

Norfolk and Norwich MNVP Annual Report 2023



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Introduction



Maternity and Neonatal Voices Partnerships (MNVPs) are working groups made up of teams of women, birthing people and their families, commissioners and providers (midwives and doctors) working together to review and contribute to the development of local maternity and neonatal care. In Norfolk and Waveney, MNVPs are aligned to each of our three Acute Trusts. As MNVPs, our aim is to create and maintain an independent forum for co-production for maternity and neonatal services that places service user voice at its heart and brings together maternity and neonatal service users and staff, wider Trust leadership, commissioners and other strategic partners.

Our purpose:

1. To seek out and listen to the voices of women and birthing people, families and carers using maternity and neonatal services from all ethnicities, backgrounds and communities within our local population.
2. To use service user experiences and insight to work creatively, respectfully and collaboratively towards solutions that are co-produced with service users and staff.

Our values:

1. We are committed to diversity and equal opportunities
2. We uphold women and birthing people's human rights in pregnancy and childbirth.
3. We are multidisciplinary and our members bring with them different beliefs, values and experience.
All these perspectives will be valued and respected.
4. All of our members will have an equal opportunity to contribute to discussions and decision-making processes. We will ensure we are inclusive, enabling all our members to participate fully and ensuring our communications are understandable to all.
5. Our members will act in a public service capacity and will adhere to the Nolan principles for conduct in public life.

The Norfolk and Norwich University Hospital



Location

The NNUH is one of the largest and busiest teaching hospitals in the country. Situated just outside Norwich, it provides care for communities spanning Central, South and North Norfolk.

The NNUH's maternity department has a consultant-led delivery suite and midwife-led birthing unit. Services include fetal medicine and rainbow clinic, early pregnancy and maternity assessment units, home birth, a regional maternal medicine centre and a level three neonatal intensive care unit.

The NICU consists of 7 consultants, 20 doctors, 9 ANNP's, 115 nurses and 16 nursery nurses.



Births

At the NNUH, in 2022-23, there were 4,740 births,, averaging 359 births per month. This is slightly lower than the previous year, reflecting the national downward trend across England.

However, it is predicted that birth rates will increase in the next 10 years as the NNUH catchment area grows. Whilst the birth rate has reduced the hospital have noticed an increase in pregnant women/birthing people with complexities, requiring an increased level of specialist support.

During 2023 there were 944 babies born at the NNUH that needed to be admitted to NICU. An additional 70 babies were transferred to the NNUH NICU, totalling 1014.



Demographics

More than 164,000 people in Norfolk and Waveney live in areas classed as within the 20% most deprived in England - these communities are mainly situated in urban areas including Norwich, Thetford and Watton within the NNUH catchment. There are also pockets of deprivation in rural areas.

About Norfolk and Norwich MNVP



2023 has been an interesting year for NNUH Maternity and Neonatal Voices Partnership! January saw Catherine Rickman joining us as Neonatal Voices lead after being a service user in 2019. MNVP seemed like the perfect fit, alongside being the Vice Chair of the Parent Advisory Group (PAG) of the East of England Operational Delivery Network (ODN). ODNs are focussed on coordinating patient pathways between providers over a wide area to ensure access to specialist resources and expertise. Catherine has really hit the ground running, developing links with staff on the unit, speaking with parents on the unit and at events and groups and supporting projects such as the unit's Baby Friendly Initiative (BFI) infant feeding accreditation. As the year has progressed it has become clear that Maternity and Neonatal feedback and experience of care are intrinsically linked so Catherine and I are now co-leads, representing the themes of all feedback to the relevant teams and meetings.

We also welcomed Consultant Obstetrician Gemma Partridge as the MNVP Obstetric Consultant Lead to consolidate the team with Lisa Mastrullo, Lead Quality Improvement Midwife. The Neonatal Voices staff team is made up of NICU Maron Paula Mellor, Family Care Team Lead Kate McColl, Staff Nurse Gaby Cawston and NICU Consultant Florence Walston. We meet regularly and this commitment for staff involvement is one of the greatest strengths of our MNVP. We have recognised the move away from a formal committee and have produced a NNUH MNVP Charter and feedback and meetings structure document outlining expectations, processes and pathways. This will be shared more widely in due course, along with a meeting schedule for the year.

