Investing in the Future of Midwifery: Delivering a Service Fit for the 21st Century

A Public Policy Exchange Symposium

Wednesday 29th February 2012
10:15am – 4:30pm

Central London

Public Policy Exchange, in association with the Centre for Parliamentary Studies, 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.

In partnership with

GOVERNMENT GAZETTE
Overview

Over the past decade, the midwifery profession has faced growing challenges, not least in terms of meeting increased service demands at a time of shrinking resources. Despite the birth rate rising by 22 per cent to almost 700,000 a year, the number of midwives grew by only 15 per cent to almost 21,000 (State of Maternity Services Report 2011, The Royal College of Midwives), placing strain on capacity and prompting concerns that women may be vulnerable to inadequate and unsafe maternity care. The increase in complex pregnancies, due to growing levels of obesity, teenage pregnancies and middle-age pregnancies, alongside an increasingly diverse population and persistent health inequalities has also impacted on the ability of midwifery services to maintain world-class standards of care, with the UK rated 23rd in global maternal mortality rates in 2010.

Acknowledging the increased number and complexity of births, the Government has stressed its commitment to ensuring the midwifery workforce is appropriately resourced and skilled in order to deliver high quality care and provide women with choice. Underlining the importance of up-skilling the midwifery workforce, 'The Government’s response to the recommendations in Frontline Care: the report of the Prime Minister’s Commission on the Future of Nursing and Midwifery in England' (April 2011) makes clear that greater effort must be made to attract and retain talented midwives, provide training within multi-disciplinary and multi-agency teams, and encourage continued professional development. Commissioning must also be strengthened to ensure midwifery services are innovative, cost effective and enable personalisation, whilst invaluable midwifery support workers should be properly utilised.

Seeking to re-shape maternity services in England in order to better meet the demands of the 21st century, the Government also envisages unlocking the potential of midwives through establishing a greater public health role to help reduce health inequalities and improve maternal health.

As the Government’s transformative plans for the NHS proceed through the parliamentary process, this timely symposium provides an opportunity for all practitioners working in midwifery and maternity services across the public, private and third sector to consider the process, this timely symposium provides an opportunity for all practitioners working in midwifery and maternity services across the public, private and third sector to consider the future of midwifery care in England, and explore how to unlock the potential of midwives in order to better meet the needs of women.

“Choice for women over how they access maternity care, what type of antenatal care they want and where to give birth are still central to our thinking… We have made sure Strategic Health Authorities will not be reducing midwifery training places during 2011/12. The NHS has a record number of midwives in place and the planned training of midwives for the coming year will continue at the same numbers as last year. Since May 2010, the number of midwives has increased by 296. We are firmly committed to getting the number of midwives right and we have asked the Centre of Workforce Intelligence to monitor this.”

- The Government’s response to the recommendations in Frontline Care: the report of the Prime Minister’s Commission on the Future of Nursing and Midwifery in England, April 2011

Why Attend?

✓ Examine the future of midwifery care in the UK and how to deliver a service fit for the 21st Century

✓ Discuss how to improve quality, choice and cost-effectiveness through improved commissioning

✓ Consider how to ensure every woman receives safe, effective, personalised maternity care

✓ Explore how to strengthen the midwifery workforce through attracting talent, enhancing skills and promoting leadership

Who Should Attend?

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

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/MSNUZ/

Alternatively, if you would like to book your accommodation by phone, you can call Daniel Spinner at HotelMap, on 020 7292 2335 quoting Special Reference Code MSNUZ

The image of nursing and midwifery as career choices should be promoted both nationally and at a local level. We need wide access routes and flexible training and working patterns. The image of the professions is key. Nurses and midwives are central to our vision for the NHS because it is so often their personal care and initiative that determines the success of interventions and treatments.”

- The Government’s response to the recommendations in Frontline Care: the report of the Prime Minister’s Commission on the Future of Nursing and Midwifery in England, April 2011
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Delivering a Service Fit for the 21st Century

