

LINCOLNSHIRE MATERNITY VOICES PARTNERSHIP FEEDBACK FINDINGS

One of the key requirements of MVPs nation wide is to listen to feedback.

This is done in a variety of ways; via listening events (be that on a one to one basis or group), virtually or within the community. Organically via service users contacting us directly or our various surveys and polls.

During our work, we present our feedback within the provision available to service users, which is usually why they come to the Lincolnshire MVP or because they feel that we are either independent, will listen and help to make a change many are grateful to remain anonymous.

The feedback we receive is a mixture of positive and negative and comes into us organically. Gaining information from service users has given us an insight into perhaps areas that could be improved upon and areas to celebrate, aiding in service users feeding back/complaining/celebrating to the United Lincolnshire hospital trust.

Women, birthing people and their families only wish is to be heard to improve experiences and outcomes for others using the services.

As a group we hope that this, will be a useful tool highlighting service users views for the United Lincolnshire hospital trust.

Ockendon 1 is clear that a robust feedback mechanism must to be in place, which includes all varieties of experiences.

As a group we are not insensitive to the fact that hearing feedback can be uncomfortable when staff are trying their very best to help women and their families have the best experience they possibly can. However there are some families who struggle after their experiences and benefit to feel heard and that and that their journey matters, which is what has driven this piece of work along with Ockendon requirements.

The Lincolnshire MVP is proud to be a part of a system that cares for its service users and is privileged to be in the position of a critical friend to help drive improvements along side our professional colleagues. We truly do appreciate our partnership working.

Ultimately what we absolutely understand is that the primary goal of our colleagues is the safest and kindest care possible.

Our hope is that this report is read from a service user perspective, putting yourself in the shoes of a family using the services.

Great thanks goes to the various teams across ULHT doing amazing work and supporting the Lincolnshire Maternity Voices Partnership.

