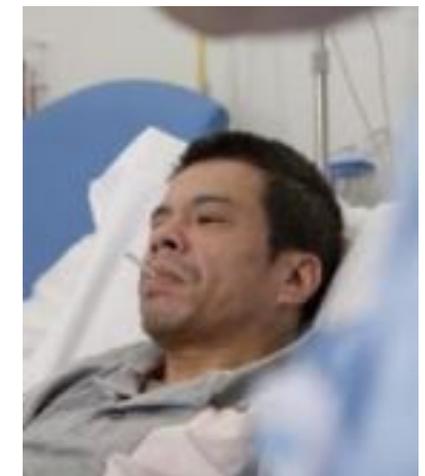
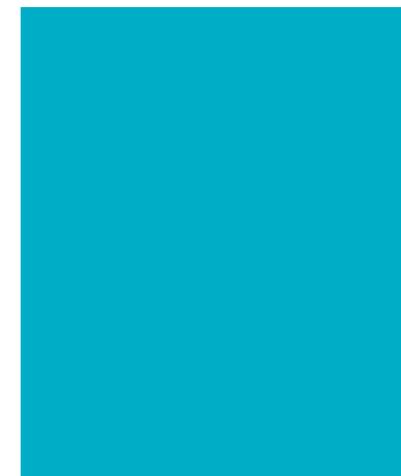


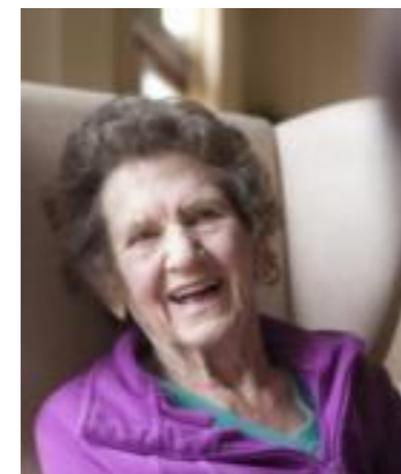
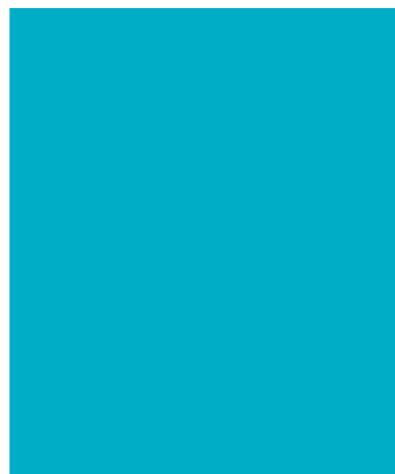
# Developing a vision & strategy for Nursing, Midwifery and Care-Givers

## Why Care Matters



Jane Cummings  
Chief Nursing Officer  
NHS Commissioning Board

13<sup>th</sup> November 2012



**THE NHS**  
CONSTITUTION  
the NHS belongs to us all



## My Ambition – My Aims



### My Vision and Strategy for Nursing and Midwifery

- Increase in respect for the profession
- Increased number of nurses and midwives who are proud of their role
- Improved quality of care and patient experience

# Our Vision - developing the culture of compassionate care



# Care



***‘Ensuring care is individual and tailored to the needs of the individual woman and her family; with the focus on safety and personal choice’***

Juliette Phelan, Midwife.  
WSHT West Sussex

# Compassion



***‘To provide support  
where needed. To be  
there whether it be for  
company or to listen.  
To be empathetic with  
the woman and family.  
To provide  
reassurance where  
you can’***

Lisa Conway, Student Midwife,  
WSHT West Sussex.

# Competence



***‘Being able to undertake tasks and roles given with relevant knowledge and understanding’***

K Newbrook, Student  
Midwife, WSHT West  
Sussex.

