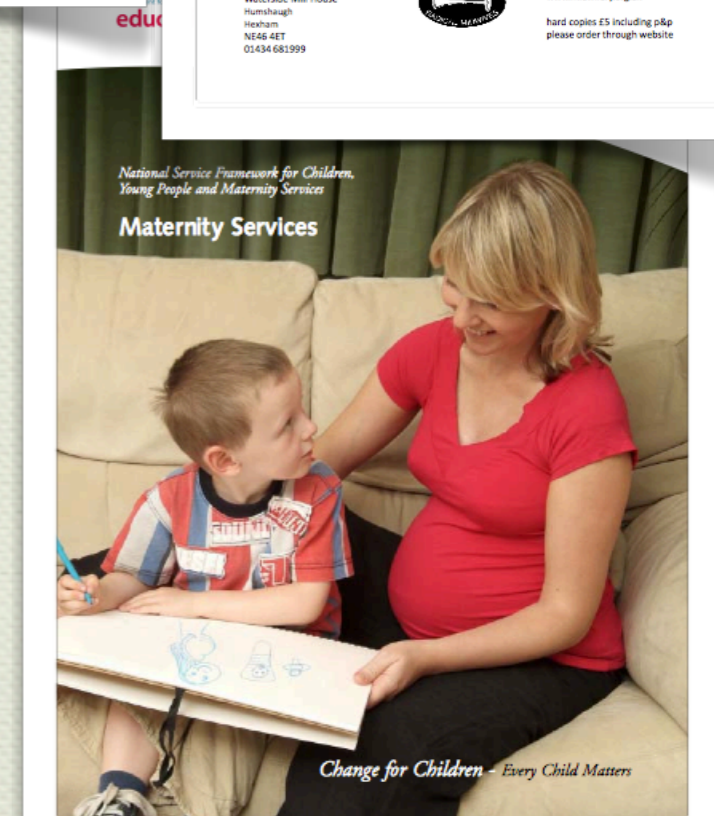
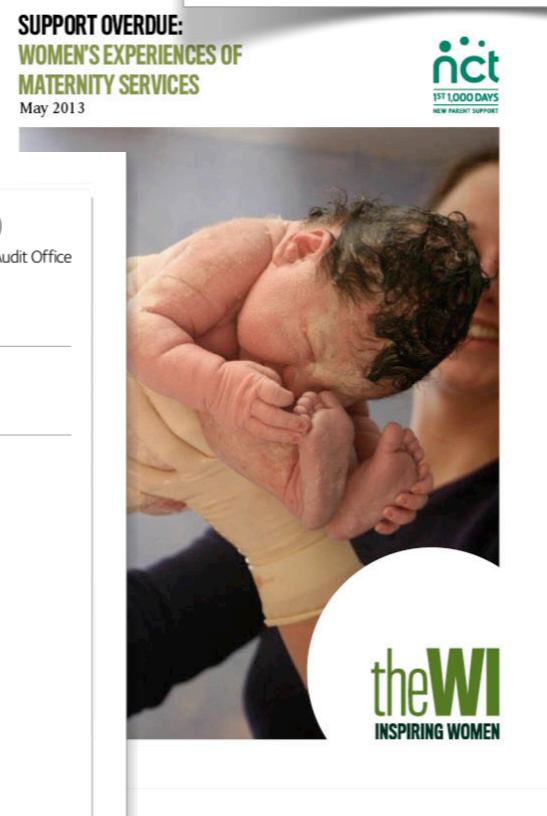
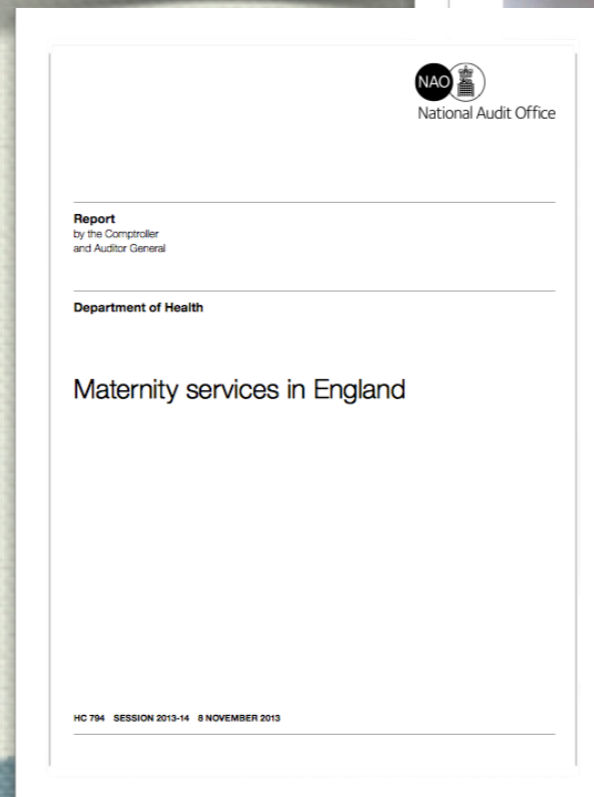
