

Maternity Voices Partnership 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 – responding to needs • Preparing the workforce with experience and resources to deliver the needs of women their partners and families
Situation/ what do we know?	<ul style="list-style-type: none"> • Services varied, fragmented • Standardise care and choice • System doesn't currently meet need of women's preferences • Inconsistent engagement from professionals with women and their partners
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 – (make strong) • Need to engage with wider population as need wider service user representation – more collaboration • Have better links with existing women's groups etc.
Tactics/ what you going to do?	<ul style="list-style-type: none"> • Engage with working groups to ensure women are involved • Actions need to meet the needs of women • Maternity Services Liaison Committees to change to Maternity Voices Partnership and be used effectively to get balanced opinions

	<ul style="list-style-type: none"> • Get different ways to receive feedback. • Have an action plan with realistic and smart actions
Action/when	<ul style="list-style-type: none"> • Timescales to be developed in line with programme
Principles of working i.e. co-production, co-design	<ul style="list-style-type: none"> • Pull out three straplines • Co-production with women
How do we know we have it right?	<ul style="list-style-type: none"> • Staff, women, partners and families reported improved outcomes and experience. • Friends and family • Data / intelligence • Improved culture • Women, partners are engaged within a professional forum