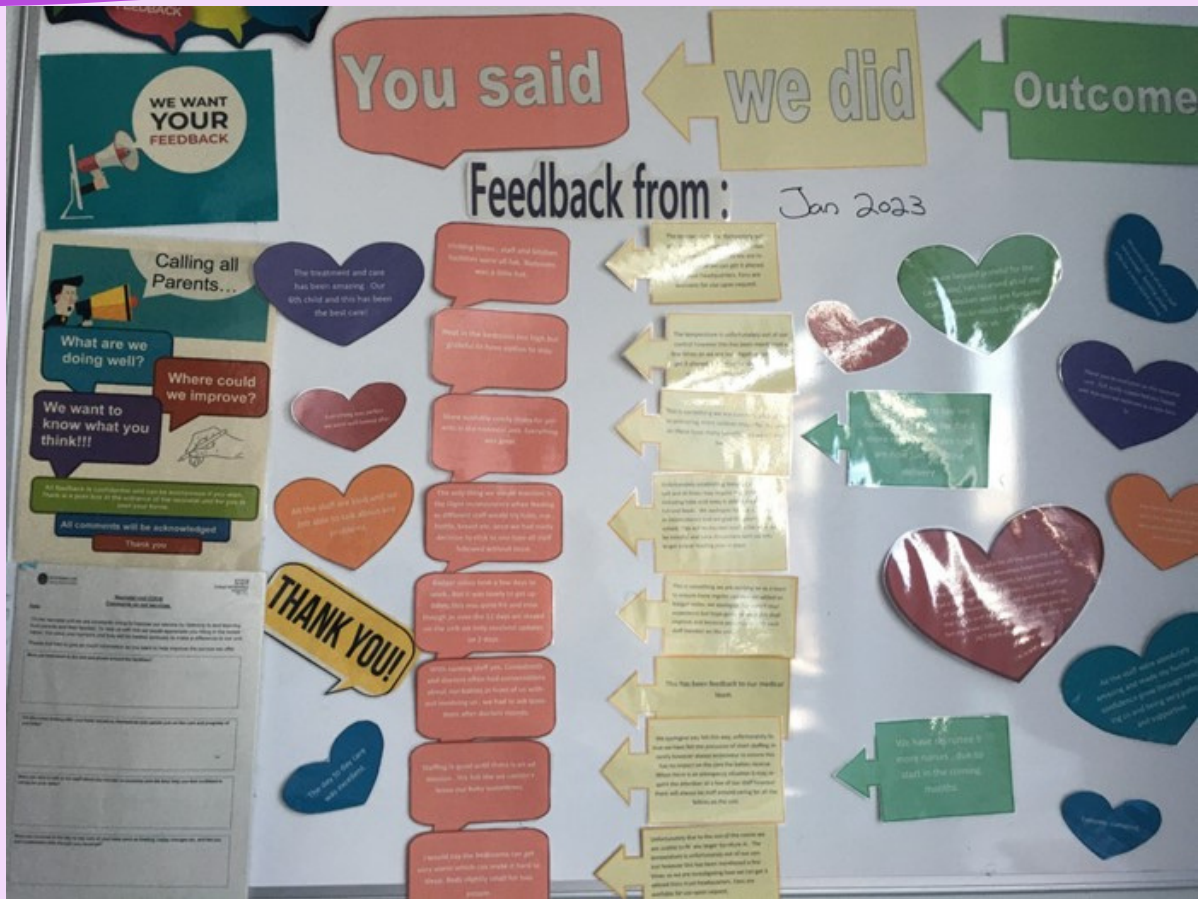
CONTENTS



- 1 Introduction
- 2 Contents
- 3 Positive information boards worthy of noting
- 4-5 Gaps/potential issues & findings
- 6-7 Reasoning & Recommendations
- 8 Social Media, Findings & evidence- Social Media
- 9-10 Findings social media continued
- 11 Positivity examples
- 12-13-14 Examples of messaging across ULHT units
- 15-16 ULHT feedback poster
- 17 Thoughts to consider & System sharing
- 18 MVP feedback
- 19 Suggested Language for communication
- 20 A final word



Positive information boards worthy of noting



Pictured are some of the good examples, shared feedback avenues. along with feedback.

Including further feedback avenues and suggested languages along side reducing volume of information will excel them further.



Gaps/potential issues and findings.

Friends & Family Test



Not all service users receive the Friends and family test. The questions may not be applicable they may also be restrictive if a service user needs to feedback a poor experience.



Appearance around feedback

"Everything on social media is positive, I worry that they don't want to know negatives"

"Everything on the walls around the wards is positive, I couldn't see who or how to contact anyone"

"They won't want to hear about my experience as it wasn't great"

FAB experience Champions

Concerns surround the use of these teams as service users may not feel confidence to share with a "FAB" experience champion if their experience has not been "FAB" they are also largely unlikely to share while still being cared for.

This role may also be confusing to neonatal families who as there is a FAB worker within neonatal care.

Reporting while still under care.

Service users have reported a fear of sharing concerns to staff while they and their baby are still being cared for. Some fearing care could be impacted.



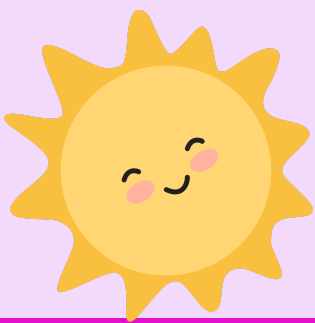
How do we feedback?

Service users have fed back that they do not know how or where to feedback. They may wish to only feedback and not complain, may not wish to be identifiable wishing to remain anonymous be that because they worry about raising concerns, or would like to remain private..

PALS

Many service users report not being able to get through to PALS, often they get no reply to their email or telephone call. They have reported leaving messages getting no response. Others have reported Matrons being asked to call them to resolve issues, then sadly hearing no more. Other reports their offices may be closed. Some are told PALS can't help and some feel deflected away from making formal complaints or raising concerns. Many service users have reported giving up as it is just too hard.





Trauma

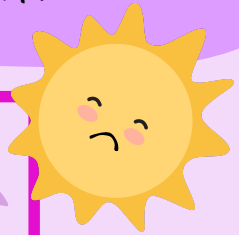
Service users have reported that having experienced a traumatic event not feeling able in the immediate aftermath to question accurately, as they may still be processing the event. Often only realising what happened months down the line at which point then being unaware of how to share or to whom, some fearing it's too late.

Subject access requests

Service users report requesting their notes so that they can decide if they wish to feedback or make a complaint. Some reporting requests can go un responded to for many months/years, and getting their data is a struggle causing great stress. Others reporting receiving incomplete data requested. Some have approached their MPs, solicitor and/or the Parliamentary ombudsman for support.

Feeling Excluded

"How can I feedback when I can't read or write, speak English or have the confidence to say I don't understand?"



But I tried

Some reported when having spoken to someone, concerns remain unaddressed.

What about me?

"I have sight considerations, what about me?"



Investigations

It appears that service users confusion may be in place when they are a part of a HSI, SI, Divisional learnings and external investigations. An assumption that the investigation formed part of a complaints process

where the two processes are independent of each other.