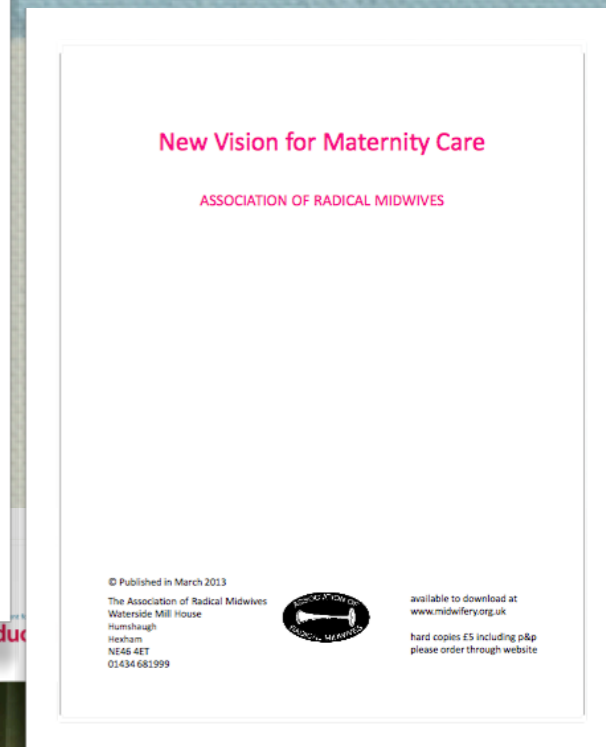
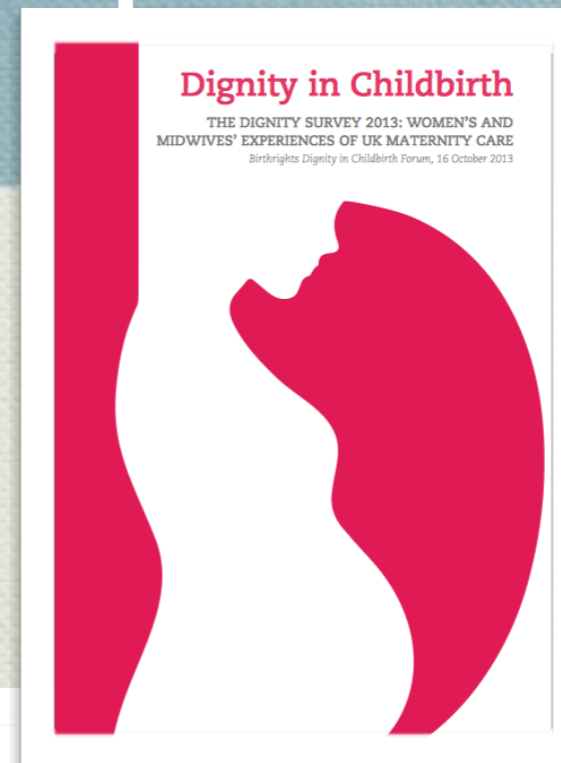
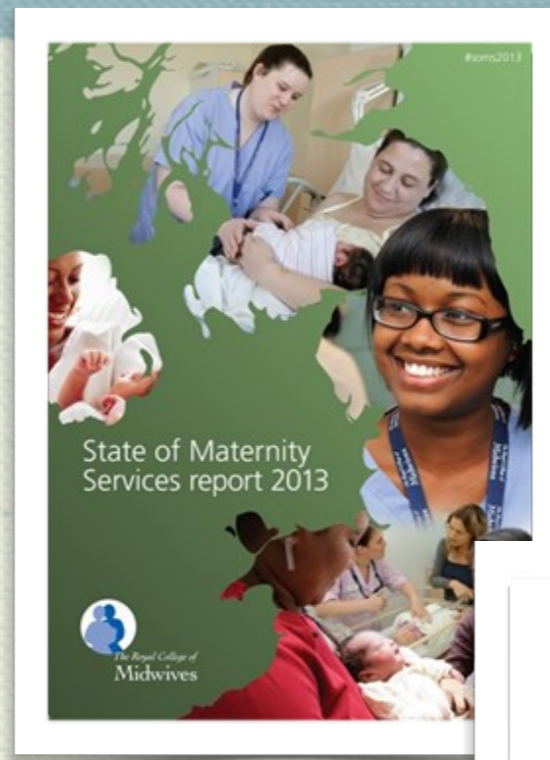




