



South Tyneside and Sunderland
NHS Foundation Trust

South Tyneside Community Midwives

PENNA Shortlist entry 2023

excellence
in all that we do

Setting the scene

Back in 2019 we had a merge of Maternity Services across South Tyneside and Sunderland followed by COVID which yielded some new challenges.

This had a huge impact on our community midwifery team and the services we provided to the women of South Tyneside. There was instability and low moral within the team, which impacted on long-term sickness and poor team dynamics.

The compassion and commitment of staff were effected, many of whom chose Midwifery as a vocation and not just a job.



The challenges

- Poor communication
- Poor team working/lone working
- No team cohesion
- High sickness and low moral
- Patient complaints
- Poor patient experience
- Lack of training options
- Poor training compliance



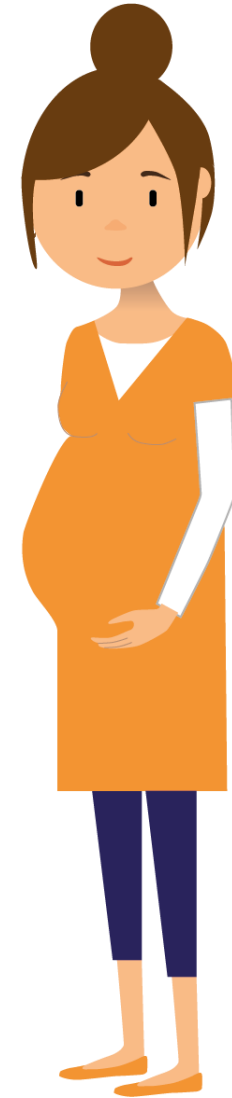
What we did



- A change of base/Office
- Investment in the team
- Acknowledging and reimbursing staff for time worked above their contracted hours
- Invested in our Maternity Support Workers, offering training and acknowledging their role as part of the wider Midwifery team
- Recruitment of community admin assistant
- Improved team communication
- Re-introduced face to face bookings
- Midwife buddy system – resulting in increased continuity for women
- Daily team huddle introduced to check in on staff wellbeing
- Monthly team social event

Where we are now

- We are now achieving 100% face to face bookings, ensuring we are offering a quality service
- We are now 100% compliant with CO Monitoring, as part of Saving Babies Lives, reducing the risk of women experiencing premature birth and still births
- More cohesive team – working together and supporting each other
- Recognition from our service users with positive feedback
- Improved sickness absence rates



Patient experience feedback from Friends and Family Questionnaire

My midwife from then Katie was absolutely amazing and listened to all my concerns and my worries due to a previous traumatic birth, I couldn't fault the care I received from her.

South
Tyneside
midwives are
outstanding!

The care I have had from Lyndsey and Carol - community midwives has been excellent. They have explained everything clearly, sent me to the day assessment unit for blood pressure check when needed and for a growth scan at the first sign of any change. I feel very well looked after and relaxed considering I had a high risk first pregnancy. I also must add that they have been so lovely with my 3 year old who has attended lots of appointments with me. They have made him feel so involved! Thanks!

