



# Listening to our families



# The Outreach Concept



- Utilise our existing resources for better insight into the communities we serve.
- 2017-18 and a year of curiosity, following a model that works with our capacity.
- Questions:
  - How valuable is this insight?
  - How can we make it more accessible to you and your teams?



#### **Responsive** – Experiences of Seldom-Heard Women

This month we visited a Polish parenting group.
We met with older patients: one whose daughter birthed at BWH and had a terrible experience is still suffering depression from it 20 years later. We have offered her a







Another mother, Paulina, gave birth to Alex 2 years ago and received such excellent breastfeeding support while Alex was in the NNU for 10 days, that she was able to feed him for nearly a year. Her second son Cezary is still being fed at 11 months. She attributes their great starts in life with breast milk to the wonderful breastfeeding support she had at BWH.



All the women we spoke with had had positive experiences at BWH. They had to recalibrate their expectations as in Poland, they are used to being in hospital for a week after having a baby, but aside from that, they had nothing but positive feedback about the service at BWH.



	to our Muslim Mothers  Il Heath, March 2017	
Topic	Take-Away Points	
Parking during labour		ners/husbands with the constant worry of having to return to their car to feed e option of a parking pass 'Baby Pass' for the birth.

Why is this Important/So what? Our women felt that this would remove the unnecessary stress of 'how long it's going to take' and 'having to pay the meter' during birth.

**Breastfeeding** support for baby no.2 +

Women having 2nd and subsequent babies found that their postnatal midwifery care made assumptions about their ability to feed their baby when many actually had problems feeding the first time. They would have liked to have had personal breastfeeding support for what their needs were and not feel rushed with their postnatal care.

Why is this Important/So what? Each birth can be different, and women are always learning, it is important that our women are offered the support regardless of how many babies they have had.

**Dignity** Gowns

Women agreed that it can be an anxious time worrying about how they can remain modest during a C-section. Patient Experience will explore the option of offering dignity gowns to ensure our women feel comfortable and modest.

Why is this Important/So what? It is important to a patients to feel able to respect their faith and remain modest. Dignity gowns are already provided to some Trusts throughout the UK, including Leeds.

Women 'Plus 1' Overnight stays

As a group the women all agreed they would like a 'plus one' to stay over, such as a mother/sister/relative, but 7 of 9 would like their partner to stay, even on a 4-bedded bay, whereas the other 2 would value their privacy and would want to be on a woman-only ward.

Why is this Important/So what? Our women have expressed it can be a lonely and challenging time after birth, particularly after a C-section. Having the option of a 'plus 1' staying overnight was well received. Some discussed the loneliness of being alone at night and said that is why they would call family on their mobiles in the middle of the night for company. If a friend or partner could stay, they would feel less isolated.

# **BWC Reaching out: Listening to our Romanian Women**

session at Springfield Children's Centre, April 2017

Topic	Take-Away Points
Forth cocces	

to care

A variety of lack of information, interest, religious views and GP service gaps prevent Romanian women from accessing early care.

Why is this Important/So what? Missing early care is linked to poorer outcomes. If a trusted person was known in the community to offer a link to services, women would feel more confident. A community clinic which specifically welcomes Romanian women would be welcome and build confidence for earlier contact.

Availability of interpreters

The availability of interpreters at GP surgeries was poor.

Why is this Important/So what? Women must have confidence they will be able to understand their care and we are obligated to use an interpreting service during every health touch point, even if a telephone service is the only available.

Confidence in their care

When women don't understand what's going on around them, they perceive health inequalities related to their race and language. One woman thought all the other babies were getting better care because they were being 'wheeled' away from

the postnatal floor. She didn't understand that those babies were poorly and needed medication, and that her baby was fine.

Why is this Important/So what? When there is a lack of information, women tend to feel they are being left out. We need to be particularly sensitive to women who don't speak English about how they might be perceiving the activity around them to give them reassurance.