# Is there really a choice?

*Sheena Byrom OBE*

# Surveys, Audits, Reports & Policy



# Reality

- ◆ WE ARE NOT USING RESEARCH EVIDENCE
- ◆ Progress not monitored against strategy
- ◆ Limited assurance of value for money
- ◆ Significant local variations in cost, quality, safety and outcomes
- ◆ Few women have continuity of care or choice in PoB
- ◆ Dissatisfaction
- ◆ Stillbirth and neonatal death highest in UK
- ◆ Clinical negligence costs increasing

*"There is evidence that many maternity services are running at a loss, or at best breaking even, and that the available funding may be insufficient for trusts to employ enough midwives and consultants to provide high quality, safe care."*

*"Pressure on staff leads to low morale and nearly one third of midwives with less than 10 years' work experience are intending to leave the profession within a year. Over half of obstetric units do not employ enough consultants to ensure appropriate cover at all times."*

Margaret Hodge MP

Chair: Public Accounts Committee



# Reality

*'I've been qualified since 2011 now and for the last year the unit I work in had gone from bad to worse. Morale is at an all time low, and sometimes I walk into work and say hello to everyone and no one even looks up to say hello back.*

*Our sickness is the worst it's ever been because there is no team work and it's so sad'.*

Midwife-message to SB via Facebook

Comments on my blog post

<http://sheenabyrom.com/2013/06/17/midwifery-in-the-nhs-my-opinion/>

# Reality

*'One way of dealing with the chronic exhaustion, disappointment and anxiety that that creates in the staff is a distancing. As a self-protective mechanism is to get less involved. Say it's just a job. It's just a job. Because otherwise you know they get burnt out.'* Geri

**Dignity Survey-Birthrights 2013**



# NHS Mandate

*‘Every woman has a **named midwife** who is responsible for ensuring she has personalised, **one to one care** throughout pregnancy, childbirth & postnatal period, including additional support for those who have maternal health concerns’*



# CoC: the evidence

- ◆ Devane D, Brennan M, Begley C, Clarke M, Walsh D, Sandall J, Ryan P, Revill P, Normand C (2010) A systematic review, meta-analysis, meta-synthesis and economic analysis of midwife-led models of care RCM London
- ◆ Sandall J, Soltani H, Gates S, Shennan A, Devane D (2013) Midwife-led continuity models versus other models of care for childbearing women. Cochrane Database of Systematic Reviews (2013) Issue 8. Art. No.: CD004667. DOI: 10.1002/14651858.CD004667.pub3.
- ◆ Tracy S et al (2013) Lancet DOI:10.1016/S0140-6736(13)61406-3

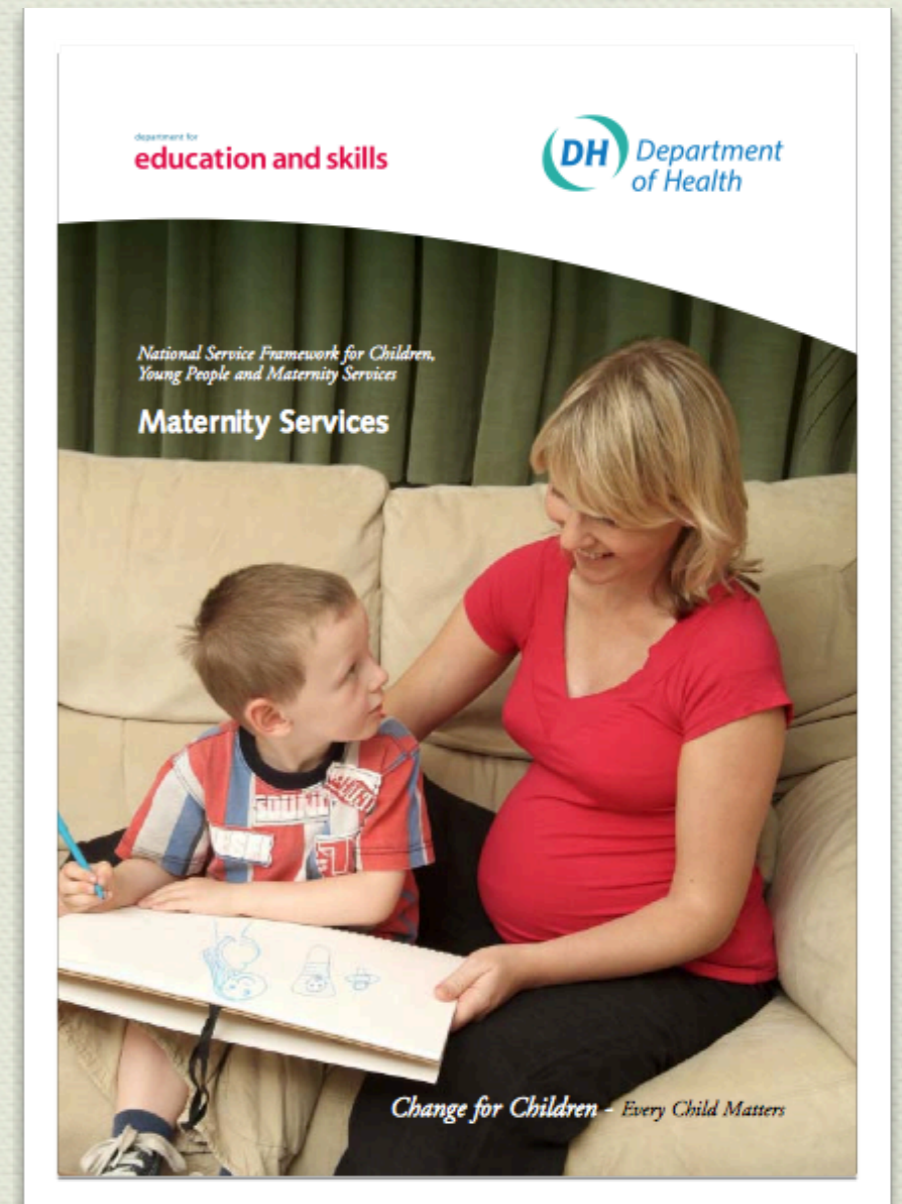
# Why?