REASONING	RECOMENDATIONS
<p>Information and messaging on wards does not explain the importance of sharing experiences and how it can help to shape services making them safer and kinder. How to feedback is also not displayed in any other language nor are easy read option available.</p> <p>During the 2022 Ockendon insight visit and during the 15 steps in 2023 the MVP noted that although posters were available, visually they may go unnoticed, they did not include clear, simple explanations as to what the options available are. However the information was very useful.</p> <p>For instance, the poster listed PALS, however if you have never visited a hospital before what does PALS actually mean?</p>	<p>Clear messaging, bold, easy read posters, with explanations and full options for how to feed back or complain. Clear simple language, other languages options, verbally sign post to feedback mechanisms. Make it clear at a glance that posters are about feedback or making complaints to enable service user to find the information quickly and without effort.</p>
<p>There is nothing in place to capture feedback later down the line once families feel able to share, nothing exists to encourage them to do so that the MVP is aware of.</p> <p>If MVP posters are visible feedback can be captured at a later date to help the trust collect their feedback</p>	<p>Include messaging to explain how to feedback later/signpost the MVP and their Surveys</p>
<p>Regarding those who are a part of investigations, how are options being given?</p>	<p>Clear guidance explaining the complaints process, how to feed back, share with the Trust, MVP or PALS. With options given.</p>
<p>From feedback, service users report finding processes within PALS a challenge</p>	<p>Please review the processes that PALS under take to capture trends and themes, time scales for responses, what is or is not included within their data, and how they are responding to contacts.</p>

REASONING	RECOMENDATIONS
<p>Overall the messaging on both social media pages is directed toward the positives . The MVP understands the need to support a positive birth and care message. However consideration needs to be given to the minority of families whose experience has been a challenge</p>	<p>When feedback is collated and gathered mechanisms may not be in place for alternative experiences. Opportunities to support, learn and sign post could be improved.</p>
<p>How accessible are the feedback and complaints procedures that are currently in place to non English speakers, those with learning difficulties, suffering from digital poverty or sight difficulties?</p>	<p>Options in other languages, easy read options, and verbally</p>
<p>With consideration to the the ULHT FAB Experience Champions role. The title may suggest only positive feedback is required.</p>	<p>It may be useful to review the FAB experience champion title of this role</p>
<p>Service users report feeling uncomfortable to raise issues while they or their baby are still being cared for.</p>	<p>Signpost to the MVP. Improve trust feedback posters to ensure clarity, noticeable and what avenues are available. Take time to express how much those using the services matter and that ULHT want to hear, if they wish to speak anonymously signpost to the MVP</p>
<p>Information on the Birth afterthoughts service is minimal, we recognised this as a wonderful service and feel it should be showcased and advertised further</p>	<p>Clear messaging on the Birth afterthoughts service, how to access and what can be covered within a session. The same can be said for the Birth Choices clinic.</p>
<p>Messaging Disparity</p>	<p>Add messaging to boards, at appointments or discharge that positive and negative feedback is welcomed, examples ideas can be found on page 19</p>

Social media

A review of the ULHT Facebook maternity pages was taken from June 2022 to June 2023. Findings suggest that only positive feedback appears to be requested. An MVP post asking for all varieties of feedback was the only example found.

59 in total requested positive feedback only, directly from ULHT (see following pages with screen shots of example posts)

The MVP would like to reiterate that we are fully satisfied that many have a wonderful experience, we do not wish families to be fearful however if signposting can be included of where families can go, if they wish to share a challenging experience.

Findings & evidence / Social media



"We had planned for a home birth throughout my pregnancy, but baby was being a little stubborn and unwilling to come out! So we were booked in for an induction at Lincoln hospital. Our son Benji Bowser was born on the 26th May 2022 after a propress induction and having my waters broken. My contractions picked after this induction process and I went on to labour in the birthing pool using gas and air. Several hours later little Benji arrived. I received brilliant care throughout the induction process, in labour and postnatally.
Cont..

@nht_lincoln_maternity

Cont...
A special thank you to midwife Ellie Wells and student midwife Tia who provided excellent care throughout. The environment they created in the birthing room and their caring and compassionate nature allowed for us to have a super chilled labour and birth. I can't thank the staff enough for such a positive experience for us all and for the safe arrival of our little boy

Emily Wilson



Between June 2022 and June 2022 there were around 20 positive feedback posts on the Lincoln ULHT Facebook page

**Could not identify anywhere where any feedback other than positive was welcomed/encouraged
All photos of healthy babies, smiling parents etc**

Typical post (see below)

Findings social media-

Between June 2022 and June 2022 there were 39 positive feedback posts/ 'thank you' messages on the Boston Facebook page
 Could not identify anywhere where any feedback other than positive was welcomed apart from 1 MVP created post, that was shared on 18th August 2022 and posts sharing the Better Births "What matters to you" events.

