

**2024 case studies**  
**Engaging patients and carers**  
**Projects**

**Maternity**



HQIP funded by NHS England, wanted to find out:

- What matters to users of maternity services
- Focusing on underserved communities



# Literature review and Advisory Group

## FIRST STEPS

- conducted a rapid literature review
- Held an Advisory group with Maternity Consortium, service users and NHS England



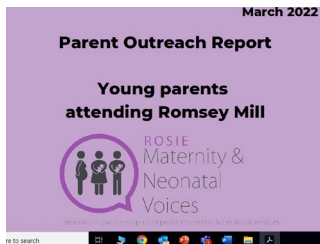
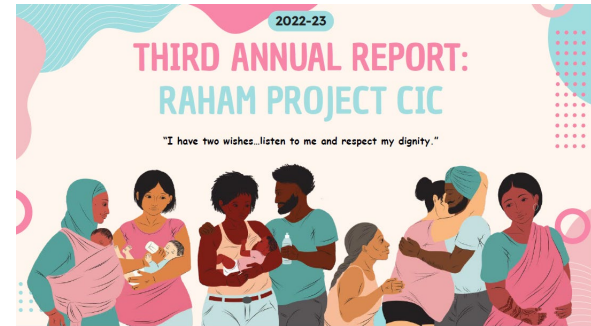
# How we identified groups

- Linked in with the Maternity Consortium
- Engaged smaller charities
- Looked into what's already available
- Worked on building relationships
- Learnt to recognise the limitations with access and resources



# What's already been done

- Rural group
- Young parents
- Families in social care
- Ethnic families
- Families in the justice system



## Spotlight: Dual contact

Understanding the needs and experiences of women in contact with the criminal justice and children's social care systems during pregnancy and early motherhood.



# Maternity service users that we spoke to

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- Hyperemesis Gravidarum
- Mixed Group: Maternity Voices Partnership
- Pregnancy after previous loss / 'Rainbow babies
- Women experiencing multiple disadvantage
- LGBTQIA+
- Pre-existing mental health conditions
- Women seeking asylum and/or protection



# Engagement activities; things to consider

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- Informed consent
- Payment
- Emotional support
- Online or in person
- Flexibility  
(evenings/weekends)
- Facilitation
- Recording
- Feedback



# Lessons learned

- Scam emails – set criteria before session
- Code of conduct stated at the beginning
- Bank accounts – participants own accounts only
- Set limitations – cannot reach all communities within the timeframe
- Beware of over asking – some communities have already engaged – they want to know what now, not repeat their experiences.

## Code of Conduct

- Respect each member's right to contribute, and hold individual differences and opinions
- Prepare to actively contribute in meetings by giving considered feedback and opinions
- Attend the meetings with the intention of being focused and helpful
- Ask for information if they are not sure what to do or say
- Treat all information shared about the project confidentially
- Respect each member's privacy, safeguarding information and contact details