

## Georgia's Birth

"Baby Button born in Tirion Birth Centre at 12.45pm, weighing 6lbs 12ozs.

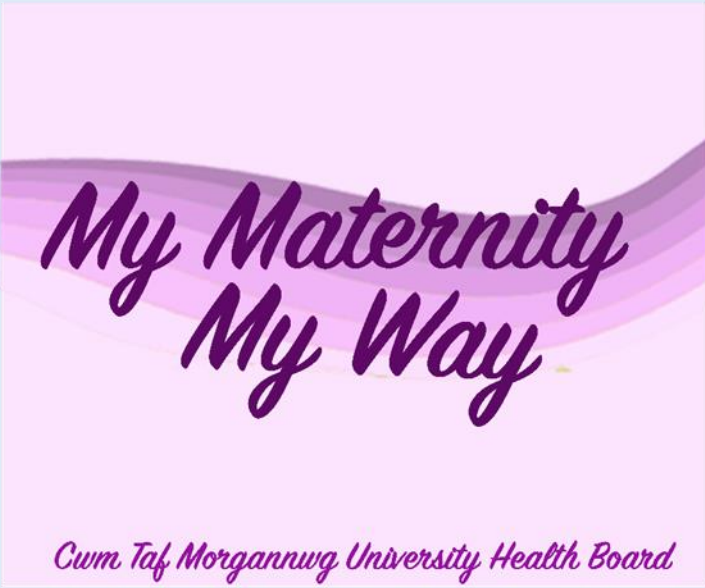
I just wanted to say the biggest thank you to all the amazing women at Tirion who looked after not only me, but also Jesse and our baby girl.

Thank you Jess for keeping me calm, in focus and drilling in to my head that I could do it even though I doubted myself! Shirley and Jill who helped me bring my beautiful baby girl in to the world and gave me the most encouraging words I'll never forget it! Charlotte, Ceri and Sharon thank you all so much for constantly helping and looking after us. The whole time, you were all amazing. Thanks for helping us with our questions and Jesse's endless amount of coffee requests 😊

If anyone is thinking about giving birth in Tirion I would 100% recommend it! It's such a calm and relaxing environment with the most amazing staff who are friendly and supportive! I can honestly say I had the perfect birth.

Also a massive thank you to Kim my midwife who has been amazing all throughout my pregnancy."