Photos of healthy babies, smiling parents etc

Typical post (see below)

ULHT Pilgrim Boston Maternity
 November 14, 2022 · 🌐

Hi I'd like to say a huge thankyou to Emma, Sian and Meghan who helped look after me and my baby boy whilst in hospital on 30th april when my baby boy was born on the 1st of may. Nothing was too much trouble for them and they all supported me whilst going through it all on my own. I couldn't wait for my baby rowan to meet his big brother. I'll never forget the ladies at Boston

#ulht #ulhtmaternity #thankyoumidwife #pilgrimmidwives #pilgrimhospitalmaternity

ULHT Pilgrim Boston Maternity
 April 27 · 🌐

Just want to say a big 'Thank-you' to Gemma Ashton - midwife who was absolutely amazing and kept us all upto date during my elective section!
 Hudson was born 9/6/22. 6lb 5oz and Gemma was so lovely through out the whole process making it a lot more easy to relax and kept us all up to date with timings and helped my nerves. Also shout out to the other midwife's/care assistants who have helped me whilst I'm in hospital (still here). Nothings too much for them and I'm so grateful for all their help during my recovery 🤍🥰

Also a massive Thankyou to Daisy Hayward!
 AMAZING at her job and helped me through so much on the maternity ward! I don't think I could of done much without her care and advice!
 All the midwife's was lovely and I wasn't forced to do anything I didn't want to or wasn't comfortable with. They truly did just be patient with me and help me though so much x

ULHT Pilgrim Boston Maternity
 November 18, 2022 · 🌐

I would like to say a massive thank you to all the staff who cared for me throughout my pregnancy and birth. All staff from the health cares, sonographers and anaesthetist to the midwives and consultants were all so kind and made our experience an amazing one. Our little girl Betsy Grace was born on the 10th March and our midwife Kayleigh was absolutely brilliant from start to finish. She kept us both as calm as possible and always listened to what I wanted. We can't thank you enough for delivering our baby safely into the world. Also a big thank you to Jane and Claire who cared for me on labour ward too. Your all amazing xxx

ULHT Pilgrim Boston Maternity
 8 April · 🌐

We would like to say a huge thank you to everyone that helped bring our baby boy into the world at ULHT Boston Maternity on 6th June 2022.
 Both the labour and maternity ward midwives are incredible.
 My husband and I now have a happy and healthy little boy to care for with so much advice from the team. 🤍
 Thank you, again. Love the Harris-Scott family. 🤍

Findings & evidence social media cont-

This was the only post found on both pages since June 2023 mentioning any kind of alternative experience and it was created by the MVP.

'We would really like to hear your feedback. We love reading about all of the positive experiences when we've got it right for families, it's a great morale boost for staff who work so hard, but we also need to hear when we've not quite got it right, so we can continue to improve services. If you have 5 mins to spare we need to hear both'

Only one post over June 2022-June 2023 that mentions anything alternative

ULHT Lincoln Maternity
May 31, 2022 · 🌐

We would really like to hear your feedback. We love reading about all of the positive experiences when we've got it right for families, it's a great morale boost for staff who work so hard, but we also need to hear when we've not quite got it right, so we can continue to improve services. If you have 5 mins to spare we need to hear both.

Please click on the link in the Lincolnshire Maternity Voices Partnership post and complete the survey ❤️

IMPORTANT INFORMATION

PLEASE HELP US!

really really important work that's going on in Lincolnshire

LINCOLNSHIRE Maternity Voices
Working in partnership to improve maternity services

LINK TO SURVEY CLOSING 9th June
https://nhslincolnshire.qualtrics.com/jfe/form/SV_80vJpbXLy9UOKvs

TRIGGER WARNING
OCKENDON 1 REPORT
<https://www.donnaockenden.com/downloads/news/2020/12/ockenden-report.pdf>

OCKENDON 2 REPORT
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1064302/Final-Ockenden-Report-web-accessible.pdf

Lincolnshire Maternity Voices Partnership
Community Organization

Lincolnshire Maternity Voices Partnership
May 30, 2022 · 🌐

IMPORTANT, PLEASE HELP US AND COMPLETE OUR ANONYMOUS SURVEY WHICH WILL ONLY TAKE A FEW MOMENTS OF YOUR TIME
So that we can hear all about what your experiences ... See more



Positivity examples

Baby Lifeline is thrilled to announce the launch of the 2023 MUM Awards, and wants to hear from families across the UK who have an inspiring story to share.

