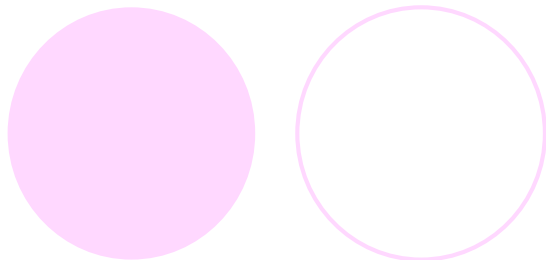




Noreen Kent  
UK Programme Director



- Background
- Policy Context
- UK Programme of Work



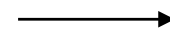
Timeline – 2 years

**Now: Consider  
what needs to  
be better?**

Priorities



Themed



Workstreams

Resources

**Midwifery 2020  
Workstreams**



**2010: Deliver the  
recommendations  
for future direction**





## **Core Role of the Midwife**

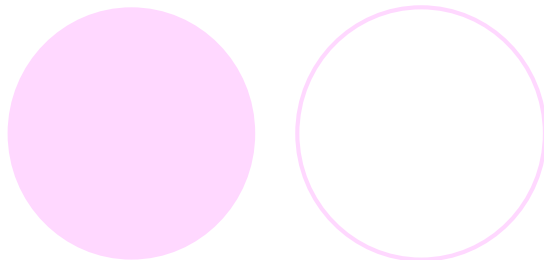
- This covers all aspects of care including models of care, service delivery, elements of skill mix and social enterprise.

## **Education & Career Progression**

- This includes clinical and academic careers, mobility and flexibility, newly qualified midwives, levels of practice, research, midwife managers and teachers and the image of midwifery as a career choice.

## **Measuring Quality**

- This will include metrics work, clinical quality and outcome indicators and valuing midwifery care.



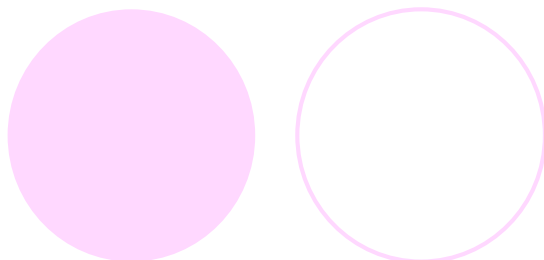


## Public Health

- This will consider the Public Health role of the Midwife taking account of inequalities, parenting education, early years work and multiagency working.

## Workforce & Workload

- This includes demographics, education commissioning, attrition, and workforce planning.
- ◆ **Each of the workstreams has cross-country representation, various stakeholder representation and underlying principles.**



# Stakeholder Representation

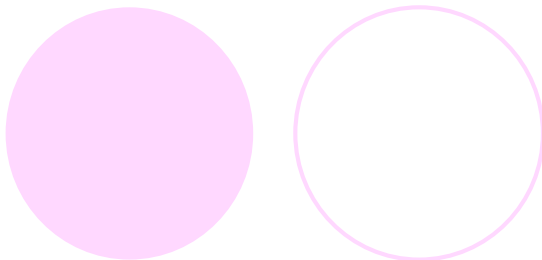


## UK CNOs

Consultant Midwives  
Council of Deans  
CPHVA  
Heads of Midwifery  
Independent Midwives UK  
Lead Midwives for Education  
Maternity Care Assistants  
National Childbirth Trust  
National Govt Health Depts  
NHS Chief Executives  
NHS Nurse Directors

Nursing & Midwifery Council  
Royal College of Anaesthetists  
Royal College of General Practitioners  
Royal College of Midwives  
Royal College of Nursing  
Royal College of Obs & Gynaecology  
Midwives in Clinical Practice  
Royal College of Paeds & Child Health  
Researchers  
Student Midwives  
UK LSA Midwifery Officers

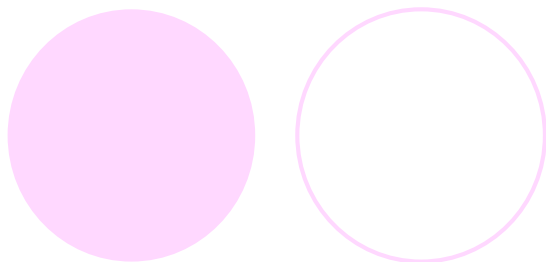
## Users





## **Concurrent work to be considered:**

- Review of NMC Midwives Rules & Standards
- Future of Nursing & Midwifery Commission - experts to improve quality of patient care (England)





	CHALLENGES FOR MIDWIFERY 2020
<b>POLITICAL/LEGAL:</b> What form will the NHS take in 2020?	<ul style="list-style-type: none"><li>• Raises the challenge of how the service will be funded and managed</li></ul>
<b>ECONOMIC/WORKFORCE:</b> Midwifery – are there enough people coming through?	<ul style="list-style-type: none"><li>• Declining population and greater opportunities available for young people. Who will provide Midwifery care, who will the profession recruit?</li><li>• Strong sense that the workforce will still be mainly female in 2020 and mainly part-time</li></ul>
<b>SOCIAL:</b> Loss of extended families and role models	<ul style="list-style-type: none"><li>• How will mothers and fathers learn to be parents? Who will provide this input?</li></ul>
<b>TECHNOLOGICAL:</b> Reproductive technology – parents with conditions previously prohibitive now having children	<ul style="list-style-type: none"><li>• Increased medical needs of a cohort of others – some unknown risks in pregnancy/childbirth</li></ul>





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# MIDWIFERY 2020

The Future of the Profession

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Core and Developing Role of the Midwife

Workforce & Workload

Education & Career Progression

Measuring Quality

Public Health

**Welcome to Midwifery 2020**

## Midwifery 2020

Welcome to the official website of the Midwifery 2020 programme. This programme of work will look at maximising the midwifery contribution to improving the experience of women during their maternity care to meet the health and social care needs of a rapidly changing population and improve outcomes for mothers, babies and families.

You are not Home

**Latest News**

**Most Recent Workstreams' Progress Reports**  
[Workforce and Workload Workstream - 14 August 2020](#)

**Structure Chart and Membership**  
Detailed structure of the project and membership of the programme board and national steering group

**Have your say**  
What is your 2020 vision for midwifery? Whatever your interest or experience in maternity services, we would like to hear from you.

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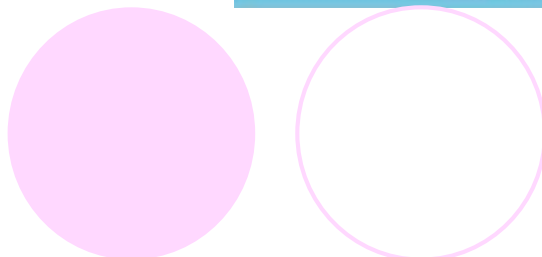
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