

MIDWIFERY

2020

The Future of the Profession

Summer 2009

Issue 2

Rosemary Kennedy:

A Word from the Chair ...

In this issue ...

Quality Measurement 2

LSAMO (Stakeholder) 2

Public Health 3

Education and Career Progression 3

Calendar of meetings 4

In the next issue ...

Core Role of the Midwife

Workforce & Workload

'I am delighted to have taken over the role of Chairperson for the UK-wide initiative *Midwifery 2020: The Future of the Profession*, and am indebted to Paul Martin, Noreen Kent and Carol Curran for the effort that they have put in to setting up the technical support to move this important piece of work forward.

As Chair I consider that it is always valuable to keep uppermost in our mind the purpose of any initiative, especially if, as with *Midwifery 2020*, the project spans an extended period of time. It prevents what is called 'Mission Creep' and energy

expended on tasks not directly related to the required outcome.

The main aim of *Midwifery 2020* is to "maximise the midwifery contribution to improving the experience of women during their maternity care, to meet the health and social care needs of a rapidly changing population, and to improve the outcomes for mothers, babies and families".

From this strategic aim we can identify key concepts that will determine how well we have achieved our mission by the end of the project in December 2010.



Rosemary Kennedy

Chair of the Midwifery 2020 UK Programme Board

Those concepts are *maximising* the contribution of *midwives*; being *fleet of foot* and *flexible* in times of *rapid change*; meeting health and social care needs – and that means *knowing what those needs are*; and *improving* both *experience* and *outcomes*.

The five work streams have already set about their task with determination and the time line for delivery of final recommendations will require vigorous commitment over the coming months if we are to achieve our goal.

I am delighted that you will be able to follow progress via the *Midwifery 2020* website and newsletters and I hope that you will take every opportunity, wherever you are, to engage in the debate as it rolls forward.'

MIDWIFERY 2020

The Chairs of three of the Midwifery 2020 Worksteams and one of the key Stakeholders from the UK Programme Board share their thoughts and ideas on the work of programme.

Quality Measurement



Jane Evans
Chair, Quality Measurement

As Assistant Director of Commissioning Partnerships, NHS Walsall, and Chair of the Quality Measurement Workstream Group says, 'Quality meas-

urement is at the heart of all health care and will be increasingly important in the future. The Midwifery 2020 Quality Measurement group has begun work to map out what this means for midwifery within the context of evolving health care provision and maternity care teams. We know we want to identify outcomes (or indicators which relate directly to projected outcomes) which measure what is real and important rather than aspirational.

We are using the pathway of the woman's journey through maternity care as our framework to point out where midwives will have the opportunity to contribute to improving outcomes and experiences. And, as quality is really everyone's business, we're look forward to asking for input into what we're developing from the wider Midwifery 2020 stakeholder community. Watch this space!

Stakeholder's vision



Yvonne Bronsky
Stakeholder Representative, UK Programme Board

'Being a member of the UK Programme Board for Midwifery 2020 - representing the Local Supervising Authority Midwifery Officers' UK Forum - has afforded me the ideal opportunity to influence the promotion of excellence in midwifery

care achieved through supporting midwives to practice with confidence.

As the work of Midwifery 2020 progresses the LSAMO UK Forum will provide support and guidance through each of the workstreams to ensure that the new and developing roles for midwives will be undertaken in a manner which ensures the midwife's primary responsibilities remain focused on:

- ensuring the safe and effective care of mothers and babies

- maintaining their fitness for practice
- maintaining their registration with the Nursing & Midwifery Council.

The role of Supervisor of Midwives is to protect the public by empowering midwives and student midwives to practise effectively (NMC 2004). The LSAMO UK Forum welcomes the opportunity to be involved in the Midwifery 2020 project and in doing so embraces the project aim as described overleaf by the Chair, Rosemary Kennedy.'

Public Health



Martin Bradley
Chair, Public Health

'As the Chief Nursing Officer for Northern Ireland I was one of the Chief Nursing Officers initially responsible for commissioning the Midwifery 2020 programme, which is intended to shape the future contribution of midwifery to maternity care. Therefore, it was a pleasure to be asked to Chair one of the work-

streams for the programme.

The aim of the Public Health Workstream is to consider the role of midwives in public health and take account of inequalities, parenting education, early years work and multi-agency working.

The first meeting of the Public Health Group was held in Edinburgh on 30 January 2009. The Group has a wide membership including midwives, a health visitor, educationalists, and public health representation. This piece of work is being jointly led by Scotland and Northern Ireland.

A considerable amount of work has been carried out by the Group in the following three broad areas:

- A literature review is to take place around the Public Health role of the Midwife. This will take the form of a scoping of public health research.
- Drafting of key skills and competencies in the public health arena for midwives, with reference to the *Skills for Health* document
- Development of a public health pathway for midwives. A paper is being prepared for consideration by the Group meeting in September 2009.

Issue 2

'My thanks to all involved in both the main Public Health Group and the Sub-Groups.'

This is an exciting piece of work and we plan to report early 2010.'

Martin Bradley

Education and Career Progression



Gwendolen Bradshaw
Chair, Education and Career Progression

As Dean of the School of Health Studies at the University of Bradford, Chair of the Education and Career Progression Work-

stream Group, says,

'Having the opportunity to discuss, debate and shape out what education and career progression will look like for midwives in the future is incredibly exciting. Our group is made up of a diverse range of people with direct interest and experience in midwifery, obstetrics and research. We have a student midwife, a service user representative, experts in midwifery education, and

maternity care health professionals.

We know that having as many people as possible input into Midwifery 2020 will be key. As we develop our thinking we will be keen to find ways, for example by posting questions on the Midwifery 2020 website, to make sure that people can tell us what is important, contribute their views and share information to help us make sure that our report will be relevant and useful.'

MIDWIFERY 2020

Contact details:

Noreen Kent
Programme Director
Phone: 0131 220 8680
E-mail:
noreen.kent@nes.scot.nhs.uk

Carol Curran
Project Co-ordinator
Phone: 0131 220 8647
Email:
carol.curran@nes.scot.nhs.uk

NHS Education for Scotland
Hanover Buildings
66 Rose Street
Edinburgh EH2 2NN

VISIT

WWW.MIDWIFERY2020
.ORG

Calendar of Events

UK Programme Board

28 October 2009—London
4 February 2010—Edinburgh
10 June 2010—London
9 September 2010—tbc

Steering Groups

England (London)

1 October 2009
19 January 2010
22 April 2010
22 July 2010

Northern Ireland (Belfast)

23 September 2009
20 October 2009

Workstream Groups

Public Health (Edinburgh)
11 September 2009
23 October 2009
10 December 2009

Workforce & Workload (Edinburgh)

19 October 2009
18 December 2009
10 February 2010
18 April 2010

Measuring Quality (London)

29 September 2009
2 November 2009
4 December 2009



Core and Developing Role of the Midwife (Cardiff)

7 October 2009
16 December 2009

Education and Career Progression (Bradford)

12 October 2009
16 December 2009
17 February 2010

Stakeholders

Consultant Midwives

Council of Deans

Heads of Midwifery

Independent Midwives

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 Anaesthetics

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 Supervising Authority Midwifery Officers

UK Chief Nursing Officers

User representatives



HSC Health and Social Care
in Northern Ireland