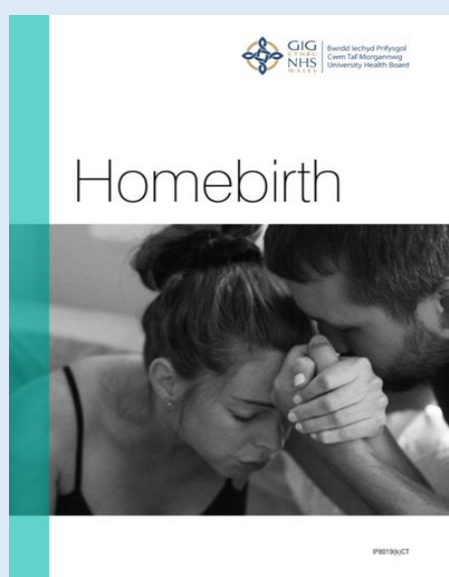
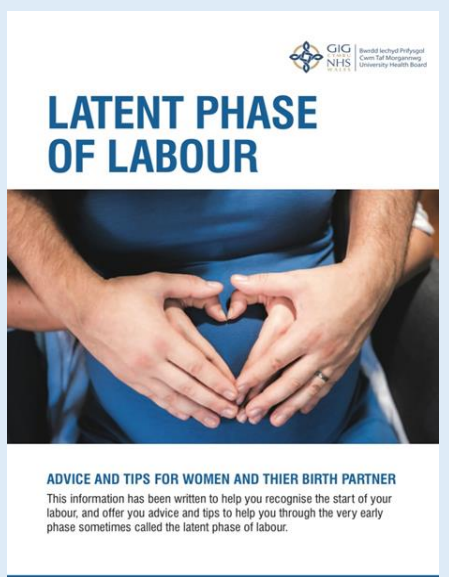
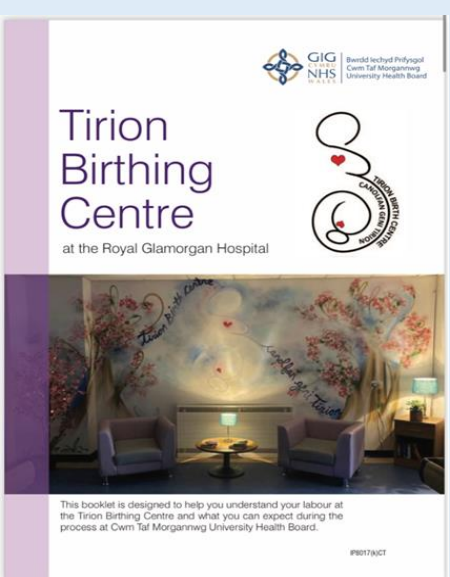
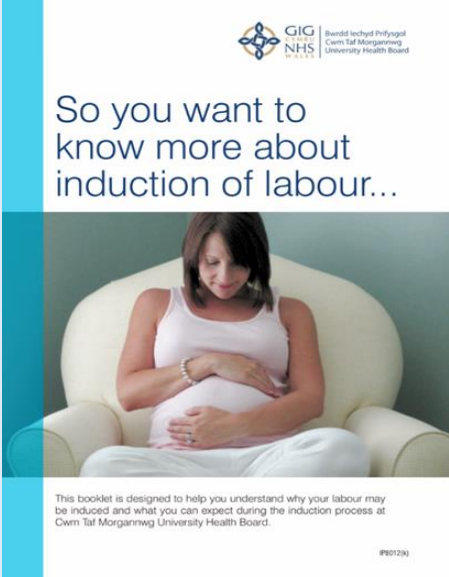
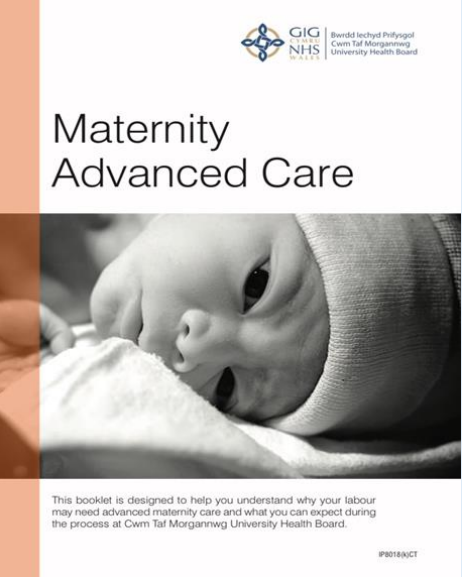


MMMW have had significant input in to a number of co-produced pieces of work-

There are around 80 members, and information is shared amongst the distribution list enabling all those who would like, to contribute.

Photos and quotes in these leaflets/patient information have been kindly shared by women and families who have received care across CTM

We have engaged with MMMW throughout the Covid pandemic, updating and discussing current arrangements, particularly around birth partner involvement and visiting, and the group has been a powerful influencing factor for review and changes.



