



Safer maternity care 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"> • Quality Improvement • Reduction of variation • Unified pathways • Improved outcomes • Collaborative working across West Yorkshire and Harrogate • Consistent approach • Safe care • Shared learning and culture
Situation/ what do we know?	<ul style="list-style-type: none"> • CQC ratings • Identified areas of improvement • Dashboard/understand data • Safe but there are opportunities for improvements
Communication objectives	<ul style="list-style-type: none"> • Promote engagement • Understand purpose • Ability to establishment • Encouraging involvement • Dispel myths

Tactics/ what you going to do?	<ul style="list-style-type: none"> • Engage • Transparent • 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
Principles of working i.e. co-production, co-design	<ul style="list-style-type: none"> • Pull out three straplines • Co-produce with professionals/workforce in consultation with women their partners and families
How do we know we have it right?	<ul style="list-style-type: none"> • Improved outcomes • Reduced – incidents, claims & complaints • Successful pathways • Improved Culture • CQC • National Monitoring • Staff Surveys • Patient Experiences