- ◆ Safe for mothers and babies (all studies)
- ◆ Fewer interventions (all studies)
- ◆ Fewer preterm births (Cochrane 2013)
- ◆ Increased chance of normal birth (all studies)
- ◆ More cost effective (Tracy et al 2013)
- ◆ Positive experiences
- ◆ Higher rates initiation breastfeeding



# Choice in place of birth

- ◆ NSF remains current directive for maternity services
- ◆ Choice of PoB was key



# Why?



Birthplace in England national prospective cohort study

(Birthplace in England Cooperative Group 2011)

# Evidence

## Out of hospital settings:

- ◆ Safe for mother and baby, and offer benefits (small risk for babies of primips at home)
- ◆ Less risk of major interventions
- ◆ Increased satisfaction levels
- ◆ Cost effective
- ◆ Many women don't want to give birth in hospital (WI 2012)
- ◆ Increased job satisfaction for MWs



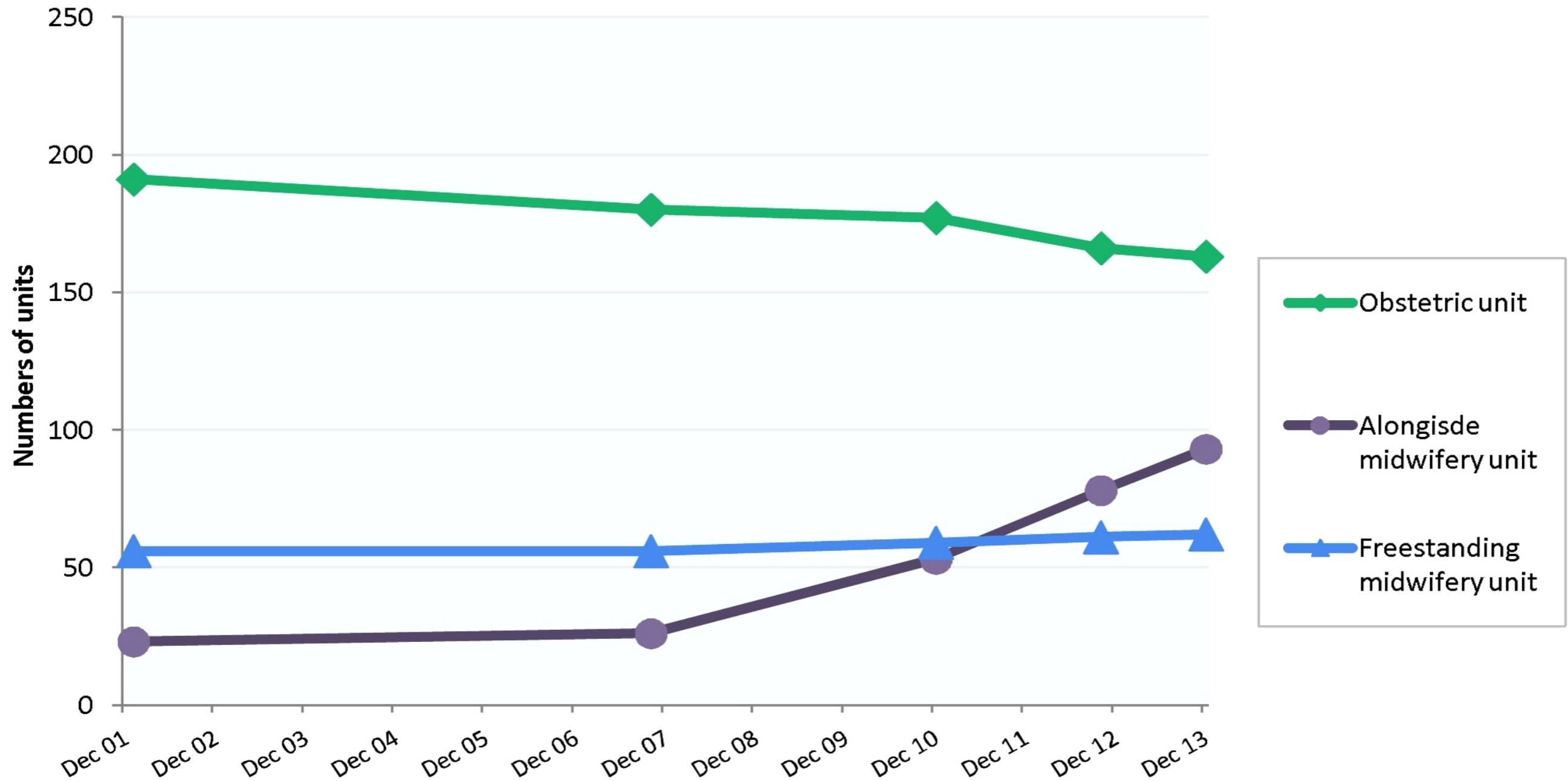
# Evidence

For women having a second or subsequent baby, home births and midwifery unit births appear to be safe for the baby and offer benefits for the mother

- For multiparous women, there were no significant differences in adverse perinatal outcomes between planned home births or midwifery unit births and planned births in obstetric units.
- For multiparous women, birth in a non-obstetric unit setting *significantly and substantially reduced the odds of having an intrapartum caesarean section, instrumental delivery or episiotomy.*

# Reality

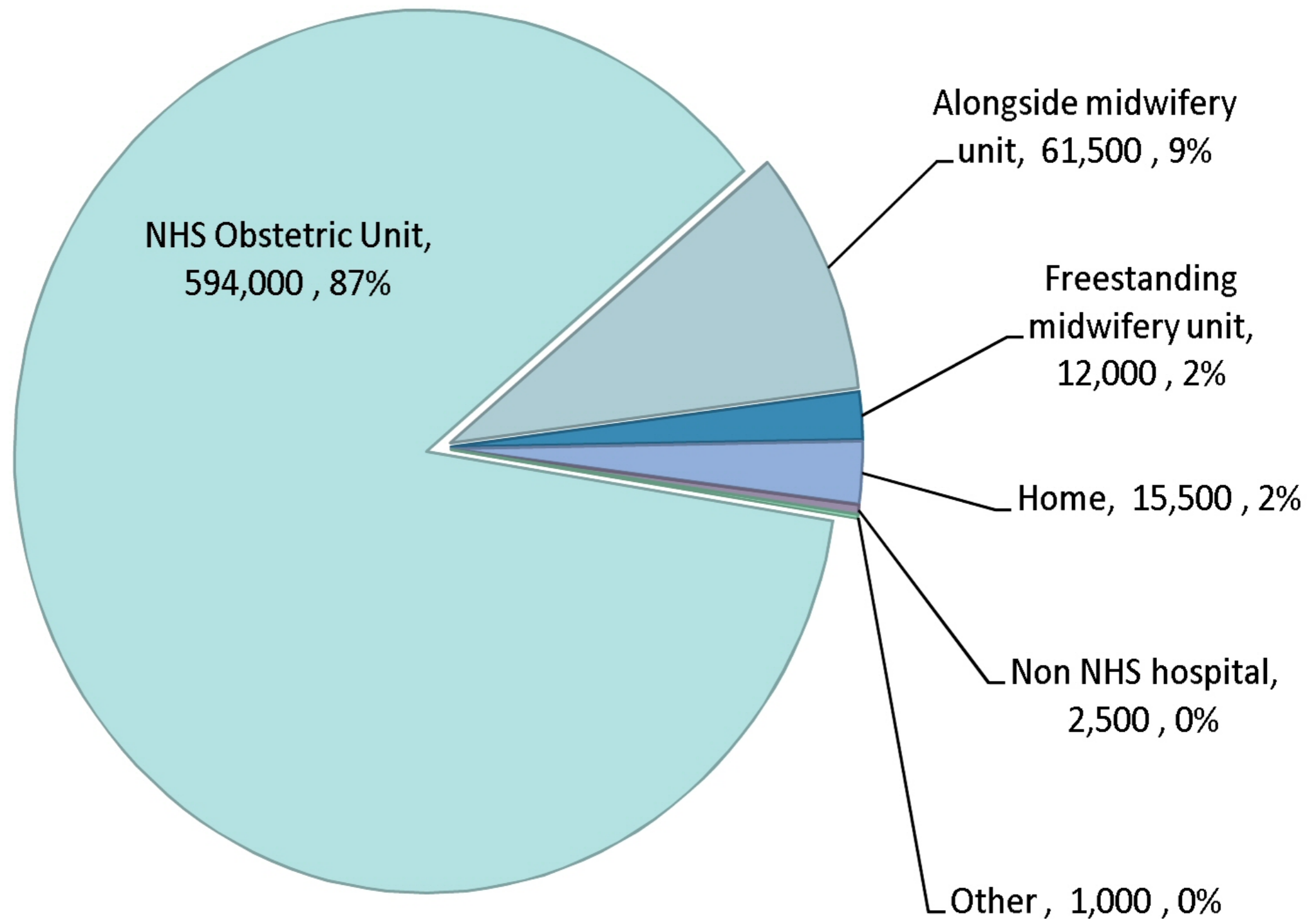
Change in numbers of maternity units in England, 2001-2013



