

# **MATERNITY STRATEGY**

## **WHY ?**

# NHS Ayrshire and Arran Maternity Strategy 2010-15



- **Review and Refresh Maternity Strategy 2002**
- **Achievements from the 2002 Strategy**
- **Strategic drivers**

# NHS Ayrshire and Arran Maternity Strategy 2010-15

## NHS Ayrshire & Arran Maternity Strategy 2010 - 2015



Delivering  
excellence in  
maternity care in  
Ayrshire and Arran

Volume 1

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## NHS Ayrshire & Arran Maternity Strategy Fact file 2010 - 2015

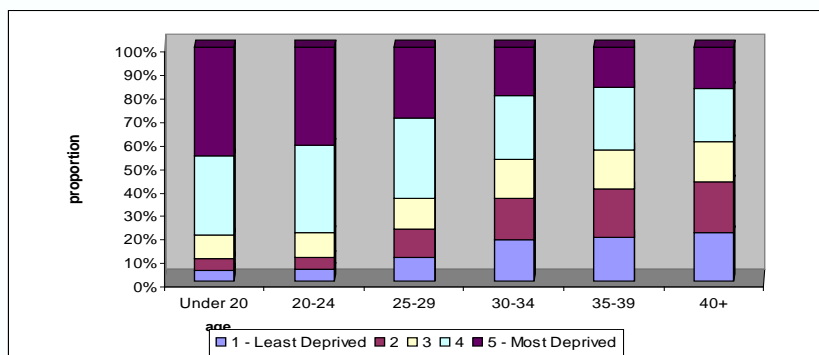


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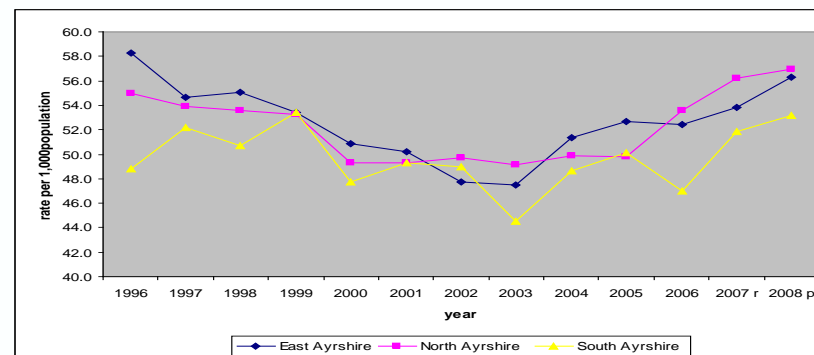
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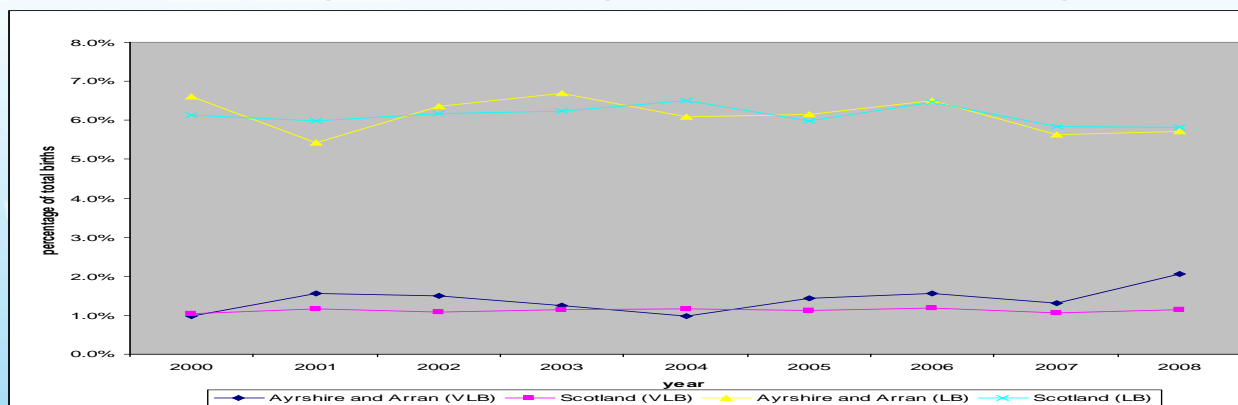
**Total births by deprivation status and mother's age 2008 – Ayrshire and Arran**