Everyday, multi-disciplinary teams give their all to help bring babies into the world safely. Baby Lifeline champions the work of midwives, obstetricians, neonatal doctors and nurses, anaesthetists, GPs and paramedics in the work they do to deliver babies safely and care for mothers and birthing people.

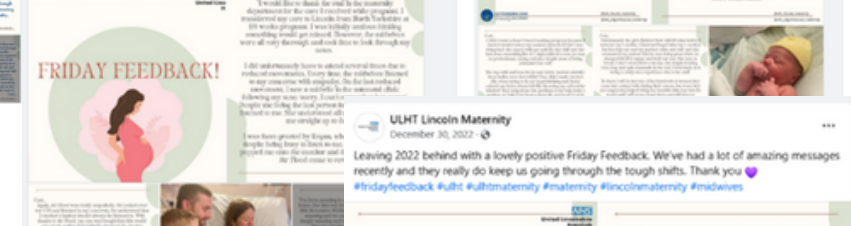
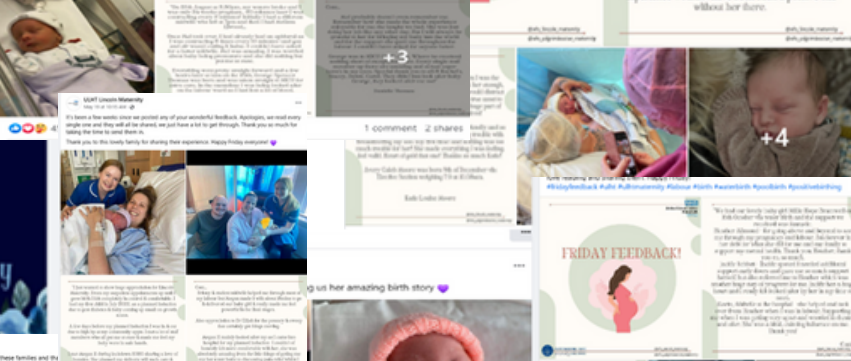
Baby Lifeline w... See more



ULHT Lincoln Maternity August 5, 2022
 We absolutely love receiving your feedback, birth stories and messages of thanks, and we get so many wonderful messages. We'll be doing a regular feature every Friday with some of your wonderful messages and photos. Congratulations to all our mums and dads featured this week
 #birthstory #Fridayfeedback #birth #labour #ulhmaternity #Barnyardward #maternity



ULHT Lincoln Maternity February 17, 2022
 Friday feedback time! Thank you to everyone for sending through your feedback, we absolutely love reading them. Congratulations to this week's families. Have a wonderful weekend
 #ulht #ulhmaternity #maternity #lincolnmaternity #Fridayfeedback



Examples of Messaging across ULHT units

you said **we did**

Positive Press

"I must stress enough that over the time I spent in hospital I really have been looked after better than any member of the team on both the Mat and Labour ward ever provided and made me feel so safe, relaxed and comfortable. We labour asked us with an emergency section and over this week I made to feel incredible as all I was asked to do was before the procedure, I really feel like I was listened to and my decision to opt for a natural was respected and this made me so confident to have my baby with almost no pain at all!"
Kim 22/16

Safety
Ensuring patients and staff are kept from harm.

Respect
Treating our

You said.....
We would like a platform for information sharing, group advice and signposting

We Did.....

- The use of the better births Facebook page has enhanced our capabilities to reach a wide audience within a matter of minutes
- The Maternity Voices Partnership have commenced regular interactive Facebook live sessions with the leads within Maternity in order to address pertinent topics within pregnancy

You said.....
That you would like better access to online antenatal and postnatal information

We Did.....

- We produced the ULHT Maternity Website which is full of information for you.
- We produced a QR code for quick access to information on your smartphone
- Regularly update our social media accounts

You said.....
That you never saw the same person twice during your care and it would be good to have someone you know looking after you in labour

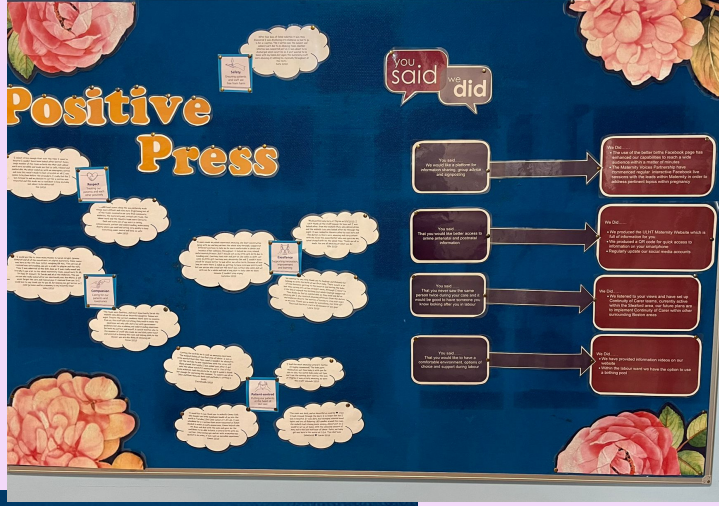
We Did.....