# Engagement Plan

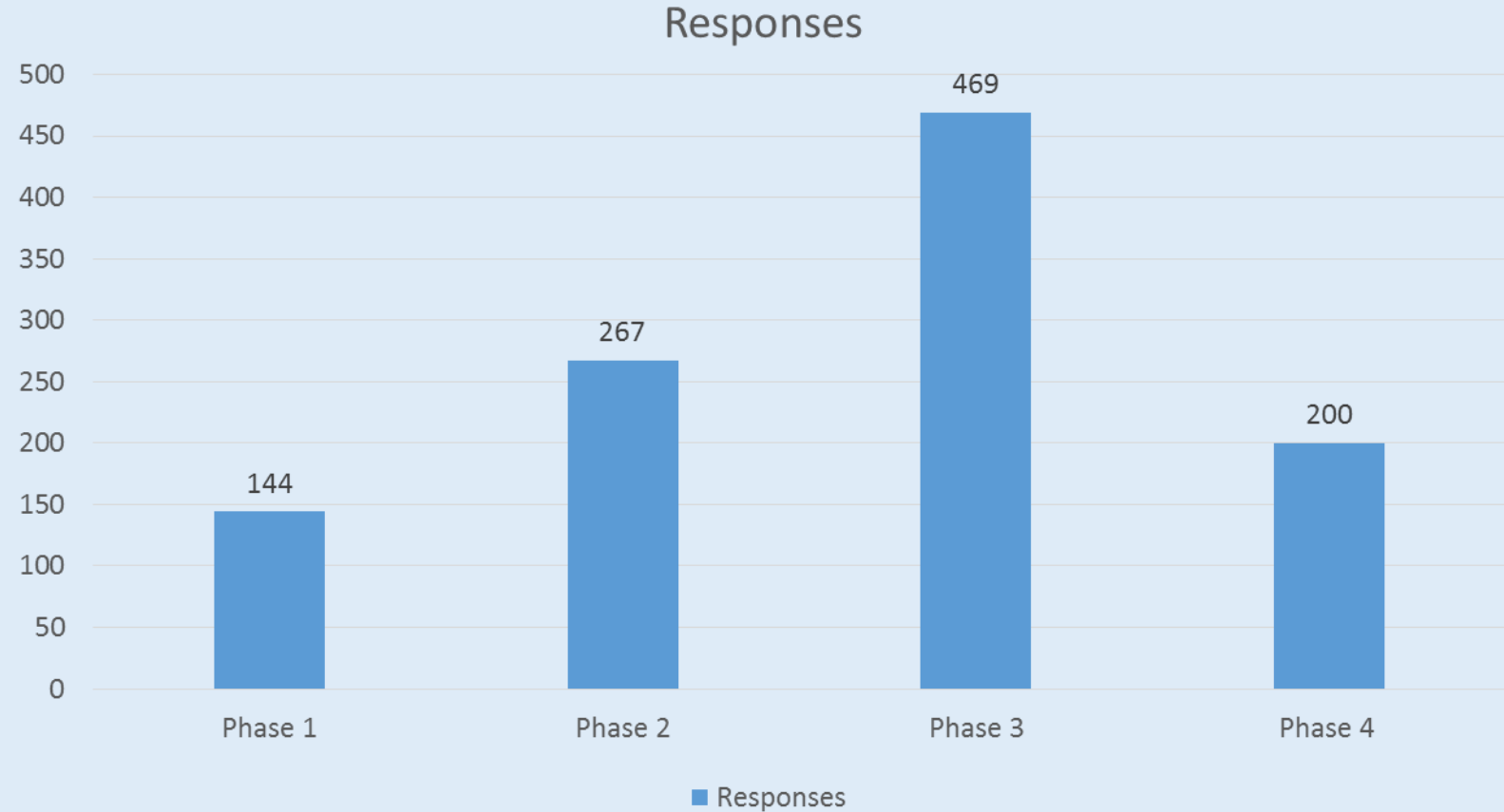
We have in place an ambitious Maternity Engagement Plan which demonstrates a commitment to service user feedback and engagement through the multiple methodologies in use to generate, capture, and triangulate service user experiences and undertake proactive engagement with service users and families.

This is the 2<sup>nd</sup> iteration of our Maternity Engagement plan.

The first in order to fulfil RCOG recommendations, the second iteration following review and updating, demonstrating an ongoing commitment to the quality of women's experience showing maturity and continued commitment to ensure engagement and co-production with service users.

The image displays the logo for GIG CYMRU NHS WALES and the Bwrdd Iechyd Prifysgol Cwm Taf Morgannwg University Health Board. Below the logos, the title 'Maternity Engagement Plan: March 2020 – 2023' is prominently displayed. The central focus is a vibrant, hand-drawn mind map titled 'IMPROVING MATERNITY TOGETHER'. The mind map is organized into four main quadrants, each representing a stage of maternity care: 1. HEALTH AND WELLBEING BEFORE PREGNANCY, 2. ANTENATAL CARE & SUPPORT DURING PREGNANCY, 3. CARE AND SUPPORT DURING BIRTH, and 4. CARE AND SUPPORT AFTER BIRTH. Each quadrant is filled with numerous smaller, colorful notes and illustrations, including terms like 'Anxiety', 'Pain Support', 'Communication', 'Always Available', 'SUPPORT', 'CONVERSATION CAFE', and 'HEARING YOUR VOICE'. The entire mind map is framed by a blue border and a rainbow-colored wave at the bottom.