# **BWC Reaching out: Listening to our Romanian Women**

session at Springfield Children's Centre, June 2017

**Take-Away Points** 

was no common language.

**Topic** 

of care

key

**Compassion** is

care between

departments.

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Quality of interpreting	Parents can't tell if the communication problem is with the doctor or with the interpreter. Sometimes Interpreters ask for help from family members and even children in the consultation.
	Why is this Important/So what? We need to review the standards of hiring of interpreters through both our own internal bank and also with the agencies we use. We need to educate and encourage parents and staff to speak up if they feel an interpreter is not delivering a quality service. Patient must know their rights to having an interpreter and know they can ask for one, even if it's just a telephone interpreter. Staff must also know. ACTION: we will be standardising our re-education programme for staff and updating our communications to patients about our Interpreting Service; we will be developing a feedback system for all interpreters to ask for feedback using language specific forms, created in partnership with interpreters.
Perception of lack of quality	Parents who do not speak English tend to think either they or the doctors have done something wrong, not that sometimes, things just 'happen.' One woman spoke of hearing her baby get a lumbar puncture in another room and blamed herself for

the infection she had 'given' it—she is still haunted by listening to her baby scream with no understanding about what what going on.

Why is this Important/So what? Our staff need to understand the importance of getting an interpreter for any situation, but especially where there is distress. But even if one is not available, compassion can still be given.

At the very least every person can show compassion no matter what language is spoken to. This same woman had an emergency C-section—there was no interpreter but she recalls all the staff being so kind and wonderful even though there

Parents come with expectations of a strong medical and efficient healthcare system where the coordination of care is not so much an issue. Our system of low coordination between some departments leaves parents feeling at best baffled and at worst helpless—all our parents considered going back to Romania to complete their healthcare.

Why is this Important/So what? Parents need to know how to access PALs, and Staff need to be aware that they may need to spend extra time explaining the 'system' to Romanian families.

**Plus One Pilot** 

Personalisation of

Care

**Additional** 

**Feedback** 

	out: to our Arabic Mothers hill, September 2017	The second secon	
Topic	Take-Away Points		7
Technology on	We discussed three potential options of pare	ents having increased visibility of their bab	y if being cared for on the NNU

#### the Neonatal Unit Streaming, Video Clips and Skype-like 2 way conversations on devices such as Ipads.

Why is this Important/So what? The concept was extremely well received by all mothers. The unanimous preferred option was 24/7 streaming. Parents would value being able to 'connect' with their baby at a time convenient to them, especially if they do not live nearby, have other children to care for and are not able to visit in person as often as they would like.

Everyone in the group liked this idea. The opportunity to have a 'plus one' whilst staying in hospital was 100% positively

received. Our women agreed this would have physical, practical and emotional benefits, support breastfeeding and protect against feelings of loneliness at a critical time. Privacy was considered to be far less important than the 'plus one' support. Why is this Important/So what? Women who have a prolonged stay in hospital after a complex or surgical birth often report feelings of loneliness and helplessness at night. A companion would protect against such feelings and help to build confidence in early parenting. It may also offer additional support and practical help to busy midwives on the ward.

> birth, the rate of discharge and the consistency of information provided by health professionals. Why is this Important/So what? Women are increasingly aware of the benefits of skin-to-skin contact immediately after

birth, particularly around bonding with the baby and establishing breastfeeding. It was felt that this should be routinely offered to all women. Women who have normal, straightforward births often want an early discharge. However, women who have complex births want the choice of a longer hospital stay, to aid recovery and to rest.

Our women agreed that the 3 most important areas of care for them were: improving skin to skin for babies and mothers after

to support mothers on the postnatal ward, with breastfeeding and emotional support. This is most apparent at night. Why is this Important/So what? Women don't always need the support of a qualified midwife. More peer supporters on the ward would be reassuring and reduce feelings of vulnerability and worry. Extended visiting times would also increase partner support.