- We listened to your views and have set up Continuity of Carer teams, currently active within the Sleaford area, our future plans are to implement Continuity of Carer within other surrounding Boston areas

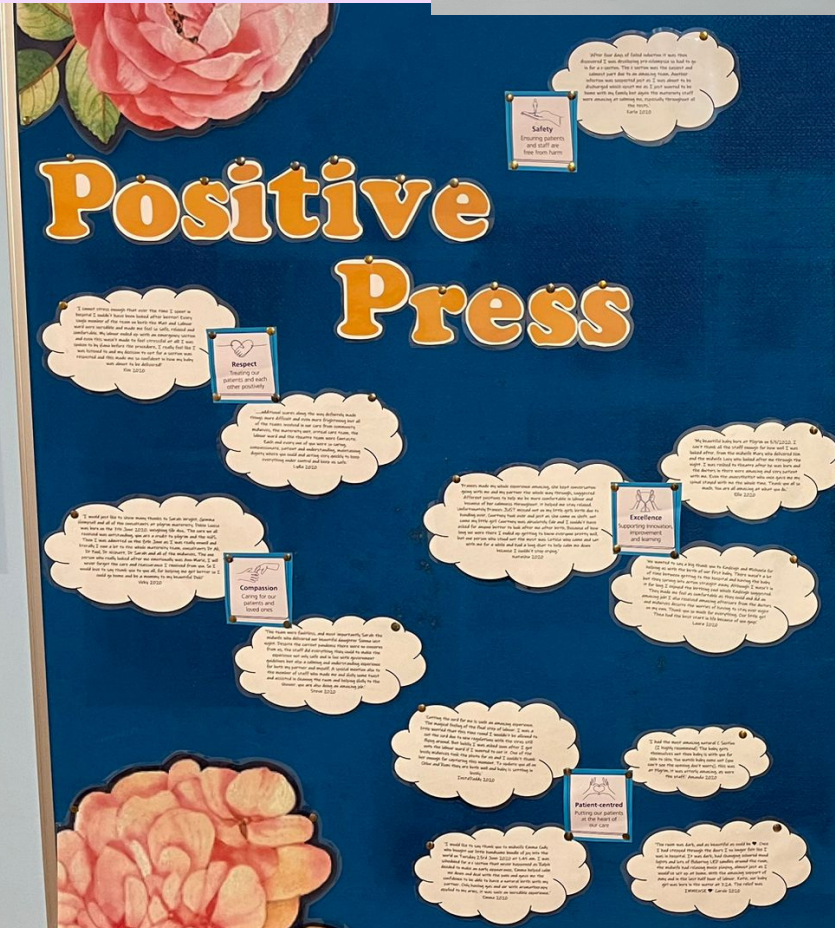
You said.....
That you would like to have a comfortable environment, options of choice and support during labour

We Did.....

- We have provided information videos on our website
- Within the labour ward we have the option to use a birthing pool



Board example
"Positive
press" in Bold
lettering



No Call to action for
Alternative/
negatives or
constructive
feedback, examples on
the display also needs
to be updated and kept
current.

Thank you cards. The MVP
appreciates, the need to
celebrate and encourage
these.

This is added to highlight
that collectively the positive
message is every where a
service user may look or be.



