
Report To:	Health & Social Care Committee	Date: 27 August 2009
Report By:	Robert Murphy Acting Corporate Director Social Care	Report No: SW/37/09/RM/BK
Contact Officer:	Robert Murphy Acting Corporate Director Social Care	Contact No: 01475 714015
Subject:	Community Midwifery Unit IRH	

1.0 PURPOSE

- 1.1 The purpose of this report is to advise Committee of the progress being made in respect of the continued development of the Community Midwifery Unit (CMU) at Inverclyde Royal Hospital by NHS Greater Glasgow and Clyde Health Board (GG&C).

2.0 SUMMARY

- 2.1 Members will have been aware of the consideration given by NHS GG&C around the provision of birthing services within the area, and their decision to develop a midwife focussed resource within the confines of Inverclyde Royal Hospital.
- 2.2 The provision and maintenance of such services is of significant importance to the community of Inverclyde and as such the Board have indicated their commitment to continue to promote the CMU.
- 2.3 In accordance with the importance of the service the Board have also indicated their wish to keep Elected Members involved and informed with regard to the service, and the progress being made to create a sustainable provision within Inverclyde
- 2.4 An important factor in securing a sustainable service will be the promotion of the service through contacts with women who are pregnant and ensuring that they receive appropriate information which allows them to make informed choices around the delivery of their babies. This would be seen as not only an area for development for NHS GG&C but also for other professional staff who have contact with pregnant women in the area.

3.0 RECOMMENDATION

- 3.1 Committee is asked to note the information provided in the attached report and to acknowledge the efforts made by NHS GG&C .

Inverclyde Community Midwifery Unit

Action Plan

Recommendations:

The Committee is asked to:

- (a) Note the progress being made to enhance the Community Midwifery Unit at IRH.
- (b) Agree to refer this report to the Council's Health and Social Care Committee.

1. Background

- 1.1. Following the decision of NHS GGC to continue with the provision of local Community Midwifery Units (CMUs) a local action group was established.
- 1.2 The purpose of the group is to co-ordinate marketing activity with the aim of raising the number of births taking place at the local CMU. This includes investigating reasons for the low number of deliveries locally and producing a strategy and action plan which will encourage more use of the unit.
- 1.3 Between March and June 2008 the Board consulted on the future of maternity services in Clyde. This included a proposal to transfer the birthing suite in the CMU at IRH to the RAH because of the now lower than predicted number of births, under-use of the birthing suite and relatively high unit costs. From the consultation a strong local view was expressed to retain the services and allow more time to develop them. Following review by an Independent Scrutiny Panel appointed by the Scottish Government the Board agreed to keep the birthing suite open for a further 3 years backed by an extensive marketing campaign.
- 1.4 On 21 May 2008 the Committee received a report and a presentation on the plans for the CMU by the Clinical Services Manager for Women and Children Services.

2. Key Facts

- 2.1 Since 1996 the number of births to women from Inverclyde decreased by 15% from 1016 to 857.
- 2.2 Of these births only 100 took place in the CMU birthing suite in the IRH. The remainder were delivered in other hospitals in NHS GG&C primarily at the RAH, where more than six times as many Inverclyde women gave birth compared to the IRH. This distribution reverses the pattern evident prior to 2004 when consultant led services were removed from the IRH and centred at RAH on the grounds of clinical safety.

- 2.3 Three clinical pathways are set by national standards green (low risk), amber (medium risk) and red (high risk). Mothers on the green pathway are eligible for delivery in the CMU. Around 42% of ante natal mothers in Inverclyde commence on the green pathway and of these 80-90% book into the Unit. However their pathway can change through the ante natal period therefore losing some of the CMU's potential local births. Around 18% are classified as amber due to reasons including previous forceps delivery, asthma and mental health issues. The pathways are currently being studied to see if women on amber can have a route back to a green pathway. About 40% of women presenting are assigned to the red pathway because of clinical risks including previous caesarean, raised BMI or BP and will be delivered at RAH.

3. **Local Response**

- 3.1 Following the Board's decision a local action group was formed chaired by the Director of the CHP and with representation from the Board's Women and Children's Directorate, the CMU, the Board's Communications Team and Inverclyde Council. The full membership is listed on Annex 1.

- 3.2 The specific objectives of the local action group were to;

- Increase the birthing level of the CMU for normal healthy women with an uncomplicated pregnancy.
- Identify and address perceptions, issues and sources of advice that may be influencing low risk women to refrain from giving birth at the local CMU.
- Disseminate information about the CMU as widely as possible in different formats with distribution arrangement to suit different target groups.
- Position the CMU as a central and valued local community resource.
- Encourage joint action between staff, NHS organisation, local public and voluntary enquiries to achieve the above objectives.