I have been involved in the MVP, now MNVP, for several years and witnessed first hand how the asks and expectations have increased with the publication of more reports and guidance which recognise the value in listening to families to improve experience of care and safety. Alongside this increase in responsibility I have valued the support of the NNUH Patient Engagement and Experience Team (PEX), specially Rosie Bloomfield. It has been beneficial to share contacts, attend events together and to have Rosie as a great support for me as Lead. This excellent relationship is demonstrated through our Health Inequalities Listening Project which is detailed in this report. I am looking forward to building on this relationship in the year ahead.

Determined to take my role seriously, I took on the role of Maternity Service User again and we welcomed baby Harper in to the world in March. I took a step back to enjoy a Spring and Summer maternity leave, although there were some meetings and projects I couldn't resist contributing to during that time! However, my maternity leave did mean that the main work of the MNVP was paused for a few months. Service User Voice including the Friends and Family Test Survey, continued to be reviewed through a monthly meeting with leads from the department. This report highlights some excellent progress made towards our MNVP work plan, this is a testament to the staff team who continued to push forward service user voice priorities even in my absence.

About Norfolk and Norwich MNVP



2023 has also seen our connection with the Norfolk and Waveney Local Maternity and Neonatal System (LMNS) go from strength to strength. It has been a pleasure to work with Toni, Nicola, Sarah and the wider team. It is very clear the LMNS recognises the value of Service User voice to inform priorities and shape projects and the team have been both a practical and moral support. It has been a pleasure to contribute to projects which offer a standardised approach across the 3 Trusts such as the Induction of Labour guidance and patient information leaflets and the new Personalised Care and Support Plans (PCSP). A personal highlight was representing my personal experience of bereavement at the October Online Local Learning Event (LLE).

Our workplan highlighted the need to develop our feedback gathering beyond online surveys and popping up at local libraries so that women and birthing people from vulnerable and more hard to reach groups are actively encouraged to share their experiences and feedback. To help us forge forward with that aim, Victoria has recently joined the MNVP team as Community Engagement Facilitator. Victoria will be looking to make links with community groups to gather feedback and work with NNUH Voluntary Services and Patient Engagement and Experience Team to develop the role of MNVP Outreach Volunteers, to increase the amount of in person feedback gathering by having volunteers based in their local communities.

The Care Quality Commission (CQC) conducted an inspection of the NNUH Maternity department in November and as Service User Leads we were asked to meet with the inspectors to discuss the work of the MNVP. As I am writing this, the CQC report has not yet been published.

Finally I would like to share a huge thank you to everyone who has advocated for safe and patient centred care, supported the MNVP and our aims and look forward to what 2024 will bring.

Jenny Whatling on behalf of the MNVP Service User Lead Team

Jenny, Catherine and Victoria

Maternity Communications & Engagement

Social media update

Correct as at December 2023:

Instagram - 1236 followers

Facebook - 2.8k likes / 3.1k followers

Online Surveys

- NNUH Friends and Family Test
- Core Competency Framework (CCF) scoping – Gestational Diabetes
- CCF – Maternity Emergencies
- CCF – Meeting Your Needs
- Bereavement Experience of Care feedback form

Health Inequalities Listening Project

In collaboration with NNUH Patient Engagement and Experience Team

- Four in person listening events. Central Norwich, Dereham, Watton & Sheringham.
- Two online feedback calls, one for service users and one for pregnancy & birth volunteers and professionals.
- Further attendance at parent and baby groups, YMCA @ Aylsham Road and Bounce and Rhyme Time @ The Millenium Library.

External Events Attended

- Norwich Pride
- Norfolk Black History Month Launch
- Little Sprout Baby Fair

Footprints & Feedback

An opportunity to share your feedback to improve maternity services and neonatal care and get a keepsake of your baby's footprints.