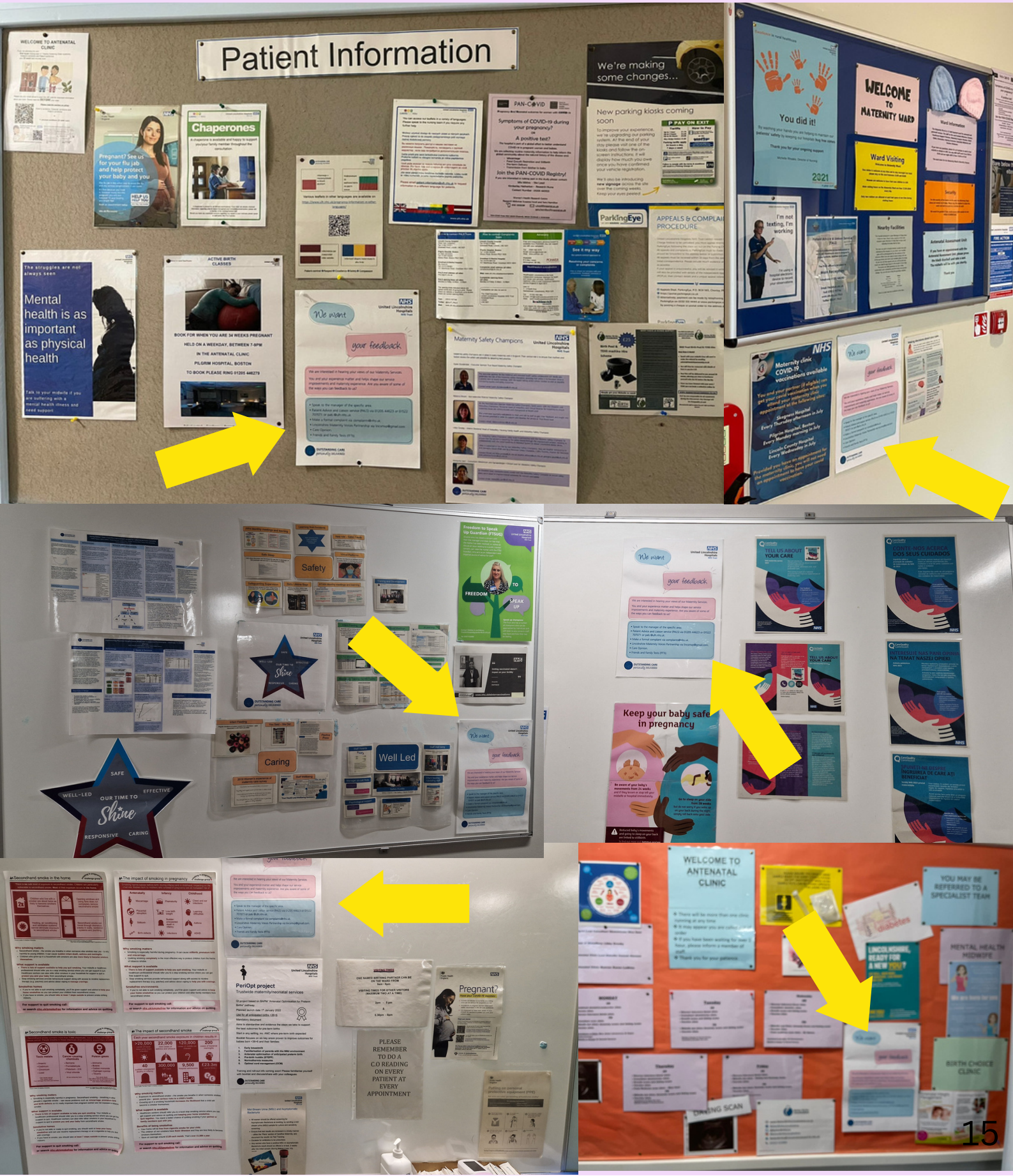


A large window of positive comments only.

No information on how to feedback alternatives or gain support included

ULHT Feedback Poster

Typical examples of where you may find the ULHT how to feedback poster



ULHT Feedback Poster-



ULHT branded poster, found all around both units.



Recommendations

Consider changing colouring as pastel colouring may be unnoticeable on busy boards/walls

Explanation as to who is listed to contact. What is PALS, the MVP F&F test?

No other language options

Placed high up in some areas making it difficult to read. Place lower

It is not immediately obvious what the poster is without having the time to stand and read it.

May not be accessible for those with reading difficulties. Reduce amount

Caring for you board displays, compliments, PALs figures and complaints.
How is information captured from PALS to ensure accuracy?



Compliments / Complaints	
During	DECEMBER
	we received:
	2 complaints
	0 PALS enquires
	≥ 20 compliments

Thoughts to consider

- Ensuring inclusivity of feedback, should help promote a sense of being heard, regardless of the journey
- Reducing the risk of lost Learning
- Accuracy could be improved when reporting on experience
- A positive experience can develop out of sharing the negatives
- Support requirements/provision can be identified
- Families will feel supported equally
- Sharing services available

System sharing

A need to triangulate feedback and enable system collaboration when reporting into the LMNS. Ensuring the LMNS has oversight and understanding for all Maternity and Neonatal experiences, inclusive of trust findings/complaints/PALS/Healthwatch, this should include surveys and patient experience reports. This includes all stakeholders from across the Maternity and Neonatal system.

MVP Feedback

"I'm not sure my experience matters?"



