

Coproduction Case Study



Maternity Voices Partnership (MVP)

Transformation Programme: Maternity
Area: Nottingham City and Nottinghamshire County
(excluding Bassetlaw)
Project Lead: Natalie Edge, Sam Errington and
Amanda Doughty
2022 - ongoing



AT A GLANCE: LESSONS LEARNT

- Remove lanyards
- Use multiple social media platforms
- Be flexible
- Provide training
- Pay travel and childcare costs
- Use different communication styles

“Feedback at the heart of maternity improvements”



Natalie Edge

MVP AIM

To ensure that the voices of women and families are embedded at the heart of our local maternity and neonatal services, as equal partners in improvement and transformation.

MVP SUMMARY OF ACTIVITY

In 2022 the management of the MVP model moved within the ICB for a year, whilst a new model was developed.

The immediate focus was to recruit more volunteers to the MVP to ensure robust service user involvement in projects.

With support from our stakeholder colleagues, attendance at community events, hosting coffee mornings, advertising via social media and the MVP website, we have increased our volunteer base of regular support for MVP from 2 to 20 volunteers.

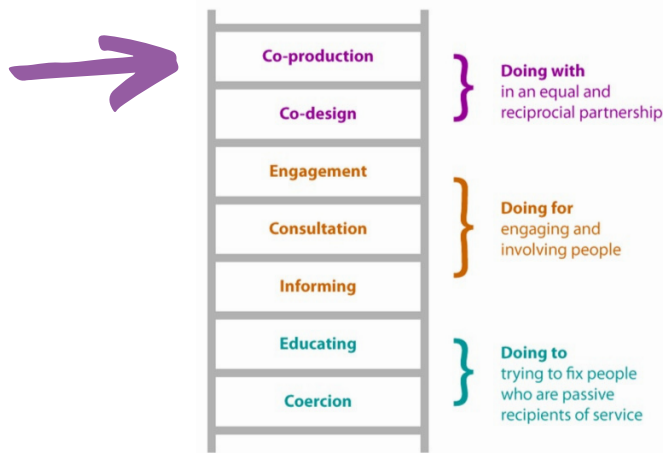
Our volunteers and Chair all have lived experience of using maternity services. They go out to community events, antenatal classes, attend system workstream meetings and go on hospital visits to gather general feedback on local maternity services, from women and families.

This feedback is collated and themed, and analysed at the Trusts' MVP catch up meetings, with actions put toward feedback. A Feedback Flash report is taken to the bi-monthly MVP meetings where Trusts' tell us what they are doing in response to the feedback. This information is then fed into Trust updates and contributes to service development and improvement. We also use these meetings as an opportunity to evidence that the Trusts are working with the MVP, a requirement of Better Births, the Ockenden Review and the 3 year delivery plan for maternity and neonatal services. Our volunteers are also asked by the Trusts and/or the LMNS to work on specific projects/workstreams.

PARTICIPATION TECHNIQUES USED BY THE MVP

- Coproduction Group
- Stakeholder meetings
- Community events
- Antenatal classes
- Coffee mornings
- Hospital visits
- Surveys
- Mentimeter
- Google jamboard
- Facebook
- Instagram
- Whats App
- Website

LEVEL OF PARTICIPATION



The Think Local Act Personal version of Arnstein SR. A ladder of citizen participation. Journal of the American Institute of planners. 1969 Jul 1;35(4):216-24



Natalie Edge

“Work flexibly around the times and days that volunteers are available”

LESSONS LEARNT

- Remove your ID badge and exclude your job title from conversation - these are barriers to honest input from people with lived experience.
- A blank piece of paper can be intimidating - provide a template, resources and information as enablers to support the conversation.
- Use multiple social media platforms - to appeal to a wider age demographic.
- Timing of meetings - hold them outside of working hours if this enables participation.
- Flexibility - projects will take longer and unexpected challenges will arise. That's ok.
- Robust induction and training - make sure your volunteers know what their role is and give them the skills to do it.
- Don't rely on email - use different ways to communicate with volunteers. We have found using Whats App, promoting events on social media and having a Facebook Hub for documents and resources helpful.
- Remuneration - pay the travel and childcare costs that arise when people attend events.
- Get to know each other - effective coproduction is based on long term working relationships.
- Merchandise - encourages people to come and talk us at community events.

FUTURE AIM

To offer remuneration for participation as this encourages participation and diverse attendance at meetings.