YMCA Community Hub,
Aylsham Road, Norwich

Thursday 9th November

10:00 - 12:00
Alongside the weekly
parent & baby group



YMCA



Tell us about... Your experience of care with Maternity Emergencies

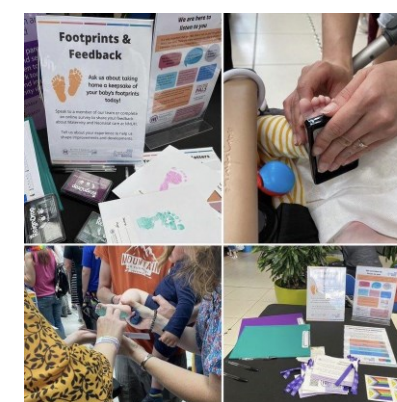
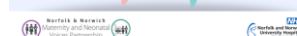
We are working with the team at NNUH maternity to develop training packages for midwives and doctors at NNUH.

We are looking for women & birthing people with lived experience of a maternity emergency to provide feedback and add your voice to this training.

Please answer our survey questions or get in touch to share your experience.

What was good about the care you received?

What could be improved?



Neonatal Voices Communications & Engagement

Social media update

Correct as at December 2023

Instagram - 225 followers

Facebook - 127 likes/165 followers

Online Surveys

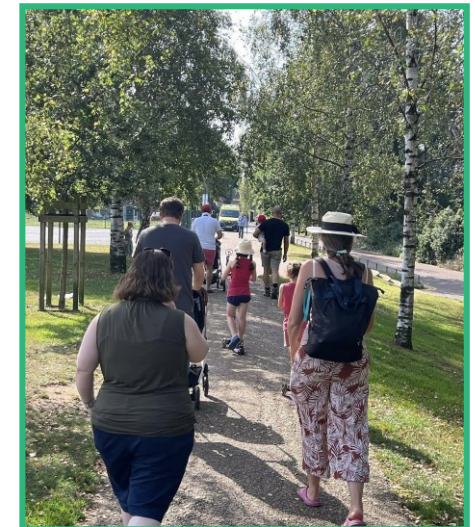
- NNUH Maternity and Neonatal Voices NICU survey

Listening Events and Visits

- General listening sessions for feedback.
- 'Walk and Talk' in person event at Eaton Park.
- 'Cake and Chat' in person event in Dereham.
- BFI online listening event with staff from the NNUH NICU and SU.
- Regular visits to NNUH NICU and The Hamlet Centre NICU group.

External Events Attended

- Norwich Pride
- NICU Annual Baby Walk for World Prematurity Day - Footprints & Feedback
- Little Sprout Baby Fair



Health Inequalities Listening Project



The National Experience of Care Team offered funding for teams to carry out a Quality Improvement project, aiming to work with people and communities to tackle specific issues of Health Inequality within local populations. NNUH Patient Engagement & Experience Team and NNUH Maternity and Neonatal Voices Partnership were successful and planned to host four service user listening events in targeted locations with a specific focus on three health inequalities to explore differences in maternity care and information in Norfolk. We also hosted two online feedback calls, one for service users and one for pregnancy & birth volunteers and professionals.

Vulnerability – Norwich Millennium Library Listening Event

Chapelfield cohort has the largest cohort of vulnerable women and birthing people.

Ethnicity - Watton Library and Dereham Library Listening Events

Breckland cohort has 29.4% ethnicity categorised as white other and 7.9% Black, Asian and other minority ethnic groups.