In an open discussion, the group suggested that more staff/volunteers are needed

#### Reaching out: Listening to our Pakistani Mothers

session in Greet Children's Centre July 2017

**Service at BW** 

has improved

Feedback via

over the

years

Video

lopic	lake-Away Points	043
Antenatal Clinic /Scan	The biggest stress in Antenatal Clinic is how to manage the delays knowing you have to get home to pick children up from nursery/school. This was echoed by many of the women. This is especially true for the extra growth scans which sometim took all day.  The way they call out names in the Scan Department doesn't mean people always hear their name called.	
	Why is this Important/So what? There is clearly still work to be done in waiting times for ANC/Scan, and the way parents are called for their appointments. Feedback has been shared with the ANC/Scan teams.	

# The issue of father's ability to be present on the postnatal wards is a recurring theme. Inability to have husband present, especially post caesarean, still leaves poor memories of being alone and not able to be helped in the night by stretched ward staff. "You just want them to be there with you, going through it with you." they said.

Why is this Important/So what? It is important for all women to feel supported during this time and some women described their trauma from being alone without their partners, despite it being 6 years ago. The Plus One pilot must take on board this feedback from this seldom heard community.

#### Women agreed that services at BW have improved over the years. One woman described her 3 pregnancies at BW over the last 9 years where she has been able to see clear improvements each time.

Why is this Important/So what? We will continue to provide our patients with a forum for feedback their experiences, to allow us to further improve our services. It is good to know that progress is being made, albeit slow.

#### Several shared their story on video for sharing with staff: ANC Clinic Experience over time from Pakistani Women's Group: https://youtu.be/Z6BKZ7x

ANC Clinic Experience over time from Pakistani Women's Group: <a href="https://youtu.be/Z6BKZ7x9fgA">https://youtu.be/Z6BKZ7x9fgA</a>
Fathers on ward overnight from Pakistani Women's Group: <a href="https://youtu.be/YTvoElvC9CY">https://youtu.be/YTvoElvC9CY</a>

#### **Reaching out: Listening to our Pakistani Mothers**

session in Sparkhi	II, July 2017		
Topic	Take-Away Points	MAX	
Increase awareness of outreach	We discussed how important it is to actively procession of community. Lack of numbers at this session of	·	
sessions	Why is this Important/So what? Birmingham population. The views of Pakistani families sh		

**Improve** communication

Women felt that detailed information was not provided at times when unexpected medical intervention was needed. This caused unnecessary worry and stress, not only for the pregnant women, but for her wider family. More time spent explaining things antenatally would have helped. Language barriers did not play a part here, but could do for other women.

Why is this Important/So what? Not all births are straightforward and feeling more knowledgeable can help women maintain a sense of control. Realistic expectations about times, length of stay, urgency, care should be provided.

**Dignity Clothing** 

antenatally

Women agreed that maintaining modesty and dignity was extremely important, especially in light of skin-to-skin contact and increased access to water birth. Embarrassment about being exposed or naked causes unnecessary anxiety. Why is this Important/So what? It is important for all women to feel able to respect their faith and remain modest.

Our women asked if there could be access to a simple elasticated top for use in the water to maintain dignity. If not, could suggestions be provided antenatally as to what women may bring in themselves. Maybe some photographs?

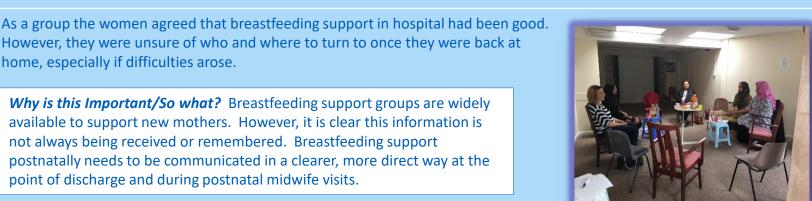
**Postnatal** breastfeeding

support

home, especially if difficulties arose. Why is this Important/So what? Breastfeeding support groups are widely available to support new mothers. However, it is clear this information is

However, they were unsure of who and where to turn to once they were back at

not always being received or remembered. Breastfeeding support postnatally needs to be communicated in a clearer, more direct way at the point of discharge and during postnatal midwife visits.



