Coventry and Warwickshire A_EQUIP Partnersh

Lin Ward
Lead Professional Midwifery Advocate
April 2018
Pilot to Practice

Women and babies

- Monitoring, Evaluation and quality control (normative)
- Clinical Supervision (restorative)
- Education and Development (formative)
- Personal action for quality improvement

Coventry & Warwickshire Partnership

A-Equip
Pilot Phase

**Pilot Steering group** – 3 x HOMs, LME Coventry University, Matrons, Clinical Risk Managers, Midwife Research Fellow, SOMs team

- UHCW: 4 PMAs
- GEH: 3 PMAs
- SWFT: 3 PMAs

Newly qualified midwives (Band 5) offered PMA meeting
Local Maternity System

UHCW
Coventry

Coventry University

GEH
Nuneaton

SWFT
Warwick
Improved cross-organisation working and shared workloads
The Professional Midwifery Advocate
What next?

- SOMs at 3x Trusts offered opportunity to become PMAs

All 3 Trust’s can refer to Coventry University for Educational support
Lead PMA and Team

• Terms of reference agreed
• Support the employment terms of PMAs
• Promote the A EQUIP model
• Feedback on themes emerging from PMA activity
• Support PMA training and education programmes.
• Sharing of new initiatives with a safety focus
• To contribute to Quality Improvement and Quality Assurance
• Remain engaged with national agenda: Better Births/ Maternal & Neonatal Health & safety Collaborative
• Explore opportunities for personal and professional development for PMAs
Lead PMA (Band 7)

Hosted at one trust with honorary contract at others to serve PMA’s across the patch
Co ordinate activities of the PMAs countrywide
Support PMAs in their own personal action for quality improvement
Ensure strong links in Governance and with Heads of Midwifery, Practice Development Midwives
Lead team of PMAs with an effective communication strategy
Work alongside academic partner in developing full PMA programme
Evaluate and share positive process on behalf of all 4 organisations
Beyond the Pilot

What next?

**Annual PMA meeting**
All midwives take responsibility for scheduling their own

**Within Trust**

**Employer requested PMA meeting**
When incident occurs or concerns arise (Always if referral to NMC)

**PMA meeting with a PMA from a Partner Trust**

**Midwife requested PMA**
When a midwife feels they require a meeting

Either **Within Trust or with Partner Trust**
Branding, profile and outputs

Social Media
Plans to utilise

Logo agreed
Uniform: Polo shirts
“RCS has empowered me to be an advocate for midwives rather than a problem solver.”

“It feels as if we are actually caring for the carers and offering them ‘time for me’.”

“giving midwives the opportunity to sit, breathe and think…… can help them feel valued, listened too, important”

“the recent study sessions have restored my faith, excitement and passion for the role”
Official Launch

- 4 week launch
- 1 week at each organisation
- Baseline Data
- Questionnaire
- Attended all different forums
- Communications/Press
- Rugby
- Cake
A-Equip

Our Professional Midwifery Advocates (PMA’s) will build personal and professional resilience for midwives and enhance quality of care for women and their babies.

Local Maternity System
Coventry and Warwickshire A-Equip Partnership

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- Clinical Supervision (restorative)
- Personal action for quality improvement
- All midwives will have an allocated PMA
Future
Any Questions?