Rurality - Sheringham Library Listening Event

North Norfolk

Evaluation of the Listening Events

- Attending established events gave us an instant audience and helped raise awareness of the MNVP and Patient Engagement & Experience Team
- The status of the MNVP as an independent group encouraged many to feedback
 - “I don’t want to complain but...” “Everyone was wonderful but...”*
- The parent ribbon project helped promotion and incentivised people to approach us
- Having maternity staff alongside us made the SU feel heard and gave our listening events credibility
- These events were not accessible for those who do not speak or are not confident in communicating English to share their feedback
- The feedback we gathered at these events was not representative of the experiences of different ethnicities or vulnerabilities
- We were in open, public spaces - not everyone will feel comfortable sharing their feedback in this setting

Health Inequalities Listening Project



MVP Listening Events

Join us to share your feedback about maternity services from The Norfolk & Norwich Hospital

Norwich Library @ The Forum	9th May 10-12
Dereham Library	10th May 10-12
Watton Library	24th May 10-12
Sheringham Library	6th June 10-12
Online for recent service users	19th May 10-11
Online for pregnancy & birth professionals & volunteers	19th May 12-1

Please email patient.experience@nnuh.nhs.uk for the call link.

For more info or any questions please contact the MVP team via DM or email norfolkandnorwichmvp@gmail.com

We are keen to hear your experience of maternity care at NNUH and help us shape improvements and developments.

MVP Listening Event

Sheringham Library

When? Tuesday 6th June 10-12

Further info Bounce and Rhyme @ 10 followed by Stay & Chat @ 10:30

Pop in at any point to chat with us and share your feedback about maternity services from The Norfolk & Norwich Hospital (NNUH)

We are keen to hear your experience of maternity care at NNUH and help us shape improvements and developments.



Health Inequalities Listening Project - Themes



The multidisciplinary group of MNVP Leads met to review the feedback recorded and draw out themes, actions and next steps.

Feedback Gathering and MNVP Next Steps

- Continue visiting Bounce and Rhyme time sessions across the patch to raise awareness of the MNVP, our surveys and gather feedback
- Run focused listening events to target those we are not currently hearing from in settings which are safe and supportive for their needs
- Look to work with partners supporting those facing health inequalities to link us with service users
- Look to include interpreters where necessary
- Develop a volunteer role - MNVP Outreach - to be available to gather feedback for us in their local community

Positive Feedback Themes

- Experience on Delivery suite, staff and environment “a healing birth experience”
- Experience in theatre “surgery team were stunning”
- Experience on NICU “NICU was brilliant. A NICU worker sat with me so I didn’t feel so alone”
- Many fantastic supportive midwives - especially when they make efforts to listen to SU’s needs, adapt appointments and care to meet SU needs
- Juniper Homebirth Midwifery team provide excellent experience of care

