of London hotels. To view hotel availability and rates and to book online, visit www.HotelMap.com/M5NUZ/



Why Attend?

- ✓ Examine the key recommendations of the National Maternity Review and consider how they can be best implemented
- ✓ Evaluate the role of the Maternity Transformation Board in providing leadership and direction in realising the vision set out in *Better Births*
- ✓ Assess the impact of National Personal Maternity Care Budgets on improving choice and ensuring quality and choice
- ✓ Explore the need for better postnatal and perinatal care for mothers and their families
- ✓ Gain insights into ways barriers can be broken down and how professionals can be encouraged to work together effectively to improve maternity outcomes
- ✓ Understand the impact of Brexit on the maternity workforce, and ways to overcome the current challenges of recruitment and retention through development of training and skills
- ✓ Hear from colleagues working within Maternity Choice and Personalisation Pioneer Sites, discuss their experiences and consider next steps for implementation
- ✓ Learn lessons and share best practice on the current issues and challenges facing maternity professionals across the country

Who Should Attend?

- Midwives
- Sure Start
- Maternity Support Workers
- Maternity Care Assistants
- Maternity Care and Midwifery Organisations
- Local Supervising Authorities
- Obstetricians and Gynaecologists
- General Practitioners
- Health Visitors
- Commissioning Teams
- Nursing and Midwifery Teams
- Clinical Commissioning Groups
- Clinical Leaders and Heads of Service
- Public Health Practitioners
- Chief Executive Officers and Medical Directors
- Maternity Consultants
- Family Nurse Partnerships
- Obstetric Physiotherapists
- Paediatricians
- Teenage Pregnancy Coordinators and Advisors
- Local Pregnancy Advisory Services
- Family Planning Clinics
- NHS Training Departments
- Directors of Nursing
- Sexual Health Teams
- Academics
- Local Community and Voluntary Organisations
- Local Authorities and Local Councillors
- DoH, NHS, DfE and other Central Government Departments

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Programme

09:30	Registration and Morning Refreshments
10:15	Chair's Welcome and Introduction
10:30	Panel One: Assessing the Key Recommendations from the National Maternity Review: Personalisation, Choice, Safety and Continuity <ul style="list-style-type: none">• Assess the role of the Maternity Transformation Board in delivering the vision set out in the National Maternity Review• Consider the ways National Personal Maternity Care Budgets can foster personalised care and improve patient choice• Ensure Every Mother Receives Safe, Effective, Personalised and Continuous Care, and Improving the Experience of BME Mothers and Engaging Hard to Reach Women• Explore the need for better postnatal and perinatal mental health care to maximise positive outcomes and ensuring the best services are available to women and families• Evaluate the need for a reformed Payment System – examine ways that effective reform can be achieved in order to benefit providers and commissioners
11:15	Morning Refreshments
11:30	Open Floor Discussion and Debate with Panel One
12:30	Networking Lunch
13:30	Panel Two: Translating Policy into Practice: The Importance of Collaboration, Engagement and Continued Development at the Local Level <ul style="list-style-type: none">• The importance of multi-professional working – the need to break down barriers and bring professionals, providers and commissioners together more effectively• Consider how national and local NHS organisations can work together and encourage collaboration to successfully to achieve the aims of the Maternity Review• Transforming the maternity workforce through a focus training, skills and development – overcoming the challenges of recruitment and retention to provide the highest quality of care after Brexit• Examine ways to effectively share data and information and utilise digital technology to improve collaboration and facilitate change at the local level• Learn lessons and share best practice from the Maternity Choice and Personalisation Pioneer Sites – discuss their impact, experiences and challenges in delivering increased choice in maternity services
14:15	Afternoon Refreshments
14:30	Open Floor Discussion and Debate with Panel Two
15:30	Chair's Summary and Closing Comments
15:40	Networking Reception
16:30	Close

** Please note that the programme is subject to change without notice **

Marketing and Exhibition Opportunities

We offer a range of opportunities to enable your organisation to raise its profile and communicate with key decision makers in the public sector.

For further information please contact us on **020 3137 8630** or email **info@publicpolicyexchange.co.uk**

Event Details

Date: Wednesday 12th October 2016
Time: 10:15am – 4:30pm
Venue: Central London

Forthcoming Events

Transforming Blue-Light Services:
Entrenching Integration, Collaboration,
Efficiency and Public Safety
6th September 2016

Discussing the Impact of Brexit: Universities,
Higher Education and Research Funding
7th September 2016



Child and Adolescent Health and Wellbeing:
Working in Partnership to Safeguard Children
from Sexual Exploitation
7th September 2016

Tackling Potholes and Improving Road
Maintenance: Developing a Sustainable
Strategy to Address Potholes on UK Roads
8th September 2016

Managing the Impact of Welfare Reform:
The Role of Local Authorities in Supporting
Households
13th September 2016

Pandemics and Infection Control: Meeting
Tomorrow's Threats and Challenges Today
14th September 2016

Preparing for the Impact of Brexit on the
NHS: Challenges in Funding, Recruitment and
Research
15th September 2016

Combating Human Trafficking and Modern
Slavery: Developing a Stronger Multi-Agency
Response for the Identification and Support
for Victims of Trafficking
15th September 2016

Raising Standards at the Time of Slaughter:
Analysing the Potential Impact of Brexit upon
Animal Welfare
20th September 2016

Overcoming Prisoner Re-Offending Rates
through Prison Reform: Exploring the New
Roles of Prison Governors and its Impact
on Treatment and Behavioural Change of
Prisoners
20th September 2016

Young Runaways and Missing Children:
Enhancing Prevention, Protection and
Provision in Every Local Area
21st September 2016

Working in Partnership to End Forced
Marriage and 'Honour' Based Violence
22nd September 2016