

MIDWIFERY

2020

Modernising Midwifery Careers

Spring 2009

Volume 1, Issue 1

Midwifery 2020 Five Workstreams

- Public Health
- Workforce and Workload
- Measuring Quality
- Core and Developing Role of the Midwife
- Education and Career Progression

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Vision

As the world continues to change, midwifery needs to change too – but what kind of midwifery services do we want to see by the year 2020?

The health departments in England, Northern Ireland, Scotland and Wales are looking for 2020 vision from midwives, educators, service users, researchers, other maternity care professionals and strategists. Drawing on this advice and taking account of government policies, the Midwifery 2020 project will end in 2010 with a report setting out where we want to be in 2020 and how we are going to get there.



Midwifery 2020 was commissioned by the UK health departments to set the direction for midwifery and identify the changes needed to the way midwives work, and to their role, responsibilities and training and development requirements. Such workforce reform projects are already in place for other healthcare professions, the best known being 'Modernising Nursing Careers' and 'Modernising Medical Careers'.

Importantly, Midwifery 2020 starts out with the intention of maximising the midwifery contribution to maternity care. It recognises that enabling midwives to lead and deliver care will help maternity services meet changing health and social care needs and improve user experiences and maternity outcomes. As student midwife Nansi Evans said when explaining why she had decided to become involved with the programme, "I want to feel satisfied with the level of care I am offering – and confident that the women I am working with are satisfied with it too."

MIDWIFERY Structure

2020

The work of Midwifery 2020 will be carried out in partnership with professional organisations and other key stakeholders involved in maternity services in all four countries.



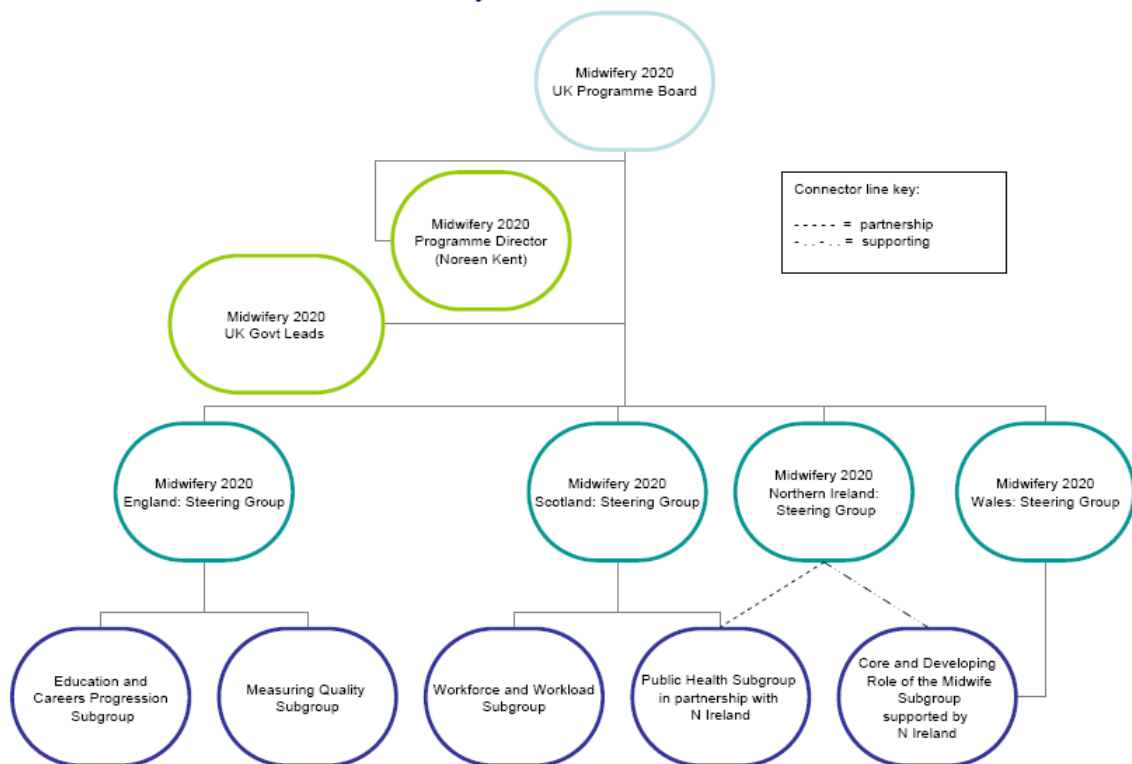
Noreen Kent
Midwifery 2020 Programme Director
 As Programme Director, midwife Noreen Kent is driving and coordinating Midwifery 2020 across the UK.