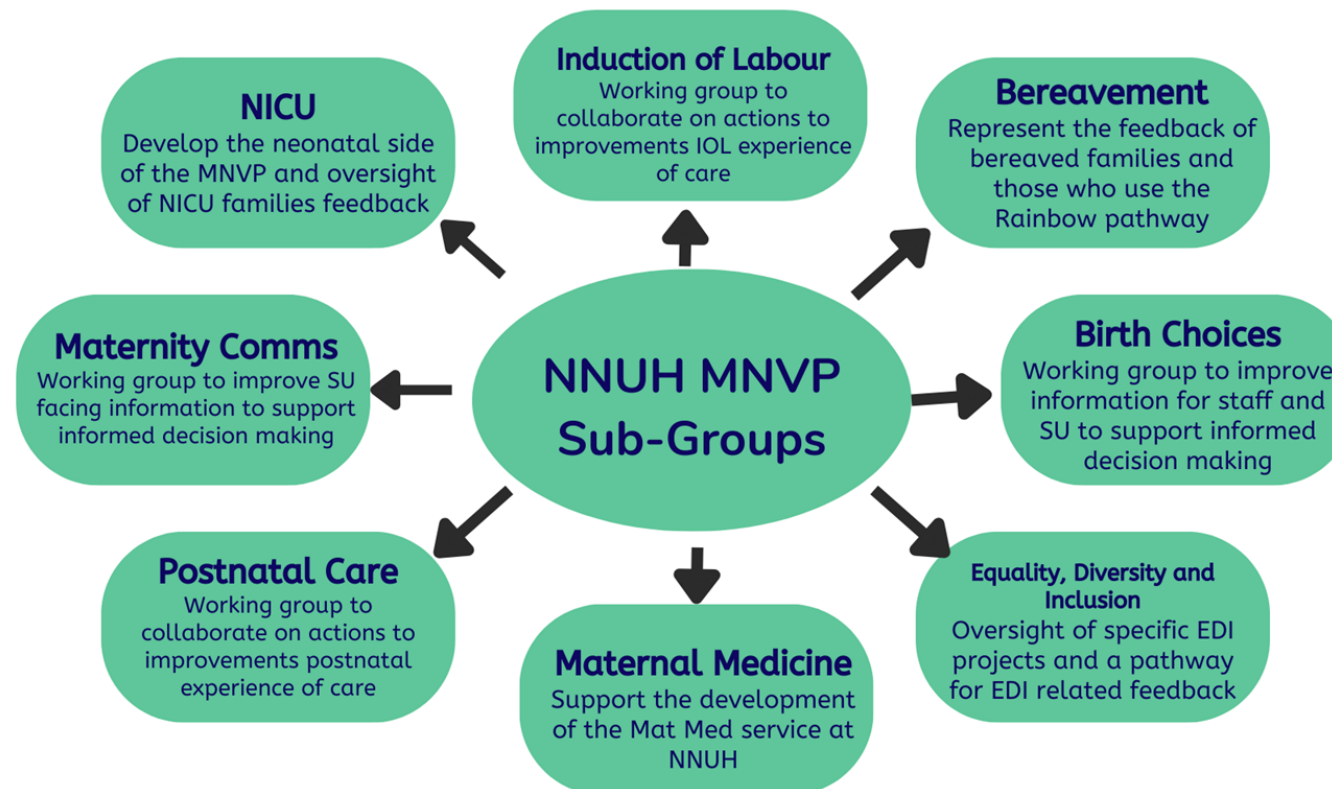
Negative Feedback Themes

- Postnatal Ward and Postnatal Breastfeeding Support
- Informed Decision Making and Consent
- Communication and Language
- Information Sharing About Birth Choices

Health Inequalities Listening Project - Outcomes

The feedback themes highlighted areas which were already being discussed within the NNUH Maternity Department and the Maternity and Neonatal Voices and it was agreed that a plan needed to be put in to place to push forward actions for improvement. It was agreed to establish multidisciplinary working groups for the areas of priority, including those highlighted by service user experience and feedback. Each group has a terms of reference, chair and includes service user voice priorities in its aims. This set of sub-groups will serve as our work plan for the year striving for multidisciplinary groups to collaborate to implement improvements.

MNVP Sub-Groups & Work Plan 2023



What we have achieved this year – Work Plan Review



1. Maternity Voices - Listening to women, birthing people and families and ensuring their voices are heard.

Develop a process which enables maternity service user voice to be heard so that:

- MVP outreach and meetings are embedded - Actions based on feedback and complaints are implemented
- Service users know how to share their feedback
- Develop the relationship between the Non Executive Director for safety and the MVP as a route for raising concerns to the board

Achieved

- Combine NNUH Friends and Family Test Survey and MVP survey to gather feedback efficiently
- Maternity feedback and experience group is well established and representation from MNVP midwifery, obstetrics and PEX leads.
- MNVP, surveys and feedback opportunities have been promoted online, in the department and in community clinics. MNVP members have attended lots of events and sharing parent ribbon project postcards was a successful trial of a promotional strategy.

Next Steps

- Implement strategies to promote the joint FFT survey and review number of responses for each area of NNUH Maternity. E.g. Posters, social media, SMS
- Work with LMNS colleagues to develop complaints response process that are caring and transparent
- Further develop strategies for promoting feedback gathering opportunities and the Friends and Family Test Survey e.g. Hand held notes.

What we have achieved this year – Work Plan Review



2. Maternity Voices - Communication and Engagement (NNUH to Service Users)

Work together to develop communication which is accessible, inclusive, sensitive and supports informed decision making and consent.

