

Choice and personalisation workstream Communication plan on a page

The [West Yorkshire and Harrogate Local Maternity System \(LMS\)](#) has created a clear vision based on need and in partnership with women, their partners and their families, all of whom are involved with staff in the development of a co-produced plan for transforming local maternity services. The Maternity Voices Partnership is at the heart of the plan and future development work will include women, their partners, their families and local communities. The completed [plan](#) will deliver improved maternity services and reduce current variations in care across West Yorkshire & Harrogate

The Vision/aims of the group	<ul style="list-style-type: none"> • Keeping women their partners and families at the heart and centre of everything we do • Ensure preferences are heard and respected across maternity services • Understand what women want – listening and responding to needs • Preparing the workforce with experience and resources to deliver the need of women their partners and families. Include ‘often overlooked’ groups
Situation/ what do we know?	<ul style="list-style-type: none"> • Varied, fragmented services • Hospital understanding / offer needs to be wider • Standardise care and choice • Different understanding of what choice and personalisation actually means • Inequity in services around choice • Changing skills mix
Communication objectives	<ul style="list-style-type: none"> • Staff and women to understand what the group is doing – wider workforce • Transparency about work undertaking. • Encourage engagement – maker a stronger case

Tactics/ what you going to do?	<ul style="list-style-type: none"> • Standardise offer of care and choice through a range of working groups • Identify what is available • Improving access and awareness • Aware of resources available • Explain what can't be done and why – link to transparency
Action/when	<ul style="list-style-type: none"> • Timelines to be developed • Develop three working straplines
Principles of working i.e. co-production, co-design	<ul style="list-style-type: none"> • Co-producing with staff and workforce in consultation with women, their partners and families
How do we know we have it right?	<ul style="list-style-type: none"> • Trial and test - monitor and evaluate • Staff, women, partners, family reported outcomes and experience • Friends and family • Data /intelligence.