# Communication



***‘Very simply,  
understanding and  
being understood’***

Gillian Duffey Head of Midwifery,  
Women’s, Children’s and Sexual  
Health Services, Maidstone and  
Tunbridge Wells

# Courage



***‘The ability  
to act upon  
your  
instincts to  
be  
confident’***

Sophie Clark,  
Midwife. West  
Sussex

# Commitment



***“To remain  
dedicated to  
providing care  
and compassion  
to the woman  
and her family”***

Lisa Conway, Student  
Midwife, WSHT West

## Maximising health and wellbeing outcomes

- Midwives in the privileged position of seeing women when most receptive to healthcare advice: smoking, diet
- Good ante-natal care & parent education can make a difference to the health & wellbeing of the new baby, encouraging a healthy lifestyle, health checks & immunisations
- Ensuring the right women are able to access Family Partnership and Sure Start programmes
- Early intervention for mental health / safeguarding children / domestic violence
- Midwives in the privileged position to get to know the whole family - assess early signs that other members of the family need early interventions for healthcare – LTC or dementia.

## Working with people to provide a positive experience of care

- Ensuring women have fully informed choice about their care: home birth, midwifery led unit, obstetric unit etc.
- Using up to date technology, which is also used by parents
- Working in partnership with the woman and her family so that the woman is part of the team which is caring for her and she is an active participant in her care
- Family and Friends test for maternity service from October 2013
- Work with communities to design local maternity services
- Listen to and act on feedback and complaints
- Promote personal responsibility for own and family health & well-being.

**Leadership at every level**

# Six Areas for Action

**NHS**

**Commissioning Board**

## Delivering high quality care and measuring impact

- Follow evidence based best practice to deliver high quality outcomes for mothers and babies
- Measure what we do and our contribution to quality for safety, outcome and experience
- Be transparent and publish the outcomes so that women and their families can make an informed choice about their care.

## Building and strengthening leadership

- Ensure all registered midwives understand their leadership role with the wider team both the midwifery team, the obstetric team and other professionals who look after the women they care for including G.Ps
- Free our leaders to have time to lead e.g. supervisory status, better use of technology
- Empower midwives to make local changes to improve care for mothers, babies and their families
- Look at the leadership role of the LSA MO in the architecture of the NHS to ensure midwives have a strong voice
- Support Directors of Nursing to represent midwives at Board level.



**Leadership at every level**

# Six Areas for Action

## Ensuring we have the right staff, with the right skills in the right place

- Use evidence based staffing levels - look at birthrate plus
- What else is needed to support midwives to give excellent care antenatally, interpartum and post-natally, e.g: Assessment of women's mental health to prevent post-natal depression
- Look at how HCAs support midwives and the training they need to do this well
- Commit to and support life long learning for midwives
- Recruit midwives with the right culture & values to care for new mothers and babies.

## Supporting positive staff experience

- Create worthwhile & rewarding jobs for midwives, including a structure in which midwives can gain promotion and still have a clinical caseload
- Create equality of opportunity
- Support each other & new entrants to the professions
- Be professionally accountable
- Embrace new technology
- Be productive and efficient
- Be proud to be a midwife!



**Leadership at every level**

## Next Steps .....



**LAUNCH**

**Framework for ACTION to  
deliver the vision and strategy**

**Conversation with Nurses,  
Midwives, Care-givers,  
the public and stakeholders.**

**Draft Publication of the Nursing  
and Midwifery Vision and  
Strategy – 21 September**

## How to Engage.....



Use the hashtag **#6Cs** and join the debate on Twitter. Follow us:

- @nhscb
- @JaneMCummings
- @VivJBennett
- @JulietBeal

### **NHS Commissioning Board Website:**

<http://www.commissioningboard.nhs.uk/nursingvision/>

### **Department of Health Website:**

<http://www.dh.gov.uk/health/2012/09/views-vision-nursing/>

**Email:** [commissioningboard@nhs.net](mailto:commissioningboard@nhs.net)



# The POWER to make patient care better



Alice Walker, the American novelist, said “the most common way people give up their power is by thinking they don’t have any”.

Every single nurse and midwife has power. Whatever job you are in, you have individual power to make a difference to the care people receive, and it is important that you use it.

The health & care system from April 2013