#### Reaching out: Listening to our Sikh Mothers

session in Sparkhill at the Gurudwara Temp November 2017







**Topic** 

#### **Take-Away Points**

Excellent maternity care for women choosing VBAC

A woman shared that, despite not speaking English, all the team were supportive and encouraging of her to have a vaginal birth following a previous caesarean. She was very grateful for the additional support.

Why is this Important/So what? The VBAC service at BW has been growing from year to year, and knowing this is also extended to women who can't always communicate their needs is very reassuring.

Access to loved one at night

A woman who reported 100% wonderful care on all counts only had one piece of feedback about how the service could be improved: "I was all alone at night with my baby and I wanted someone to be there with me."

Why is this Important/So what? There a presumption that Asian women don't wish to have men on the wards. We asked this woman if she would be OK to have other partners also close by if her partner was able to stay and she said, 'of course.' We need to manage parents needs on an individual basis—the majority of parents want the option to have access to a loved one 24/7. We should make this happen.

Access to more timely appointments for Fertility

One woman travelled a long way to share her sad Fertility story where the delay between appointments was 6 months each. This makes her older and older which affects her Fertility. She wishes there were more appointments so she could have an understanding of her problems that is closer to real time. She is stressed she will miss the window to have a baby due to time going by, making her even less likely to get pregnant.

Why is this Important/So what? If we can't offer a service that has resilience, there is a question about whether we should offer the service at all. Fertility seems to be something we do 'just good enough' and then tell people if they want something more timely, go privately. It creates a whole new level of uncertainty and stress.

Attitude of staff regarding needing to reschedule a

Gynae operation.

A woman shared how through the rescheduling of her operation and a number of minor administrative errors on our end created an appointment she did not know about, the staff rang to accuse her of DNA and made her feel guilty for something that was not her fault. She wishes the booking staff would have shown more curiosity about the situation and compassion for what she was going through with a poorly husband and child at home, making it difficult to drop everything and come in for an operation.

Why is this Important/So what? Compassion and understanding from staff should be the cornerstone of every service, not just by the bedside. This woman has chosen to go elsewhere for her operation due to how the appointment setting team made her feel.



#### Research



- Speak to leaders in your hospital to identify issues where a language barrier has caused problems to patients and/or their care.
- Extract data, from surveys such as Friends and Family Test, to identify the number of responses received from specific ethnic groups.
- Speak to your interpreters/link workers to identify the issues of specific groups.
- Decide on your target audience and subjects for discussion.
- Speak with your interpreters/link workers and community nursing teams to identify suitable local venues to hold a listening event.
- Reach out to community leaders to invite their support at events.





# Recruit your team



❖ FACILITATOR Runs the session and poses questions to the group.

Feedbacks suggestions/concerns to the relevant teams.

LEAD Makes arrangements with the venue.

Contacts patients to advertise the event.

Puts up posters around your hospital and at the venue.

Gives out flyers.

Interprets on the day.

Gives out calling cards at the end of the event.

**❖ SUPPORTER** Assists the interpreter with pre-planning.

Takes notes at the session.

Assists with interpreting.

OTHERS Specialist Nurse/Midwife answers clinical questions.

regarding your chosen subject, at the event.

ADMINISTRATOR Prepares advertising materials.

Types up notes from the event.