Total PREM responses- over 1000 individuals have responded to complete a PREM questionnaire since we launched on 13<sup>th</sup> September.



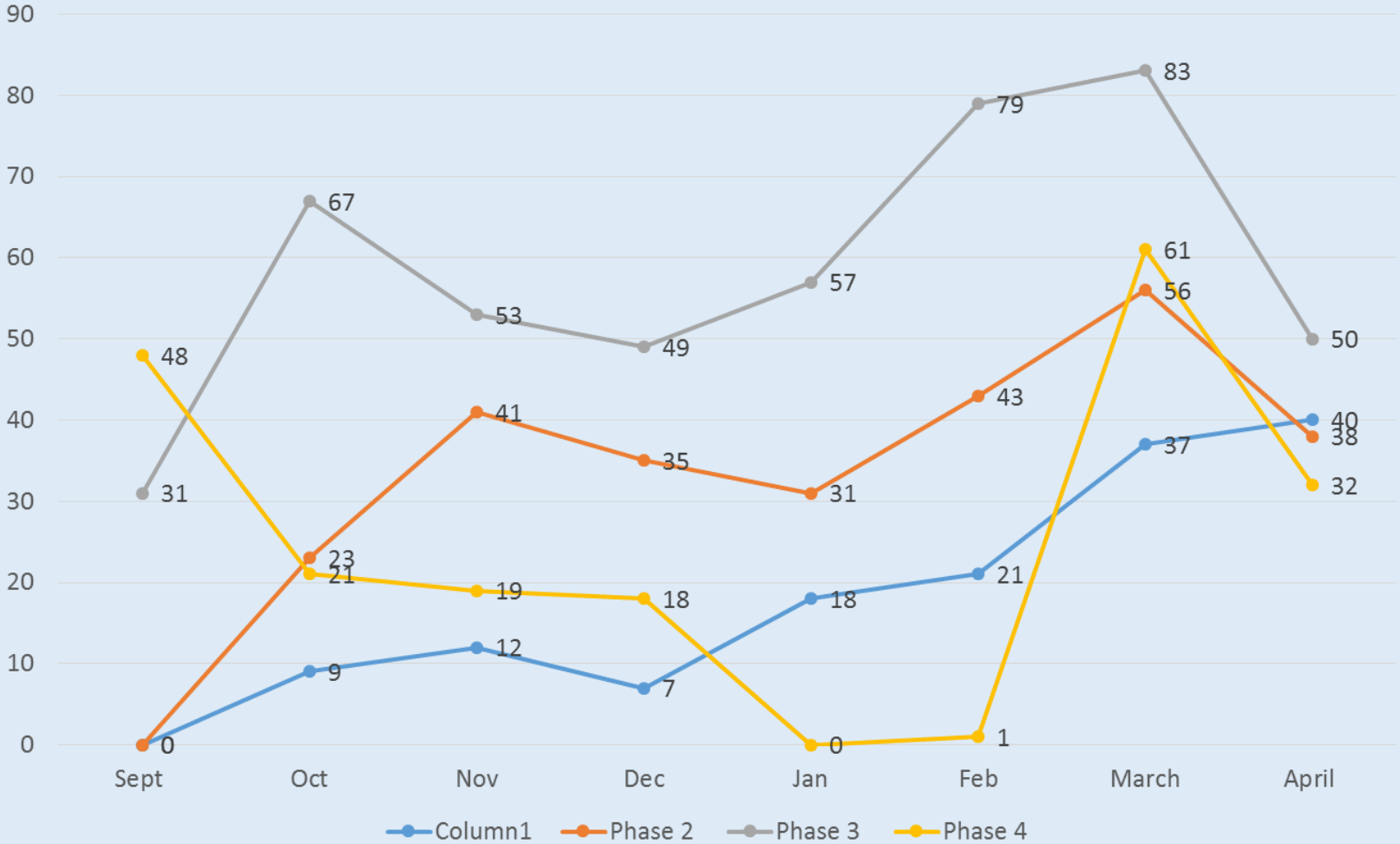
We have now overcome many technical and data reporting issues with the Civica system.