Data from BirthChoiceUK; ©BirthChoiceUK 2014

# Where women gave birth in England, 2012

Total number of women = 686,500



Numbers and percentages are approximate, and are derived from a variety of sources including ONS and NAO

© BirthChoiceUK 2014

# Reality

You are in › [News](#) › [Community](#) › Community News

## Midwife is on call after King's Lynn hospital's home birth ban

Published: 26 February 2014



## Ross Noble backs Save Crowborough Birthing Centre campaign

By [Craig Courier](#) | Posted: February 07, 2014



Ross Noble has backed the Courier's campaign to save Crowborough Birthing Centre

### Comments (1)

STAND-UP comedian Ross Noble has thrown his weight behind the Courier's campaign to Save Crowborough Birthing Centre.

The Geordie funnyman, who lives just outside Tunbridge Wells, said it would be "unacceptable" to shut Crowborough's maternity unit at Southview Road, adding the service was vital for the town and surrounding areas.

Working with the Woman's Focus Group – mothers wanting to save the unit – the Courier launched its Save Crowborough Birthing Centre campaign last month.

Mr Noble lives in the area with his wife Fran and their youngest child, Willow, was born at home, delivered by a midwife from the birthing

[Like](#) 582

[+1](#) 0

[Tweet](#)

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Get Involved! Upload your pics and stories here.

Yet FMUs and HB have lowest intervention rates

# Which means...

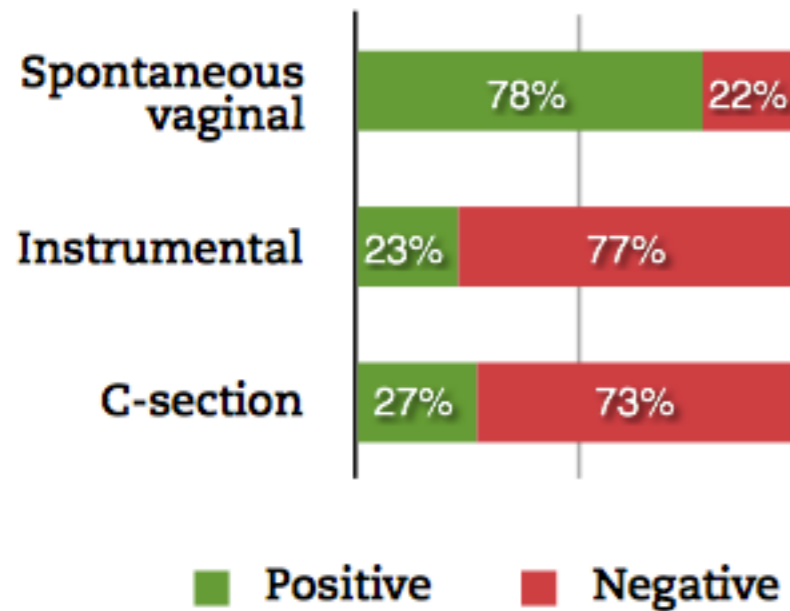
- ◆ Number of births in England = 700,000 live births
- ◆ Number eligible for birth centre or home birth (50%) = 350,000 (Dodwell 2012)
- ◆ Number of women actually giving birth in non OU setting = 89,000
- ◆ (According to BPS) Women & babies potentially exposed to unnecessary routine intervention = 261,000