## Plan: Tasks



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	WHEN	WHAT	HOW	TASK OWNER	HELP FROM	DATE COMPLETED
1	4 weeks before event	<ul> <li>Display poster at event venue &amp; around the hospital.</li> </ul>	In person	Lead	Supporter	
2	4 weeks before event	<ul> <li>Submit a piece to comms together with instructions on when to publish it.         Use pre-agreed template: this includes Facebook/Twitter and Daily Voice postings.</li> <li>Email all clinical managers regarding the event and send diary invite using pre-agreed text.</li> </ul>	Email Email	Lead Lead	Supporter    Administrator	
3	3 weeks before event	<ul> <li>Check that comms have published piece about event.</li> </ul>	Phone/Email	Administrator	Supporter	
4	2 weeks before event	<ul> <li>Call women to remind about event.</li> <li>Post an invitation including full details of the event.</li> </ul>	Phone/Email Facebook	Lead Lead	Supporter Supporter	
5	1 week before event	<ul> <li>Confirm Daily Voice to comms is happening on this day or next as a reminder.</li> </ul>	Phone/Email	Administrator	Supporter	
6	2 days before event	<ul> <li>Post a reminder including brief details of the event.</li> <li>Send out a reminder tweet including brief details of the event.</li> </ul>	Facebook Twitter	Lead Lead	Supporter Supporter	
7	At the event	<ul> <li>Send out a tweet and Facebook post- lnclude a group photo.</li> <li>Take notes and photos.</li> <li>Give out leaflet/card to attendees inviting continuous feedback.</li> </ul>	Facebook In person In person	Lead Lead Lead	Supporter Supporter Supporter	
8	Week following event.	<ul> <li>Prepare slide for reports, including any follow up cards. Any follow up notes regarding the event, for lessons learnt also captured.</li> </ul>	In person	Administrator	Supporter	



### Plan: Materials



RESOURCES	NOTES
The facilitator will be required only to attend the meeting	
but not to take part in the arrangements.	
battiotio take part in the arrangements.	
Each session will be led by a Bank Interpreter; with	
support from a Link worker, if available.	
One foreign language speaker only is to be present.	If translation cannot be provided by the lead or link worker a bank
	interpreter may be arranged for the period that the session will be run.
	11 ( 401 ( ) 16 )
Time paid to lead will be made up of time spent making the	Up to 10 hours (paid time) per session.
session arrangements and holding the session.	
A Link worker will support wherever possible.	Up to 5 hours per session.
A LITIK WORKER WIII Support Wherever possible.	op to 3 flours per session.
Light refreshments will be provided at all sessions.	Up to a maximum spend of £40 per session.
	The type of refreshments will be decided by the session lead but
	should check supplies already held by Amy from previous sessions.
	<ul> <li>Receipts to be submitted to arrange reimbursement.</li> </ul>
<ul> <li>A token gift may be provided at selected sessions,</li> </ul>	<ul> <li>Up to a maximum spend of £1 per woman per session.</li> </ul>
including colouring books & pencils/crayons if purchased	Offered only where this would encourage attendance.
from a discount shop such as Poundland	The type of gift will be decided by the session lead but should check
	supplies already held by Amy from previous sessions.
	Receipts to be submitted in order to arrange reimbursement.
Additional items	English and translated version of BUMP information sheet.
	Baby box sample.
	Supply of pens (for completion of consent forms).
	Supply of FFT forms.
	Supply of clipboards (for completion of consent forms).
	A3 poster to be put out at the venue on the day.
	Calling cards to be given out at the end.
	After thoughts cards to be given out at the end.



# Marketing: Posters/Flyers



**NHS Foundation Trust** 





# Marketing: Posters/Flyers Birmingham Women's and Children's



**NHS Foundation Trust** 

#### **Coffee Mornings** All ladies are welcome



Please come along and meet with representatives from Birmingham Women's and Children's Hospital to talk about-

- · Your experiences of the services we provide.
- · What your needs are,
- How we can improve the services we offer to you and your

An interpreter will be present and light refreshments will be provided. Children and babies are also welcome.