We have seen a significant increase in responses to all 4 phases of PREM since troubleshooting work has been completed.

This gives a significant volume of baseline data to begin to analyse and understand areas where we are performing well, and areas where we need to consider improvement.

# Patient Reported Experience Measure

PREM Data



# Patient Reported Experience Measure

Consistently high scores relate to positive experiences in the following areas:

- Staff asking the routine enquiry questions regarding domestic abuse in pregnancy
- Women being treated with dignity and respect during labour and birth.
- Staff providing treatment during labour/birth introducing themselves.
- The cleanliness of the clinical areas and wards
- Infant feeding decisions being respected by midwives/other staff.
- Feeling that the community midwife/team always listened to questions & concerns.

Areas to consider improvements:

- Women's choices/information regarding place of birth
- Information and discussion around birth planning
- Longer birth partner visiting/more involvement in maternity care
- Information and decision making around induction of labour
- Women being able to contact their community midwife
- The Communication and language used during the maternity journey
- Information provided in early to pregnancy to make choices about health & wellbeing
- Infant feeding antenatal education, support in hospital and in the community

# Experience Boards

We now have Experience Boards available throughout maternity areas and departments, including neonatal boards.

Recent feedback from IMSOP site visit and HIW inspection at POW gave positive feedback regarding the high quality of experience information available on the experience Boards.

Service users can see at a glance what is happening in each area in a colourful and easy to understand format.



# Maternity Website



The newly designed maternity website launched on 11<sup>th</sup> January

Since this time, we have received over 13000 hits on the maternity website and the site is the top performing service site across CTM in this timeframe.

Since the launch peak the numbers are pretty consistent- with a weekly average of approx. 750 hits. All site pages are getting viewed.

The Welsh language site has had 155 visits since launch.

A significant volume of information and content of the website has been co-designed and co-produced with MMMW.

We aim to work alongside other teams (CYP, Health visiting) to further expand the site to include more useful information for parents and communities.

# Proactive Engagement

We currently have virtual tours of our birthing environments.

We have undertaken 2 successful Facebook live sessions, the first with MDT attendance to launch the Strategy/Vision Engagement- with 2200 views, and a more recent Infant Feeding Live with 2900 views. We plan to continue with other live events.

We have proactively engaged with service users and staff via social media to name the new midwife-led birth/pool room at Princess of Wales, with over 500 votes via interactive poll.

The winner: The Daffodil Suite



**Our Vision Survey 2022**  
**CTM Maternity Services**

Do you have ideas about how we can make improvements to our Maternity Services at Cwm Taf Morgannwg? Our survey puts you at the heart of developing a vision for our Maternity Services, so that together we will be providing first-class care to our communities.

Your thoughts, ideas and experiences are key to informing how we improve and develop our vision for the future, making it clear what women, families and communities want from our Service.

Take our short survey and help us shape our future.