# Effect

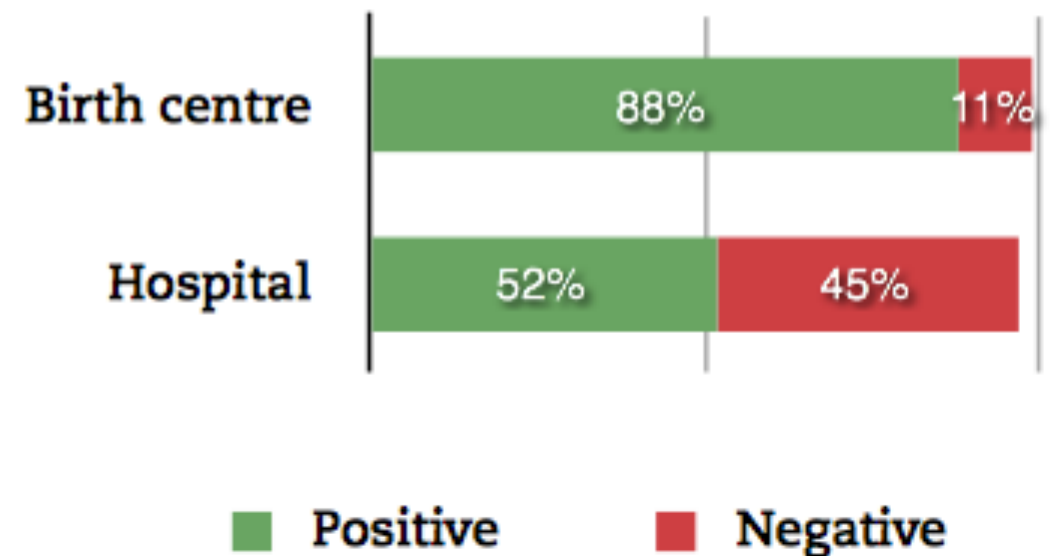


Over 1,100 women surveyed 2013  
40% P 60% M

How did your experience of childbirth affect your feelings about yourself? (by type of birth)



How did your experience of childbirth affect your feelings about yourself? (by place of birth)



# Potential consequences

- ◆ Unsustainable human and financial
- ◆ Iatrogenic damage
- ◆ Fear and defensive practice
- ◆ Decreased satisfaction levels staff and women
- ◆ Continuing rise in UNNECESSARY intervention

# Personalised Maternity Care



Continuity



Flexible guidance



Choice in PoB

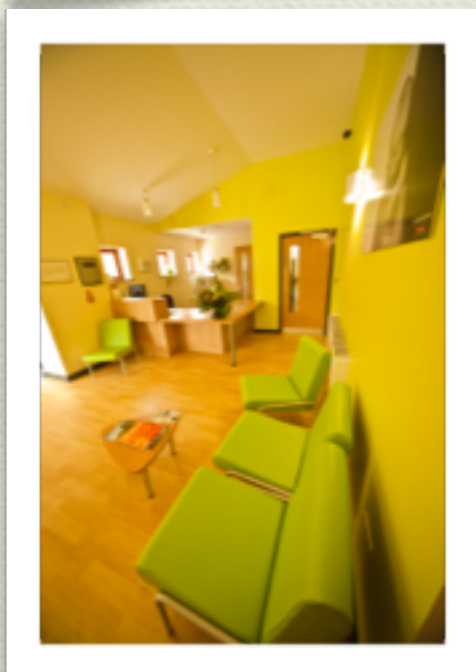


Care of staff

# Recommendations (PAC)

- ◆ The Department and NHS England should make better use of existing and emerging data, and of research, to monitor progress against its policy objectives and to inform decisions
- ◆ NHS England should build on recent research to investigate the factors that affect women's choice of place of birth, including closures of maternity units, and what inhibits women from exercising choice in practice.
- ◆ NHS England should actively manage the development of maternity networks across the NHS, and set out what arrangements it will put in place to ensure the sharing of good practice between, as well as within, networks to improve quality and eradicate unacceptable variations across the country.

# An example: ELHT



- ☐ 6,700 Births
- ☐ Home birth
- ☐ 3 Birth Centres
- ☐ Lancashire Women and Newborn Centre
- ☐ Teams achieving some continuity



**Gillian Parker Evans**

Blackburn birth centre has had a busy day. We have now had 3002 births! Watch this space as we're planning a celebration very soon for staff, colleagues, mums and babies

Like · Comment · Share · Yesterday at 6:24pm

👍 Sarah Johnson, Anna Riley, Rachel Harradine and 86 others like this.