- 3.3 The local action group has continued to meet monthly since its' first meeting in November 2008 and reports on progress twice yearly to a Board level steering group.

4. **Principal Actions**

- 4.1 There are three proposal actions being pursued by the local actions group. These are;

- To improve intelligence
- To increase communication
- To refurbish the CMU

Actions and progress on these are set out in more detail in Annex 2

A. Improving Intelligence

This is being taken forward by way of a retrospective survey and a prospective survey.

The retrospective survey comprises a questionnaire sent to identified mothers to understand the reasons why they did not choose to give birth at the CMU. Over 500 women who gave birth in outwith the CMU at the IRH in the last year have been surveyed with a response rate of around 25%. Group interviews will be hosted if required following the survey to tailor future marketing strategy to reflect the outcome of the study.

The purpose of the prospective survey is to gather information on why eligible mothers are not delivering at the CMU. It will reveal how many low risk mothers eligible for delivery at the CMU at the beginning of pregnancy actually gave birth there. In addition the survey aims to track some mothers who may require additional obstetric input during pregnancy but who may also be eligible to give birth in CMU following re-assessment.

B. Increasing Communications

The website which is currently under construction will contain information on:

- the facilities within the local CMU
- provide birth stories
- create video footage of mothers and babies telling their stories
- create video footage and photos of the unit
- provide links to other useful sites

The leaflet will contain key messages on the main services provided by the unit, who is applicable to attend, safety, pain relief and what happens if there is a need to transfer the mother. It is being distributed to:

- GPs
- Mother & toddler groups
- Social work departments
- Public forums

C. Refurbishing the CMU.

The unit has undergone a major refurbishment including the provision of a new birthing pool. It is due to be re-launched in Autumn 2009.

Fiona van der Meer
Child Health Manager

Annex 1

Membership of Local Action Group

David Walker (Chair)

Cathy Harkins

Betty Adair

Jim Whyteside

Claire Stewart

Lesley Watson

Fiona Van Der Meer

Dorothy Findlay

Rona McPherson

Pauline Cameron

Director, Inverclyde CHP

Lead Midwife

Clinical Lead for CMUs

Head of Public Affairs, Communication Department

Clinical Services Manager, Women and Children's

Directorate

Services Manager, Social Work, Inverclyde Council

Child Health Manager, Inverclyde CHP

Midwifery Consultant

Midwife, IRH CMU

Community Engagement Officer

**Annex 2
Inverclyde CMU: Action Plan and Progress**

AIM	ACTIONS	PROGRESS (as on 8 July 2009)
<p>1. To improve intelligence, the factor, which is influence on how women use maternity services</p> <p>2. To develop a communications plan to improve women's understanding and awareness of CMU Services and to secure the support of other agencies</p>	<p>(a) To undertake a retrospective survey of women who could have given birth at IRH but did not</p> <p>(b) To carry out a forward audit of local pregnant women</p> <p>(c) To clarify the maternity processes and clinical pathways</p> <p>(d) To review activity of other comparable units</p> <p>(a) To design a CMU website</p> <p>(b) To produce leaflets and posters</p>	<p>(i) Postal survey of 500 low risk women completed, responses analysed by Public Health and results due to be circulated to local action group by end of July</p> <p>(i) Audit commenced in January 2009 and continues on a monthly basis with regular monitoring reports to the local action group and close scrutiny by CMU Midwifery team</p> <p>(i) These have been identified and have shaped the structure of the forward audit</p> <p>(i) The success of similar units such as Montrose and North Wales is being investigated</p> <p>(i) Text drafted and fund arrangements being made by midwifery managers</p> <p>(ii) Photographs of unit completed</p> <p>(iii) Video film sequences completed</p> <p>(iv) Weblink to Inverclyde Council website being pursued</p> <p>(v) Launch scheduled for mid August</p> <p>(i) Initial print run of 1000 produced for</p>

<p>3. To refurbish the CMU</p>	<p>(c) To maximise media coverage of events concerning CMU</p> <p>(d) To arrange talks and briefings of local community groups</p> <p>(e) To brief key groups of staff</p> <p>(a) To complete refurbishment</p> <p>(b) To promote the new unit</p>	<p>distribution. Total number for extra print run being finalised</p> <p>(i) Board communications contacting on local press to ensure regular coverage of new and feature</p> <p>(i) Two midwives designated to discuss CMU plans and progress and take actions forward</p> <p>(i) Briefings have been held with health visitors and GPs</p> <p>(i) Expected to be completed by the end of July</p> <p>(ii) A preview visit of PPF members and the MSP is arranged for 3rd August</p> <p>(iii) Official opening date in September being confirmed with the Chair and Director of Women and Children Services</p> <p>(i) A series of open days being organised for August and September for mothers, mothers to be, partners and relatives, health professionals, voluntary sector and elected representatives</p>
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