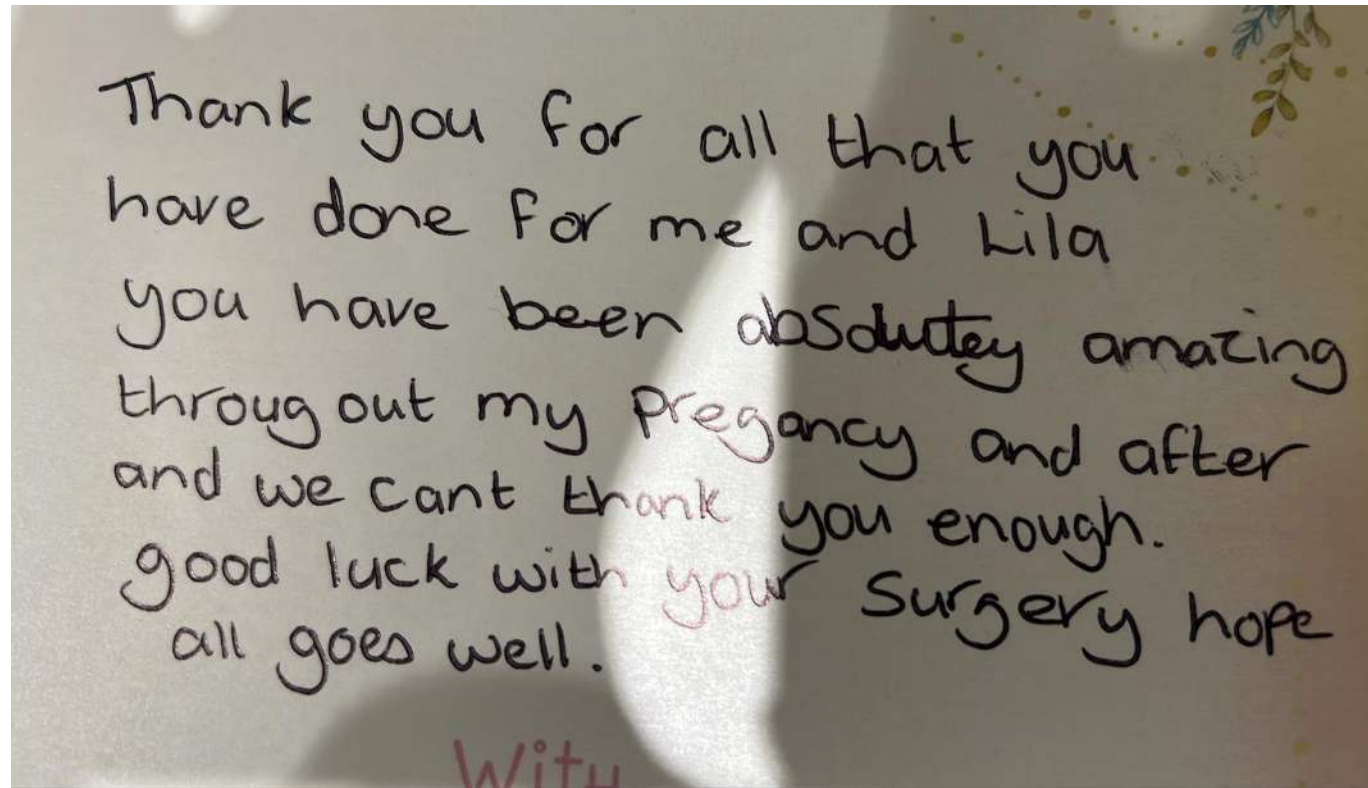


Alongside my main midwife Carol was a midwife who was on a placement, her name was Merryn. Merry was absolutely amazing throughout the whole pregnancy and worked so hard to make sure my birth went just as I wanted. After the birth she even took time out of her own day and come along to check on me and baby with Carol. Merry and Carol really are amazing and the hospital trust are truly lucky to have them.

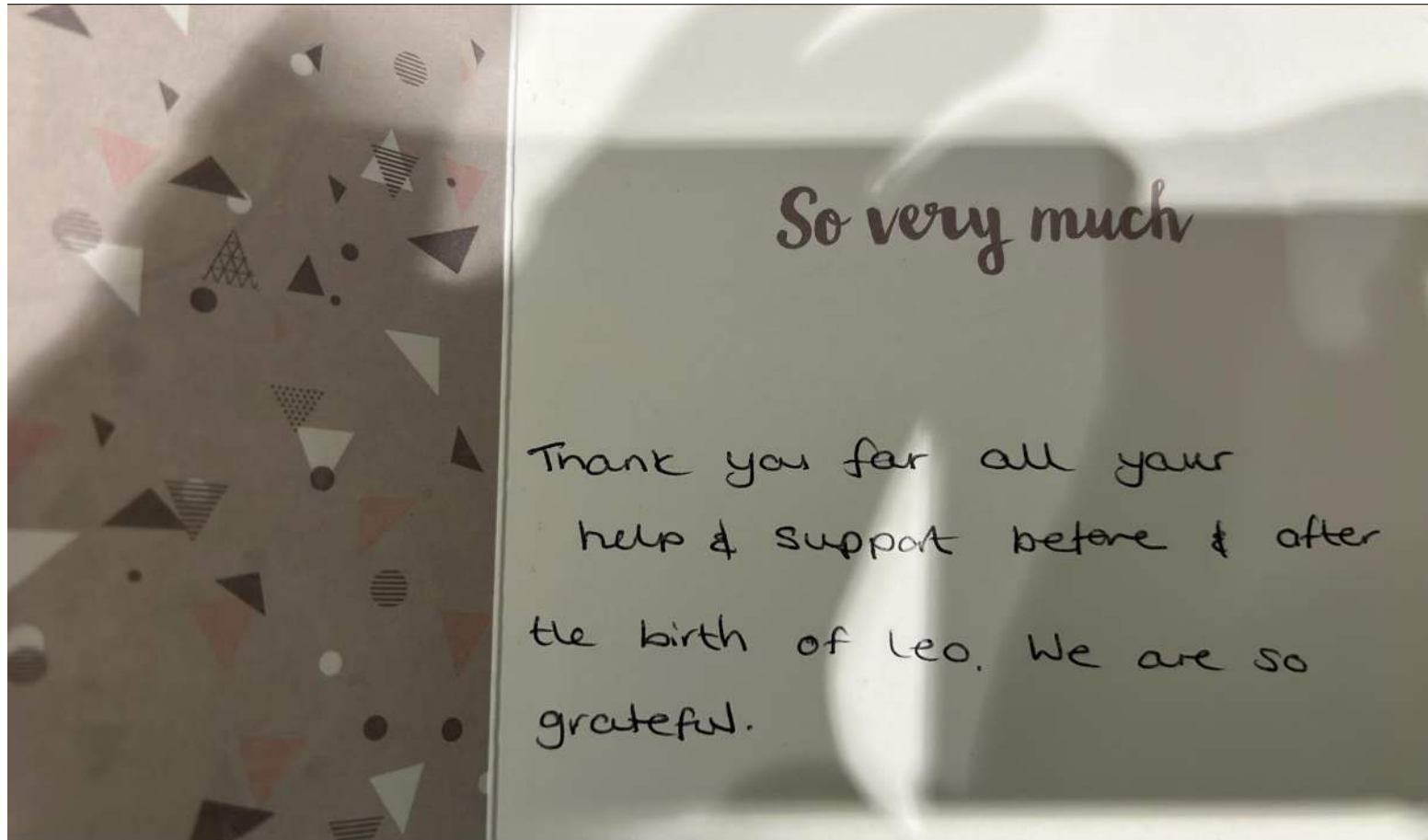
We have had an excellent experience from initial contact with the community midwife team to the safe arrival of our baby. The care and support offered by our community midwife has been consistently outstanding.