Written Communication - Website, Social Media, Patient Information Leaflets

Spoken Language - Accessible, inclusive, sensitive

Achieved

- Gap analysis and review of NNUH Maternity website completed by MNVP lead. Full plan for avigation menus, page structure coproduced. Content reviewed and written according to new guidance. Updated website content to be launched in 2024.
- Recite Me website accessibility tool launched on NNUH website so that content can be translated, read aloud and other accessibility measures applied.
- Shared a content guide with the department with format and language suggestions e.g. Q&A format, bullet points, glossary, diagrams

Next Steps

- New MNVP sub-group focused on informative and inclusive social media content and SU facing communication.
- New engagement facilitator role in MNVP to run Facebook group for Parent Panel to review documents and pass on feedback.
- Focused outreach will include exploring experience of communication and translation services for those who do not have English as their first language or other language access needs.
- Work with UEA team members to produced communication regarding student involvement in care to support informed decision making
- Build on BRAIN poster and Birth Rights training for staff in early 2024 with further training and resources based on Service User experience and feedback themes.

What we have achieved this year – Work Plan Review



3. Maternity Voices - Outreach

To develop a programme of MVP outreach so that:

Voices of women, birthing people and their families are heard by NNUH Maternity

User voice is at the heart of co-design and improvements

Women and birthing people from vulnerable and more hard to reach groups are actively encouraged to share their experiences and feedback

Achieved

- MNVP approach to attending events is well established and we are being approached to attend events based on contacts and networking.
- Foot Prints and Feedback and Parent Ribbon Project were successful incentives in 2023.
- Community Engagement Facilitator has been recruited and is working closely with the MNVP Leads to plan targeted outreach for 2024.
- Excellent links with NNUH Patient Engagement and Experience Team (Rosie Bloomfield).

Next Steps

- Get a clear picture of the local data regarding vulnerable groups and health inequalities.
- Target health inequalities communities with focused and bespoke outreach.
- Work with midwives to make connections with existing community groups and make plans to enhance the services they already offer through information sharing or staff involvement and also enable us to develop connections to support feedback gathering and coproduction.
- Work with NNUH Voluntary Services and Patient Engagement and Experience Team to develop the role of MNVP Outreach Volunteers.

What we have achieved this year – Work Plan Review



4. Maternity Voices - Informed Decision Making and Consent

To improve informed decision making and consent to all women and birthing people at NNUH.

Achieved

- Anecdotal feedback suggests Service Users and Staff are benefiting from BRAIN poster as a joint approach to informed decision making
- NNUH has Birth Rights training booked in for Jan 2024
- MNVP worked with LMNS colleagues to produce a system wide Personalised Care and Support Plan (PCSP) to be launched Feb 2024

Next Steps

- Work with Practice Development Midwives to incorporate informed decision making and consent in Core Competency Training and beyond.
- Support development of communication about informed decision making and consent. E.g. social media posts, website, videos
- Birth Choices sub-group planned to improve information sharing

What we have achieved this year – Work Plan Review



5. Neonatal Voices - Communication and Engagement

To create a bigger presence on social media and on the unit to ensure families know what the MNVP is and how they can provide feedback.

Achieved

- We have gained more followers on our social media sites and over time have had more engagement via social media.
- The unit have posters displayed around the unit about the MNVP and regular visits to the unit have been completed.
- Parent ribbon project has been successful and the cards with the ribbons can be found on the unit.

Next steps

- A poster displaying links to our social media pages and the survey link will be put in the family care packs that NICU provide to all families.
- A clear display (using QR codes) will be dedicated to MNVP and outreach work on the NICU.
- The Community Engagement Facilitator will be working closely with us to further enhance engagement.
- A monthly NICU 'group' will be held on the unit to chat to families and to gather feedback.

What we have achieved this year – Work Plan Review



6. Neonatal Voices – Events

To host listening events and attend in-person events to gather service user feedback.