GIG NHS  
Bwrdd Iechyd Prifysgol Cwm Taf Morgannwg  
University Health Board

# Proactive Engagement and Staff Wellbeing and Recognition- International Day of the Midwife #IDM2022

**Who is your star midwife?**

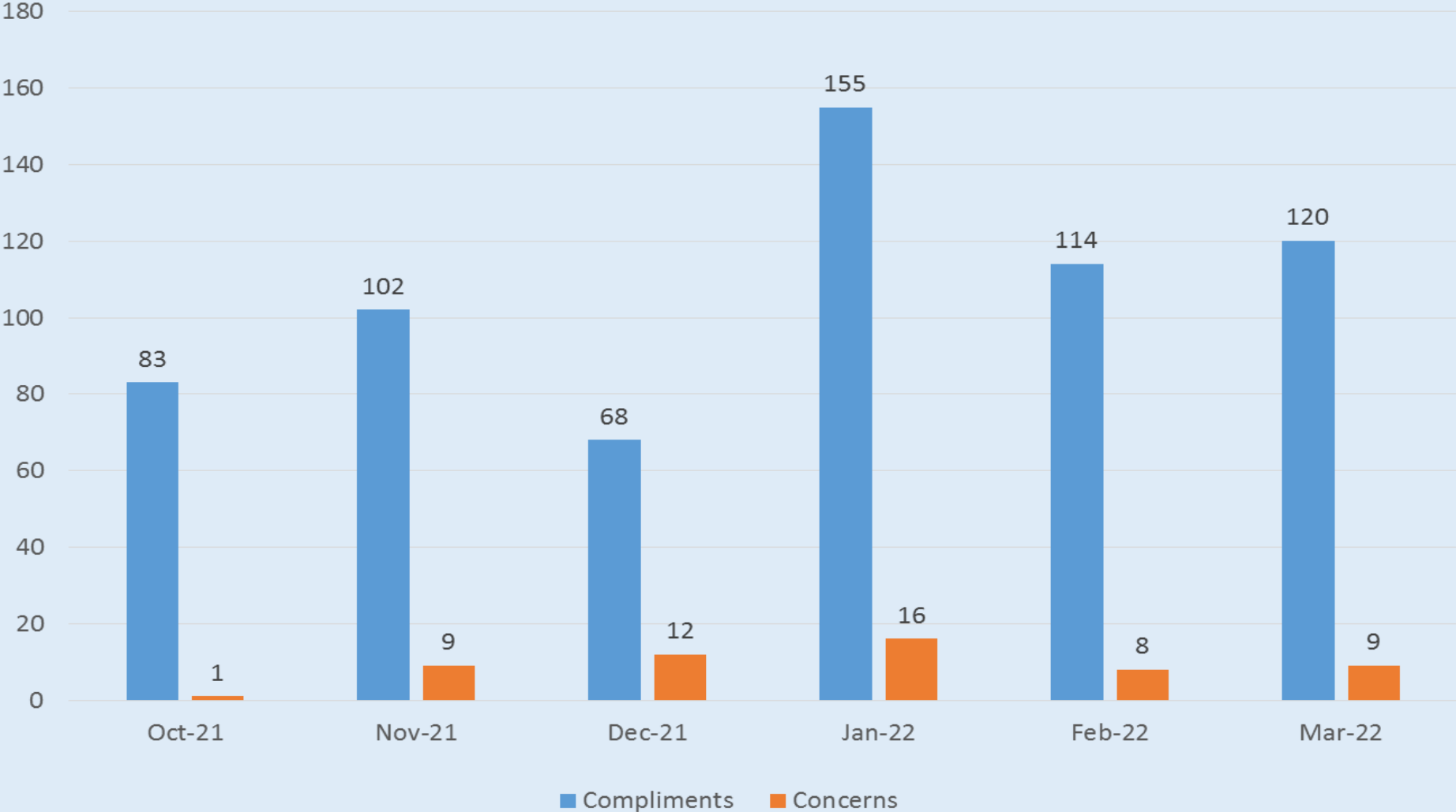
We are celebrating International Day of the Midwife 2022 by asking you to nominate the CTM midwives who made a real difference to you and your family.

SCAN THE QR CODE AND TELL US WHAT MADE YOUR MIDWIFE SO SPECIAL.

WINNERS WILL BE ANNOUNCED



# Compliments and Concerns



# Maternity Social Media

We currently have 4870k followers on the Maternity Services Facebook Page, and a further 5900k members of the closed Bump Talk CTM Facebook group.

From 1<sup>st</sup> January-30<sup>th</sup> April 2022, we have reached **144,800** people via the Maternity services page, and have received **14,900** page visits.

In the last 60 days, we have received **202,975** views of the Bump Talk CTM group, and service users have engaged with posts, questions and comments **3205** times on the group.



**CONTACT**

Tirion Birth Centre 01443 443524  
Prince Charles Hospital 07468 719941  
Princess of Wales Hospital 01656 752309  
POW Triage 8 01656 753652

**MATERNITY SERVICES**

Bridgend • Merthyr Tydfil  
Abundia Cymru Taf

**Maternity Services Bridgend,  
Tirion Birth Centre & Merthyr**

**Maternity online support:**  
Please search Facebook for the following groups:

**facebook**

- Maternity Services Bridgend, Tirion Birth Centre & Merthyr
- Bump Talk Cwm Taf Morgannwg
- Cwm Taf Morgannwg University Health Board

GIG NHS  
Bund Iechyd Prifysgol Cwm Taf Morgannwg University Health Board