My midwife Sarah is amazing. She has built such an amazing relationship with me and my 9 year old daughter even though we only have short appointments every fortnight. She listens to me and takes my choices seriously. I'm never forced or advised to make certain decisions. She is really professional, carries out all checks needed and talks me and my daughter through everything so we fully understand. I cannot fault her, I wish all NHS staff were more like her.

Our Team



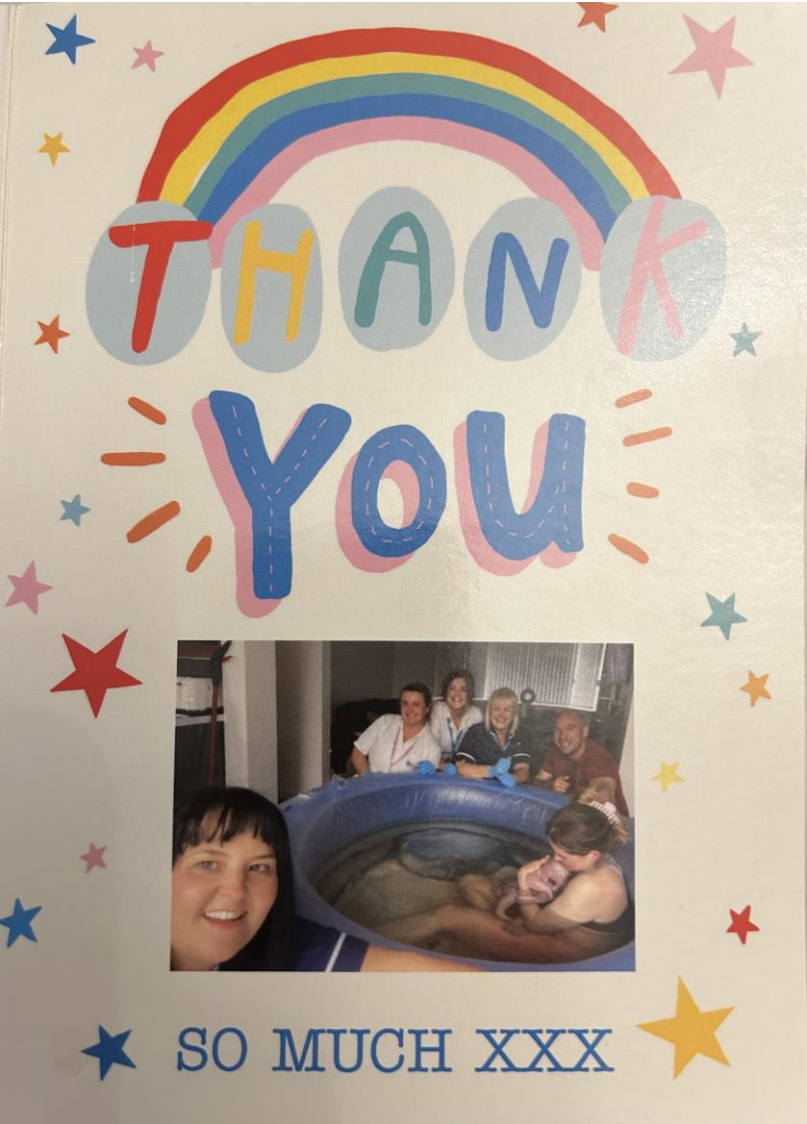




So very much

Thank you for all your
help & support before & after
the birth of Leo. We are so
grateful.









To Kirsty, Karen R &
Stacey,

Thank you!

From the bottom of my heart
to the tips of my nips.

Without your kind care and
attention, our breastfeeding
Journey would have stopped

before it fully started.

You do an amazing job
& it's really appreciated.

Keep up the good
work.

Love from the Mikaelson
Trio
xxx





Finally we haven't re-invented the wheel or created something new. We've just started fresh, creating a team where everyone is valued and has a purpose, recognising everyone for their effort and commitment.

Unity is strength.... When there is teamwork and collaboration, wonderful things can be achieved.

(Mattie Stepanek)