💬 2 shares

💬 View 12 more comments



**Pamela Golley** Thats fab news!i had my little boy there in january 2011!it was very new then and was such a great and relaxed atmosphere!xxx

21 hours ago · Like



**Rachel Magee-Thorpe** Congrats to all mums, babes and midwives x

20 hours ago · Like



**Sheena Byrom** Such wonderful special news! Congratulations to every single mum, dad and member of staff!

58 minutes ago · Like · 🍷 4



Write a comment...



# East Lancashire Hospitals Maternity Service

## Average costs per birth:

- £1631 planned birth in an obstetric unit
- £1461 planned birth alongside birth centre
- £1435 planned birth freestanding birth centre

**1000 births a year in freestanding birth centre, cost savings of £196,000 per year.**

Figures include *all* NHS costs associated with the birth.

# What the managers say...



Vanessa Hollings Divisional General Manager

*'The success of the maternity service model in East Lancashire is evident from the outcomes being achieved with **over one third of the 6700 births in a birth centre setting**. I was first involved in the development of the services as the Director of Commissioning where I witnessed the debates, between clinicians, and scrutiny that went into agreeing the pathways in order to minimise risk and maximise women's satisfaction and normality of birth whenever possible. The changes made to a pathway tariff for maternity have made the model more sustainable as perverse incentives linked to birth complexity have been removed*

*Now managing the service for the past 2 ½ years I see daily the dedication and commitment of the whole team which makes me extremely proud to manage these award winning maternity services. There is nothing and yet so much is special about East Lancashire – if it can be done here then it can be achieved anywhere in the country with the right team and leadership'.*

# What the midwives say



*'At a time when according to Birthrights survey only 50% of women are getting the birth that they want, the responsibility is immense for midwives considering that when a woman gives birth to her baby, she also gives birth to herself as a mother.'*

*I have been a midwife for 10 years, the last 4 years of my career at a stand alone busy birth centre - our ethos is home from home, women and family centred care - an ethos which I have intrinsically adopted.*

*I do believe that birth is a time in a woman's life when she is at her most vulnerable but at her most powerful and she needs to know that her needs are paramount'.*

# What women say



**Danielle Riding**

I was so pleased to see on Facebook tonight that East Lancs had won an award for their outstanding midwifery care. I was fortunate enough to receive this for the birth of my second child at Blackburn Birth Centre. My first child was born in a hospital and although all was ok I felt deflated because I didn't feel as though I had been allowed the choice to give birth the way I had wanted. I didn't feel positive about my experience or proud of myself despite what my family said to boost me. When I found out I was pregnant last year my very good friend [Kerry Heap](#), who I have known since we were teenagers and who is a Midwife at Blackburn, invited me to check out the birth centre. I loved it straight away. It was calmer and less daunting than a hospital but felt safe compared to home. On 31st July 2013 I gave birth as I had planned in the pool to my youngest son. He was safely delivered by Kerry and I felt so elated afterwards. It was a totally different experience. I was able to give birth in the way I wanted. I felt I was in total control and could listen to my body as nature intended. It was one of the most positive and uplifting experiences of my entire life. All the midwives involved were fantastic. They gave me the opportunity to have my baby as I wished and did nothing but encourage and support me. I felt confident and safe all the time. My husband could even support me as he'd wanted because he was supported too. No being left alone and scared in a busy hospital. If you are wondering where to have your baby then I would strongly recommend the birth centre experience. Giving birth should not be scary or daunting. It is amazing given the right circumstances!



**Amanda Catterall**

My first little girl was born at blackburn birth centre on july 10th 2011. I had a drug free water birth my midwife was called kath and lived in lancaster and stayed after her shift to deliver chloe having being with us all day long she and the rest of the staff were wonderful. X

Unlike · Comment · Share · February 9 at 10:22am


 You, [Liz Dawson](#), [Anna Riley](#), [Sheila Bailey](#) and 19 others like this.




**Zoe Mills**

This time last year my labour started and ended with the birth of my beautiful baby girl at 5.17am. I had her at Blackburn Birth Centre and am still amazed at what a relaxed and wonderful experience it was. All the staff where absolutely fantastic and I still can't thank them enough for all they did xx

Unlike · Comment · Share · February 18 at 10:06pm

 You, [Marion Thompson](#), [Anna Riley](#), [Allison Whitehead](#) and 38 others like this.

 View 2 more comments

Birth in East Lancs Facebook Page

# Considerations: providers

- ◆ What are your normal birth rates, in comparison to other Trusts?
- ◆ What continuity of care do you provide?
- ◆ Do you offer full range of choice?
- ◆ Does your staffing model support choice?
- ◆ Do all women have access to compassionate maternity care, in a welcoming and nurturing environment?
- ◆ PMC: do your clinical guidelines help or hinder?

# Thank you



Thank you to mothers and babies for photographs.  
Photos: ©Sheena Byrom and ELHT