

Delivering excellence for mother and baby – a balancing act?



Balancing need

Policy weight

Maternity
Population
Early years

External factors

Demographic
Fiscal
Professional

Sustaining services

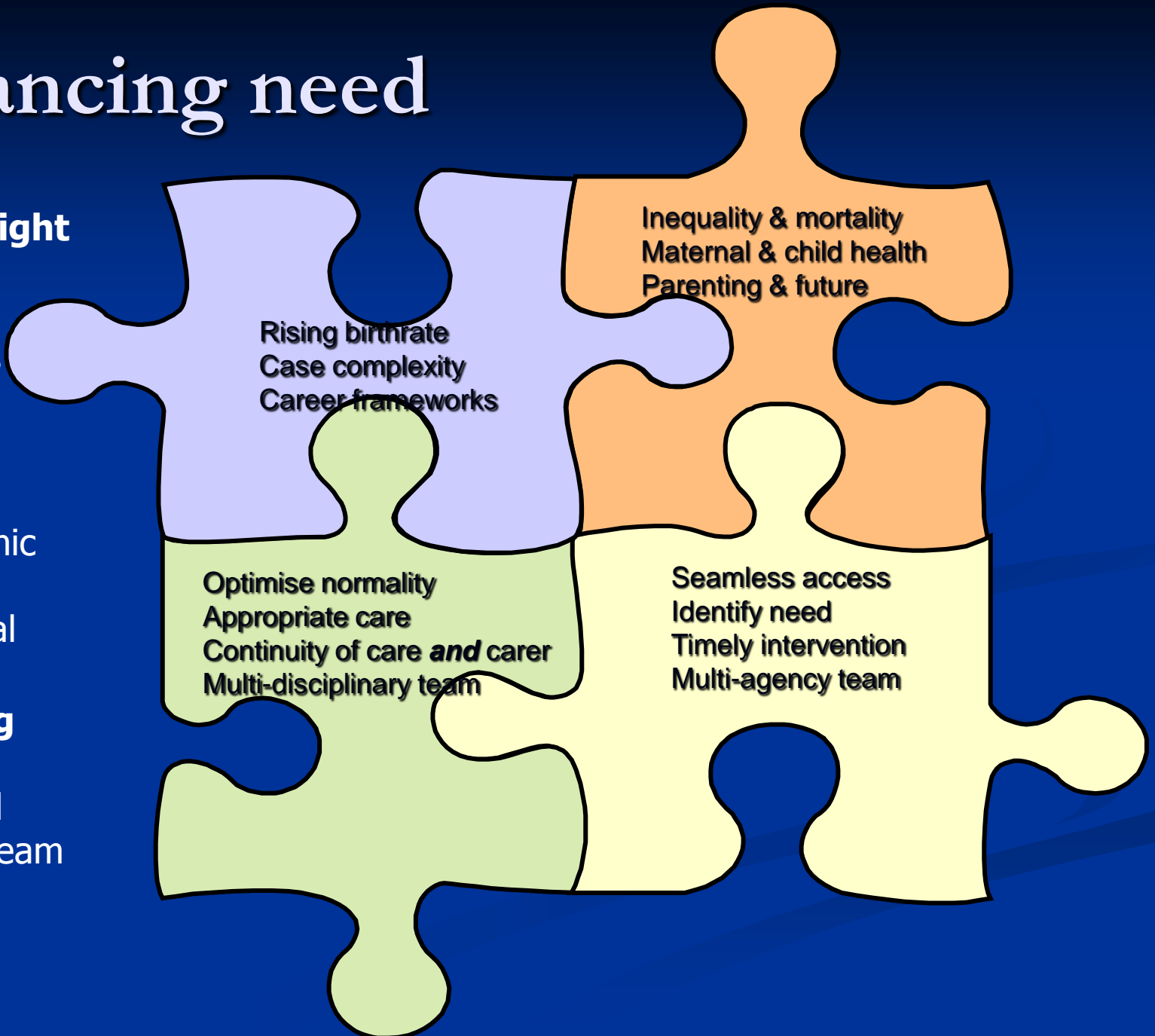
Midwife led
Maternity team
Specialist

Rising birthrate
Case complexity
Career frameworks

Optimise normality
Appropriate care
Continuity of care *and* carer
Multi-disciplinary team

Inequality & mortality
Maternal & child health
Parenting & future

Seamless access
Identify need
Timely intervention
Multi-agency team



Checking the balance

- Sustaining core business
 - Specialist service
 - Clinical care, intervention, health promotion
 - Sustaining *the* service
- Sustaining core role of midwife
 - Expert in normality, wider role
 - Power of statute
- Ensuring effective & efficient use of skill
 - Can do *vs* should do
 - Registered and trained
- *Emerging priorities*
 - *Public health & other*
 - *Single agendas, disjointed solutions, maternity solves all*
 - *Sustaining a service*
- *Midwives will*
 - *“Everyone wants a piece of the midwife”*
- *Convenient solution*
 - *Highly skilled workforce*
 - *Tidy care package*
 - *Product of success*

Delivering excellence

- Unprecedented landscape
 - The time is now
 - Midwifery 2020 – UK consensus & commitment
 - Raison d'être
 - What about the fundamentals
 - Core business
 - Continuity, choice, control
- Professional courage to deliver excellence