22 <sup>nd</sup> August	Springfields Children's Centre	Bangladeshi women
26 <sup>±</sup> September	Springfields Children's Centre	Arabic women
9th November	Stratford Road Gurudwara/venue in Smethwick	Punjabi women
15 <sup>±</sup> January 2018	Springfields Children's Centre	Pakistani women



#### Keep your team informed of upcoming events.

Community Outreach: Schedule







Day	Date	Meeting Time	Venue	Spotlight Audience	Lead	Support	Facilitator
AUGUST	-						
Tuesday	22 <sup>nd</sup> August	11.00- 13.00	Springfields Children's Centre	Bangladeshi women	Sheuli	Daya Sumita Behana	Amy until 12.00 Keeley & Daya until 13.00
SEPTEMBER			ii ii				
Wednesday	26 <sup>th</sup> September	10.30- 12.30	Springfields Children's Centre	Arabic women	Lola	Daya Siham	Amy
NOVEMBER							
	9 <sup>th</sup> November	11.00- 13.00	Stratford Road Gurudwara	Punjabi women	Bhupinder	Jagdish Tal	Amy/Keeley/Joanna
JANUARY			(i				
	15 <sup>th</sup> January	11.30- 13.00	Springfields Children's Centre	Pakistani women	Ruby	Daya	Amy/Keeley/Joanna

#### At the event



- Set out refreshments, demonstration samples and flipchart etc.
- Meet and greet.
- Hold the discussion.
- Take notes.
- Hand out photography consent forms for completion.
- Take photographs.
- Post on Facebook & Twitter.
- Hand out any information.
- Hand out calling cards.
- Eat, drink and chat.







# Reaching out



#### During 2017 we were pleased to listen to:

- March -Muslim Mothers
- April & June -Romanian Women & Mothers
- July -Pakistani Mothers
- September- Arabic Mothers
- November- Sikh Mothers









#### Feedback was received around:

- Access to more timely appointments for Fertility
- Antenatal Clinic /Scan
- Attitude of staff regarding needing to reschedule an operation
- Availability of interpreters
- Breastfeeding support for baby no.2 +
- Compassion is key
- Confidence in their care
- Coordinated care between departments
- Dignity Gowns
- Early access to care
- Feedback via Video
- Maternity care for women choosing VBAC
- Parking during labour
- Perception of lack of quality of care
- Personalisation of Care
- Technology on the Neonatal Unit
- Quality of interpreting
- Women 'Plus 1' Overnight stays
- To end: Open discussion

### Collate Feedback



https://youtu.be/YTvoElvC9CY

https://youtu.be/Z6BKZ7x9fgA





#### After the event



- Type up the feedback notes.
- Theme the comments into specific categories relating to issues.
- ❖ Feedback to complaints teams and/or PALS if any particular concerns were raised which the patient would like investigated.
- Prepare slide/report.
- Arrange to meet with wards/managers to discuss feedback if urgent issues identified.
- Feedback via quality report, Board report or similar.
- Hold a de-brief meeting with facilitator, lead, supporter and administrator to discuss the event and what has been learnt to improve the next event.







### Collate Feedback



Topic	Take-Away Points
	Why is this Important/So what?
	Why is this Important/So what?





# Over to you



Our "How to" guide, including tips is available for you to take away and help plan your outreach programme



**Amy Maclean Head of Patient Experience** 

For help contact me at: amy.maclean@bwnft.nhs.uk



### Invitation



Coffee Morning with:
Pakistani women

NHS
Birmingham Women's
and Children's
NHS Foundation Trust

Please come along and meet with representatives from Birmingham Women's and Children's Hospital to talk about-

- Your experiences of the services we provide,
- What your needs are,
- How we can improve the services we offer to you and your family

Our Urdu/Punjabi speaking interpreter, Ruby, will be there and light refreshments will be provided. Children and babies are also welcome.



We look forward to seeing you on Friday 16th March 2018 From 12.00 to 1.30pm

Call Ruby with any questions and to book your place on







