Vision and Strategy: An Approach in Midwifery Care

Maximising the unique Midwifery contribution to high quality, compassionate and excellent health and wellbeing outcomes for all people cared for in their home setting

The Midwifery Service Offer
Midwives will be the lead professional for maternity care to all healthy women with uncomplicated pregnancies. For women with complex pregnancies midwives will be the key co-ordinators of care within the multi disciplinary team. They will work closely with obstetricians, GPs, health visitors, maternity support workers, breastfeeding support workers and social workers to enable women and families to access the care and support they need.

Midwives will be the first point of contact within accessible maternity services for women and deliver safe, innovative, evidence based, cost effective quality care across integrated health and social care settings.

Enhancing the maternity care experience through supporting the transition to parenthood

- Recognising what is important to the woman and her family
- Individualised plans of care
- Meeting the needs of women, their partners and families
- Offering choice throughout care pathway including place of birth
- Accessible and informative parent education programmes

Making this happen within maternity services: Midwives need to take the lead in these 6 areas;

- Providing personalised maternity care to all women and families
- Working in partnership with women, their partners and families to achieve a positive transition to parenthood
- Providing support for vulnerable and disadvantaged women and families
- Supporting women with long term health conditions
- Supporting sexual health, antenatal care and breastfeeding
- Providing screening and programmes tailored to local needs

Measuring Impact: Outcomes and indicators:

Midwives contributing to population health needs:
- Improving the wider determinants of health
- Reducing health inequalities
- Improving the maternal and child health outcomes framework

Midwives contributing to healthy communities:
- Ensuring that women and their partners have a positive experience of care
- Treating and supporting women and babies in a safe environment and promoting them from avoidable harm

Midwives contributing to population health needs:
- Use of evidence based effective practice, valued by women
- Direct access to maternity services with breastfeeding by 12 completed weeks
- Use of antenatal and midwifery screening programmes
- Measurement of women’s experiences using patient reported outcome measures (PROMs)
- Continuity of midwifery care: 1/1 Midwifery care in established labour
- Midwifery led units (Alongside and stand alone)
- Midwives working collaboratively with Children’s Centre staff
- Midwives working with Education providers
- Midwives working with Health Visiting services
- Midwives working with GP services
- Midwives working with Obstetric units
- Midwives working with Community clinics
- Midwives working with Midwifery led units (Alongside and stand alone)
- Midwives working with Women’s homes
- Midwives working with Multi agency teams

Developing services for efficient, effective maternity care and support for women and their families: managing the complex and dynamic nature of maternity care

- Graduates midwifery workforce and maternity support workers.
- Midwives as the first point of contact for pregnant women within accessible maternity services.
- The provision of high quality evidence based care meeting the needs of women and their families
- Communication and negotiation as lead professionals for women with uncomplicated pregnancies and co-ordinators of care for those with complex needs
- Coaching, mentoring and statutory supervision; supporting the current and future workforce
- Partnership and collaborative working: networking, sign posting and actively engaging with multi agency teams

Challenges
Increasing complexity and intensity of physical, psychological or social needs of women
Increased increasing social and activity levels
Age profile of maternity workforce
Meeting expectations of women and their families and healthcare partners
Rising birthrate
Taking every contact count to improve public health

Responding to the Demands Challenge

Midwives working collaboratively with multi agency teams across all health care settings
- Women’s homes
- Midwifery led units (Alongside and stand alone)
- Obstetric units
- Neonatal units
- GP surgeries
- Community clinics
- Children’s Centres

Key delivery partners
- Commissioners
- Medical colleagues
- GP surgeries
- Health Visiting services
- Education providers
- Voluntary sector organisations
- Children’s Centre staff
- Social care

Draft for comment: Please send your feedback on this document to nigel.tait@dhs.gsi.gov.uk