Programme

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<th>Time</th>
<th>Session/Activity</th>
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<tr>
<td>09:30</td>
<td>Registration and Morning Refreshments</td>
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<td>10:15</td>
<td>Chair's Welcome and Introduction</td>
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<td>10:30</td>
<td>Panel Session One:</td>
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<td>Delivering a World-Class Midwifery Service Fit for the 21st Century</td>
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<td>The Next Steps</td>
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<td>• Understanding the Government’s Vision for Midwifery Services in the UK</td>
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<td>• Women and Families at the Heart of Midwifery and Maternity Care –</td>
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<td>Ensuring Every Woman Receives Safe, Effective, Personalised Care</td>
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<td>• Quality and Choice – Improving the Commissioning of Midwife-led</td>
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<td>Services to Deliver Innovative, Evidence-based and Cost-effective</td>
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<td>• Rethinking how Maternity Services’ Performance is Measured; Gathering</td>
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<td>• Working with the Third Sector to Meet Local Needs – Ensuring Midwives</td>
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<td>are Embedded in their Communities to Provide Continuous and Effective</td>
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<td>11:15</td>
<td>Morning Refreshments</td>
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<td>Open Floor Discussion and Debate with Panel One</td>
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<td>Networking Lunch</td>
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<td>Panel Session Two:</td>
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<td>Workforce Development – Unlocking the Full Potential of Midwives</td>
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<td>• Strengthening the Midwifery Workforce – Attracting and Retaining a</td>
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<td>Diverse Talent Pool, Delivering Flexible Roles and Career Structures</td>
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<td>• Extending Joint-Working Across Clinical and Academic Posts to Improve</td>
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<td>• Providing Strong Leadership, Promoting Midwives as Lead Professionals</td>
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<td>and Coordinators of Care, Utilising Midwifery Support Workers</td>
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<td>• Enhancing Skills – Widening Access to Research and Academic</td>
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<td>Opportunities to Support Continuing Professional Development</td>
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<td>• Assuming a Greater Public Health Role – Tackling Health Inequalities,</td>
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<td>Improving Women’s Long-Term Well-being and Encouraging Breast Feeding</td>
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<td>Afternoon Refreshments</td>
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<td>Open Floor Discussion and Debate with Panel Two</td>
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<td>Chair’s Summary and Closing Comments</td>
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<td>15:40</td>
<td>Networking Reception</td>
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**Please note that the programme is subject to change without notice**

Event Details

Date: Wednesday 29th February 2012
Time: 10:15am – 4:30pm
Venue: Central London

Forthcoming Events

- Beyond Cohesion: The Next Steps in Building Good Relations in Every Community
  24th January 2012
- Recruiting Non-UK Nationals: Understanding and Working with the Points Based Immigration System
  25th January 2012
- Detection and Prevention: Working in Partnership to Tackle Metal Theft and Other Environmental Crime
  26th January 2012
- CCTV, Technology and Crime Reduction: Learning the Lessons from the Summer Riots
  31st January 2012
- Implementing New Workplace Pension Arrangements in 2012: Ensuring Your Organisation is Ready
  1st February 2012
- The Future of Football: Strengthening Our National Game from Grassroots to National Level
  2nd February 2012
- Tackling Violence Against Women and Girls: Reducing Risk through Prevention, Provision and Partnership
  7th February 2012
- Universities Challenged: Shaping a Higher Education Sector Fit for the Future
  8th February 2012
- International Student Recruitment: Understanding and Working with the Points Based Immigration System
  21st February 2012
- Reforming Offender Management: Working in Partnership to Deliver a Rehabilitation Revolution
  22nd February 2012
- Child and Adolescent Health and Wellbeing: Working in Partnership to Tackle the Sexual Exploitation of Children
  23rd February 2012

Sponsorship 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 Parvin Madahar on 020 3137 8633 or email parvin.madahar@publicpolicyexchange.co.uk

Enquiries: 0845 606 1535  www.publicpolicyexchange.co.uk
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29th February 2012

Terms & Conditions:

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Delegate Fees

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<td>Academic/National Charities/Local Authorities/NHS</td>
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<td>Central Government/Business Sector</td>
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Conference materials

If you are unable to attend the conference but would like to receive the supporting documentation, then please send back this form with payment details and indicate the number of copies you would like to receive. (PDF = £95 & VAT, Hard Copy = £95 (VAT not applicable).

Contact Details

Name
Organisation
Department
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Delegate Details

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Options:

PDF
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Invoice Details (if different from Contact Details)

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Methods of Payment

Credit/Debit Card: call our payment line on 020 3137 8616

BACS: Bank: HSBC, Sort Code: 40-07-13, Account No: 22028328, Account Name: Public Policy Exchange Limited. Email BACS remittance to remittance@parlicentre.org

Cheque: Please ensure delegate name and organisation are on the back of the cheque, and make payable to: Public Policy Exchange, Accounts Department, UNIT N0001, Westminster Business Square, 1-45 Durham Street, London SE11 5JH

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Signed
Date

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