Quality, Safety, Choice: Delivering a World-Class Midwifery Service

A Public Policy Exchange Symposium

Thursday 30th January 2014
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.
Quality, Safety, Choice: Delivering a World-Class Midwifery Service

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. Whilst birth rates have risen by 22 per cent to almost 700,000 a year, the number of midwives has only grown by 19 per cent to almost 21,000 (‘State of Maternity Services report 2012’, The Royal College of Midwives), straining capacity and prompting concerns that women may be vulnerable to inadequate and unsafe maternity care. The increase in complex pregnancies, due to 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.

The Government has underlined its commitment to ensuring the midwifery workforce is appropriately resourced and skilled in order to deliver high quality care and provide women with choice. In addition to investing £25m and providing 5,000 more training places for midwives, the Government has stressed that greater effort must be made to attract and retain talented midwives, to provide training within multi-disciplinary and multi-agency teams, and to encourage continued professional development. Commissioning must also be strengthened to ensure midwifery services are innovative, cost effective and enable personalisation.

A recent report by the National Audit Office, ‘Maternity Services in England’ (November 2013), highlights significant improvements to maternity services since 2007, with more midwifery units, greater consultant presence on labour wards and an increase in midwife numbers. In 2010, 84 per cent of women reported that the care they received during labour and birth was excellent or very good, and 79 per cent of women are currently within a 30-minute drive of both an obstetric and midwifery-led unit, compared with 59 per cent in 2007. However, the report argues that there is also wide variation between trusts’ performance in respect of quality, safety, cost and efficiency. The report outlines concerns that 1 in every 133 babies were still born or died within a week of birth, that trusts paid £482 million for maternity clinical negligence cover in 2012-13 and over a quarter of units closed for half a day or more between April and September 2012.

This timely symposium provides an invaluable opportunity for all practitioners working in midwifery and maternity services across the public, private and third sector to explore how to further improve midwifery services across England and address variations in care in order to ensure every woman receives a safe, personalised and positive experience.

“NHS maternity services provide good outcomes and positive experiences for most women during a very important time in their lives. Since the Department of Health’s 2007 strategy, there have been improvements in maternity services, but the variation in performance across the country, and our findings on how services are being managed, demonstrate there is substantial scope for further improvement. The Department’s implementation of its strategy has not matched its ambition.”

- Head of the National Audit Office, November 2013

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

Why Attend?

- Examine how to ensure every woman receives safe, effective, personalised maternity care
- Consider how to improve quality, choice and cost-effectiveness through improved commissioning
- Discuss how to overcome variations in care and reduce infant mortality and complication rates
- 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
- 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
Programme

09:30 Registration and Morning Refreshments
10:15 Chair’s Welcome and Introduction
10:30 Panel Session One:
Delivering a World-Class Midwifery Service – Ensuring Every Woman’s Experience is Positive
• The National Picture – Understanding the Current State of Midwifery Services and Exploring the Government’s Vision for Maternity Care
• Delivering Quality, Safety and Choice – Ensuring Every Mother Receives Safe, Effective, Personalised and Continuous Care
• Tackling Infant Mortality and Encouraging Normality in Births - Addressing Variations in Complication Rates, Reducing Unnecessary Interventions
• Improving the Diagnosis of Pregnancy Related Mental Health Problems and the Support Services Available for Women
• Improving the Experience of BME Mothers and Engaging Hard to Reach Women
11:15 Morning Refreshments
11:30 Open Floor Discussion and Debate with Panel One
12:30 Networking Lunch
13:30 Panel Session Two:
Improving the Performance and Management of Midwifery Services
• Improving the Commissioning of Midwife-led Services - Delivering Innovative, Evidence-based, Cost-effective and Sustainable Care
• Meeting Capacity – Ensuring Units Meet the Recommended Levels of Consultant Presence and Midwife Staffing and Improving the Management of Bed Occupancy
• Increasing Accountability - Monitoring the Performance of Providers More Effectively and Addressing Variations in Quality, Safety and Value for Money
• Strengthening the Midwifery Workforce through Training and Recruitment – Attracting and Retaining a Diverse Talent Pool, Delivering Flexible Roles and Encouraging CPD
• Unlocking the Potential of Midwives – Promoting Midwives as Lead Professionals and Coordinators of Care, Assuming a Greater Public Health Role to Tackle Health Inequalities
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**

Event Details

Date: Thursday 30th January 2014
Time: 10:15am – 4:30pm
Venue: Central London

Forthcoming Events

The Future of NHS Commissioning: Implementing the New Structural Framework
4th December 2013

Warmer, Healthier and Fairer: Towards a New Framework for Tackling Fuel Poverty
4th December 2013

Child and Adolescent Health and Wellbeing: Safeguarding Children from Sexual Exploitation
5th December 2013

Strengthening the Education Workforce: Transforming Teacher Training for Every School
10th December 2013

Child and Adolescent Health and Well-Being: Addressing the Hidden Harm Caused by Parental Alcohol Misuse
11th December 2013

Community Cohesion and Social Inclusion: Strengthening Partnership Working Between Local Authorities and the Voluntary and Faith Sectors
11th December 2013

The Future of Criminal Justice: From National Framework to Local Partnership Working
12th December 2013

Routes into Work for Young People: Removing Barriers and Creating Opportunities
12th December 2013

Surveillance by Consent: A New Code of Practice for CCTV and ANPR
21st January 2014

Domestic Violence and Young People: Tackling Teenage Relationship Abuse
23rd January 2014

Improving Attendance and Behaviour in Schools
28th January 2014

The Future Use of Digital and Social Media in Local Government and Public Sector Communications
12th February 2014

Fulfilling our Commitment to the Armed Services Community: The Challenge for Local Authorities
4th February 2014

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 Parvin Madahar on 020 3137 8630 or email parvin.madahar@publicpolicyexchange.co.uk
Delegate Details

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Delegate Fees

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Contact Details

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If you are unable to attend the conference but would like to receive the supporting documentation, please send 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).

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Total amount £ + VAT at 20%

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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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