

# Better Bailiwick Births

Strategy for Maternity Services 2018—2020



Mothers and families at the heart of everything we do



Our ambition is to  
be the leading  
example of great  
'Island' Maternity  
Services



## ***Our Vision***

Our shared vision is to provide safe high quality maternity care to women and their families.

We will develop services that are personal and based on the needs and wishes of the Mothers and families of the bailiwick .

We wish to provide a second to none experience as described in the States of Guernsey Customer Charter, supported by the work of the Care Values Framework.

Our multidisciplinary team, will achieve this vision by working as a cohesive professional team providing care co-designed with the Maternity Voices Group, to improve outcomes for families and the whole community so delivering Maternity Services in line with the aims of the Partnership of Purpose transforming bailiwick health and care.



I am delighted to share with you our Better Bailiwick Births Strategy. This document will update you with our work to date and set out our priorities and aspirations for the next 3 years. Our main priority is to secure regular and robust engagement with women and their families who will be influential in the co-design of our services as we move forward. I am committed to excellent service provision for all families in the bailiwick. This strategy comes at a very exciting time for healthcare with the Partnership of Purpose and the plans for the transformation of the bailiwick's health and care system. The aims of the transformation fit so perfectly with the aims of modernisation and transformation of care for women and their families accessing safe high quality healthcare that meets their needs and supports them to be great parents

**Elaine Torrance –Divisional Manager for Maternity & Children's Hospital Services/Head of Midwifery**

Bailiwick Maternity Voices is passionate about women and their families experiencing the very best of our maternity services. The Better Bailiwick Births Strategy encompasses our desire for women to not only be the focus, but also a partner in the development of the service.



**Julia Jager, Chair—Bailiwick Maternity Voices**



We know there are increasing complexities in pregnancy and birth and it is vital that we improve experience and health for all women, babies and families. We will work together with our partners across public health, primary care, mental health and social care to develop an integrated service for maternity care.

**Carl Jensen— Consultant Obstetrician/Gynaecologist, Chairman of Women's & Children's Services, MSG**

### **Improvements to date:**

- Refurbished areas of Loveridge Ward
- Lavender Suite with fixed birthing pool
- Better use of single rooms to improve privacy
- Inviting partners to stay overnight & provision of new partner beds
- Better ratio of midwifery staff to mothers
- Midwifery leader on duty 24/7
- Consultant Obstetrician on site 24/7

We will treat all women and their families as we would want to be cared for ourselves with kindness, dignity and compassion



### **Program of priorities and aspirations over the next 3 years:**

**Priority/Aspiration 1**—Co-production

**Priority/Aspiration 2**—Fresh New Maternity Environment

**Priority/Aspiration 3**—No Compromising on continuity

**Priority/Aspiration 4**—Personalised care for all women

**Priority/Aspiration 5**—Priority on Postnatal Care

**Priority/Aspiration 6**—Improved Public health for Women & their families

Project groups will be aligned to each Priority/Aspiration and will have service users/ maternity voices representation

**Priority/Aspiration 1—Co-production;**

By development and encouragement of true partnership working with the community and the Maternity Voices group. Demonstrating that women and families are the heart of everything we do.

**Successful Outputs:**

- Valued community and service user events
- Maternity Voices/Service User involvement in recruitment of Midwives
- Maternity Voices representatives welcomed and invited to the unit and unit events
- Feedback illustrates HSC department have listened and acted upon user feedback

**Priority/Aspiration 2—Fresh new Maternity Environment;**

To move towards a new maternity environment that is modern, and equipped to support natural birth and births with complexity which require the input and support of specialist obstetric care. An environment with spaces that protect privacy and comfort for women and their families.

**Successful Outputs:**

- Families and professionals report the environment enhances their time spent in the Maternity unit.

**Priority/Aspiration 3—No compromise on continuity;**

Women will be cared for by small teams of professionals. These teams will provide continuity for the woman and will co-ordinate care which ever pathway it is following and which ever professional service it interacts with.

**Successful Outputs:**

- Reduction in numbers of healthcare professionals a women interacts with during her maternity experience.
- Staff report higher levels of satisfaction

**Priority/Aspiration 4—Personalised care for all women;**

All women will have a personalised care package that meets their needs and wishes, to ensure safe satisfying experiences, cared for by confident kind staff who are known to the woman and her family

**Successful Outputs:**

- All women have a PCP (prescribed care package)
- Reduction in complaints/feedback about communication and attitude

**Priority/Aspiration 5—Priority on Postnatal Care;**

Improve postnatal services that are accessible and have emphasis on flexible personalised packages, enabling more support for those families who have extra needs adjusting to new family life taking greater care of perinatal mental health and wellbeing

**Successful Outputs:**

- More choices available to women in respect of postnatal care in terms of who, where, when
- Families who need more support will have packages beyond 10 days

**Priority/Aspiration 6—Improved Public Health for women and their families;**

All families will have access to a personalised programme of Public health information and projects that support and enable them to make the lifestyle choices that will have positive long term impacts on their personal and families' future health. Consistent Public health messages will be delivered by the maternity team, supported by Public health specialists, with innovative and engaging projects designed around the needs of the service user

**Successful Outputs:**

- Formal audit of the uptake and outcome of programmes and service user feedback
- Reduction in service users booking with concerning Public health lifestyle choices

***We will provide Safe High Quality Evidence Based  
Maternity Services***



## CONTACT US

If you need further information about any of our services, please contact:

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Maternity Services—Loveridge Ward:  
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<https://gov.gg/article/120191/Maternity>