"I must have failed everyone else has had an amazing birth, I feel so sad"



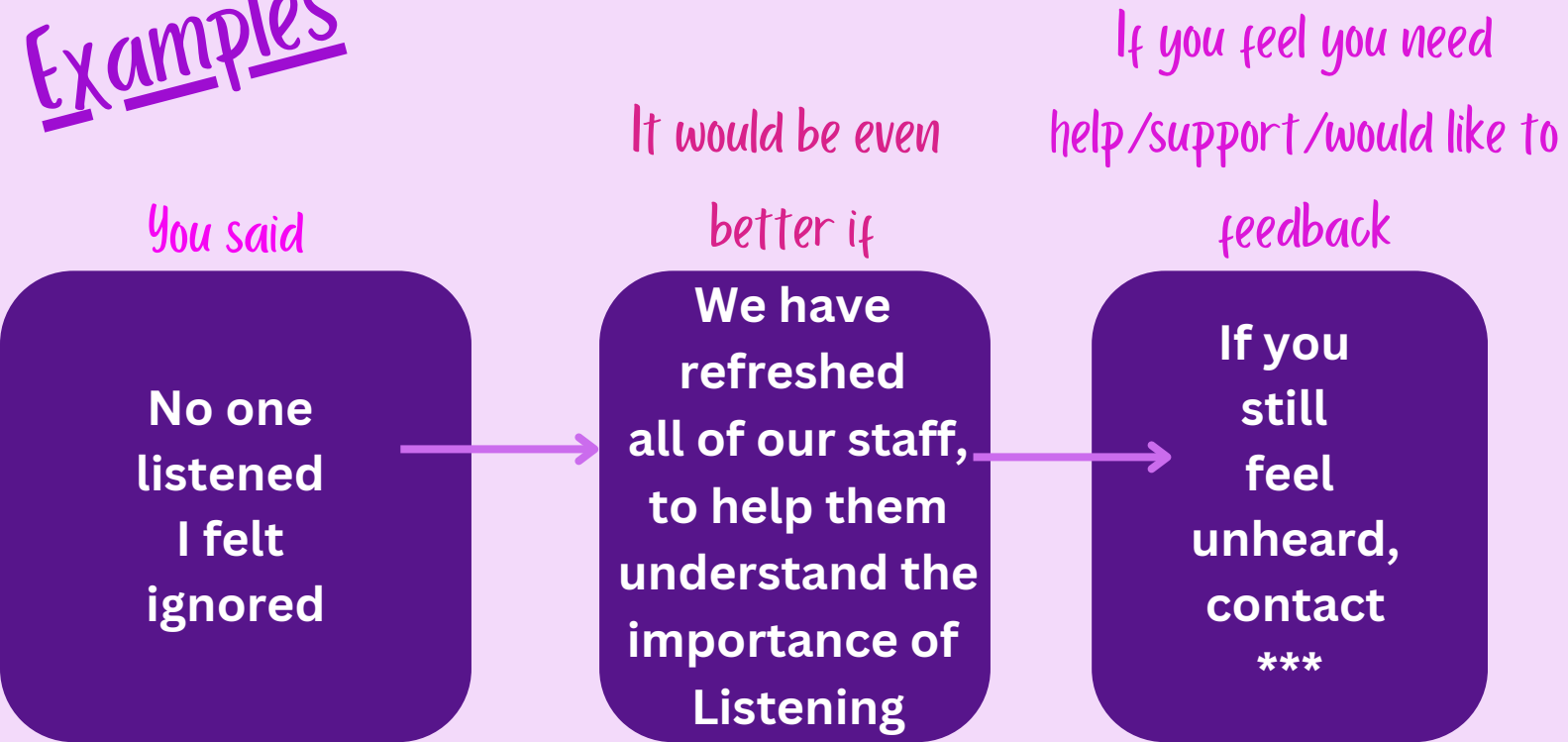
In summary, if consideration can be given to a more structured and equitable approach, outcomes and services maybe improved further in the future.

"I don't think they'd want to hear my experience as it wasn't good"



Suggested language for communication

Examples



A final word



Putting together a document like this is always a challenge for the MVP.

We would like to stress that, we do see and value all amazing work you do.

We value the wonderful staff as much as our wonderful service users.

We are also aware we have a responsibility to highlight gaps, especially if we consider the importance of the Ockendon review. It is for this reason we are your critical friend, with the same goal as you. Happy and Healthy Lincolnshire families and hope that together we can help each other and ensure all are heard and feel valued, be that Patients or Staff.

Thank you for your support!



LINCOLNSHIRE
Maternity
Voices

Working in partnership to improve maternity services