She has been seconded from her post as Associate Director of Nursing & Midwifery in NHS Lanarkshire, "This is an exciting opportunity for midwives to work in partnership with service users and other key stakeholders to shape the future direction for the profession, while focusing on improving outcomes and experiences for women and their families".

Noreen is responsible to the UK Programme Board which is made up of key stakeholders in maternity services from the four UK countries. Its Chair is Rosemary Kennedy, Chief Nursing Officer for Wales, supported by Dr Margaret McGuire, Acting Chief Nursing Officer for Scotland. Each country also has its own steering group.

Structure Chart

Midwifery 2020 Structure Chart



In the early stages of Midwifery 2020, professional and consumer groups were asked what they thought were the most important issues for the programme to address.

The replies fell into five themes, and workstreams have been set up recently to take this forward. To spread the workload, each workstream is led by one country on behalf of all four as a collective. All workstreams include representatives from the four countries.

Wales, supported by Northern Ireland, is leading on the **Core and Developing Role of the Midwife**. This includes models of care, service delivery, elements of skill mix and social enterprise.

Scotland is leading on **Workforce and Workload**. This workstream will consider demographics, education commissioning,

attrition and workforce planning.

Education and Career Progression is being led by England and will cover clinical and academic careers, mobility and flexibility, newly qualified mid-



wives, levels of practice, research, midwife managers and teachers as well as the image of midwifery as a career choice.

England is also leading on **Measuring Quality**, which will involve looking at metrics work, clinical quality and outcome indicators and valuing midwifery care.

Finally, Scotland, in partnership with Northern Ireland, is leading on **Public Health**. This work-

stream will focus on the public health role of the midwife, taking account of inequalities. It will also cover parenting education, early years work and multiagency working.



Have your say ...

What is your 2020 vision for midwifery? Whatever your interest or experience in maternity services, we would like to hear from you:

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A project-dedicated website is available and will be updated regularly as the programme of work progresses:

www.midwifery2020.org

*Everyone involved
in Midwifery 2020
will be required to
be visionary and
focused ...*

MIDWIFERY 2020

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Calendar of Meetings - 2009

UK Programme Board

4 February 2009 – Edinburgh
10 June 2009 – Edinburgh
28 October 2009 – London

Steering Groups

England

1 May 2009

Northern Ireland

18 March 2009
3 June 2009
22 September 2009

Scotland

24 June 2009
9 September 2009

Wales

8 January 2009
6 April 2009

1 June 2009

12 August 2009

Workstream Groups

Public Health

30 January 2009
10 March 2009
8 May 2009
24 June 2009
11 September 2009
23 October 2009
10 December 2009

Workforce & Workload

2 February 2009
24 March 2009



Measuring Quality

TBC

Core and Developing Role of the Midwife

8 January 2009
6 April 2009
1 June 2009
12 August 2009

Education and Career Progression

TBC

Stakeholders

Consultant Midwives

Council of Deans

Heads of Midwifery

Lead Midwives for Education

Maternity Care Assistants

Midwives in Clinical Practice

National Childbirth Trust

NHS Chief Executives, Human Resource and Nurse Directors

Nursing and Midwifery Council

Royal College of Anaesthetists

Royal College of General Practitioners

Royal College of Midwives

Royal College of Nursing

Royal College of Obstetricians and Gynaecologists

Royal College of Paediatrics and Child Health

Student Midwives

UK Local Supervisory Authority Midwifery Officers

UK Chief Nursing Officers

User representatives



 Health and Social Care
in Northern Ireland