Achieved

- We have made a targeted approach to NICU service users by attending both NICU specific events in addition to general maternity events.
- Foot Prints and Feedback and Parent Ribbon Project were successful incentives in 2023.
- Community Engagement Facilitator has been recruited and is working closely with the MNVP Leads to plan targeted outreach for 2024.
- Links with specific NICU community groups have been established.
- We have hosted different NICU listening events with varying success.

Next steps

- Attend specific NICU community groups regularly.
- Increase the uptake of listening events which are specific to NICU service users.

What we have achieved this year – Work Plan Review



Additional area of focus – Vice Chair of East of England ODN Parent Advisory Group

Achieved

- Speaker at the 'National Care Coordinator Conference' in May 2023. Speaking at and attending the conference allowed me to gain insight into a greater range of topics relating to neonatal care.
- Part of the panel at the Ipswich Neonatal Peer Review. This enabled me to work with a range of professionals to evaluate the neonatal services that a different hospital provides and gave me the opportunity to provide my own feedback from a parent perspective.
- Attend listening events on a range of topics relating to neonatal care (e.g. repatriation, family integrated care etc). This enabled me to gain insight into achievements and challenges that units at a regional level face.
- Attended PAG quarterly meetings.
- This role enables me to network with other professionals and MNVP leads to support one another within our roles.

Next steps

- Continue my role and ensure I feed back any relevant information at monthly meetings with the LMNS.
- Attending the East of England ODN Perinatal Culture and Leadership Listening Event as a neonatal service user representative on 16th January 2024.

Future plans



Establish sub-groups approach to the MNVP

- A schedule of sub-group meetings are booked in for 2024 and Terms of Reference have been drafted. The progress of the sub-groups will be reviewed by the quarterly MNVP meetings.

Develop the Neonatal Voices Partnership with NNUH NICU

- Now that feedback gathering and relationships with staff are established the next steps are to develop the feedback cycle for NICU families experience of care and involve NNUH Patient Engagement and Experience team in the work.
- Continue the early work we have started with feedback 'themes'. We have found service user engagement is higher when we ask about certain themes, so meeting with NNUH NICU staff to agree on the themes each month then holding listening events/surveys etc based on these.

Community Outreach Volunteers

- Work with NNUH Voluntary Services and Patient Engagement and Experience Team to develop the role of MNVP Outreach Volunteers. Following on from the success of the Spring listening events we aim to increase the amount of in person feedback gathering by having volunteers based in their local communities.

Develop Community Groups Support and Feedback Offer

- The maternity listening events and outreach work so far has confirmed it is most valuable to meet people within the community at groups and events rather than plan stand alone MNVP only events. We are working with NNUH, UEA, ICB and LMNS colleagues to make connections with existing community groups and make plans to enhance the services they already offer through information sharing or staff involvement and also enable us to develop connections to support feedback gathering and coproduction.
- NICU specific community groups have been identified and connections have been made. A regular presence at these groups will be established to gather feedback from service users.

Parent Panel

- Develop an online community of recent maternity service users and neonatal families to call upon to review documents, resources and give snapshot insights to support the MNVP leads contributions to projects to ensure Service User experience voice is at the heart of as much as possible.

NNUH MNVP Budget Proposal for 2024 – 2025

Item	Details	Amount
MNVP Co-Lead (Maternity)	4 days per month PPV 4	£7200
MNVP Co-Lead (Neonatal)	4 days per month PPV 4	£7200
Community Engagement Facilitator	3 days per month PPV 4	£5400
Additional Lead days for outreach and projects as required	9 days across the year	£1350
Canva Pro Subscription	£10.99 per month	£131.88
Travel Expenses for MNVP Service User Leads	E.g. 3 x £20 per month	£720
Listening Event Resources - Outreach volunteer kit bags with resources to attend events to gather feedback - Costs associated with hosting targeted listening events and contributing to events we attend		£1750
MNVP Meeting Hosting	E.g. £300 x 4 times a year	£1200
	Total	£24951.88