**Rate of live births per year**

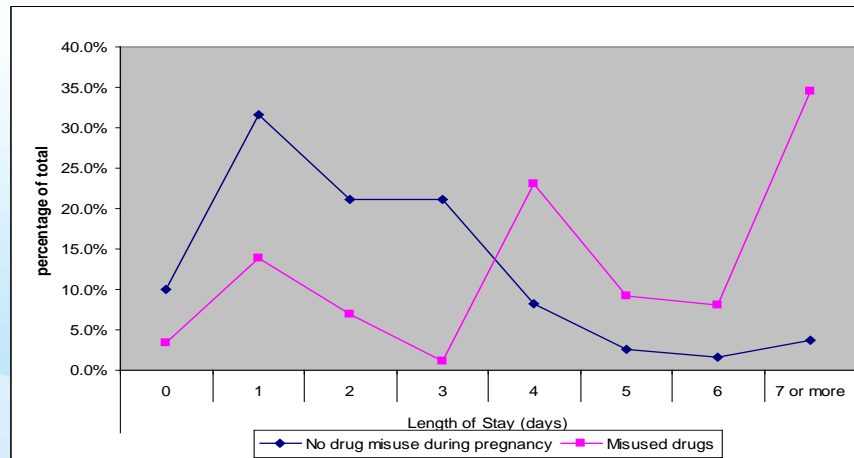
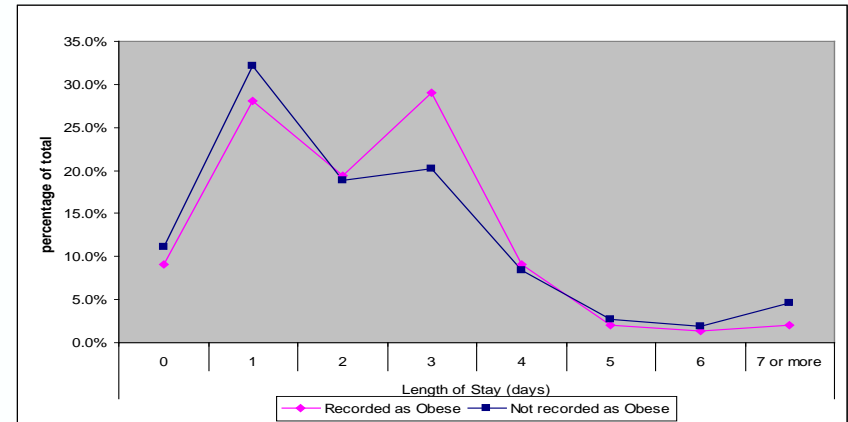
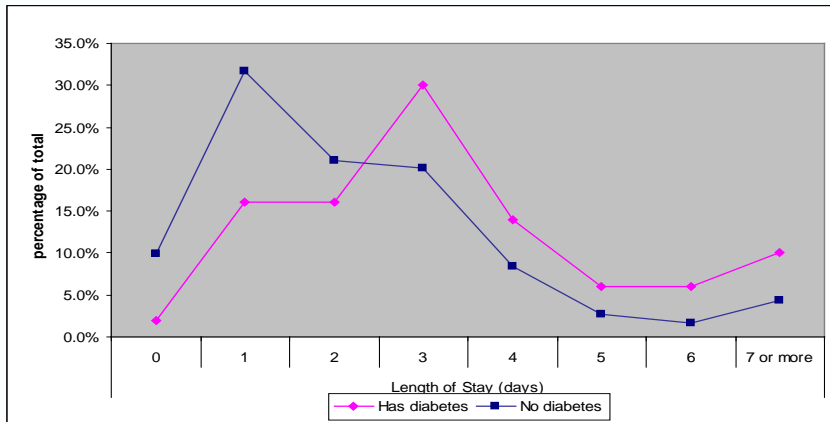


**Percentage low birth weight and very low birth weight**



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## Length of stay



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## Demographic Drivers etc

- Significant levels of deprivation and social inequality across Ayrshire
- Increasing birth rate (short term?)
- High levels of teenage pregnancy
- Mothers increasingly having first child later in life
- Continued significant levels of smoking, alcohol and drugs misuse during pregnancy
- Indications of increasing levels of maternal obesity
- Continued low levels of breastfeeding

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## Current performance

Indicator	NHS A&A	Scotland
% Exclusively breastfed at first visit (2009)	30.0	36.7
% Exclusively breastfed at 6-8 weeks (2009)	19.2	26.5
% spontaneous delivery (2008)	<b>61.9</b>	60.8
% forceps delivery (2008)	9.4	9.3
% elective Caesarian (2008)	15.5	15.2
% emergency Caesarian (2008)	10.8	10.7
Neonatal deaths per 1,000 births (2008)	3.8	2.8
Still births per 1,000 births (2008)	<b>4.3</b>	5.4
Average length of stay (days) (March 2010)	2.5	1.8
teenage pregnancy <16 (2008) (per 1,000 girls aged 13-15)	10.8	7.9
teenage pregnancy <18 (2008) (per 1,000 girls aged 13-17)	47.0	40.4

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## Stakeholder Involvement

Range of stakeholders involved so far – public, mothers and families, staff, GPs, voluntary sector organisations

### Outcomes of consultations so far include

- Vision statement came from initial consultation - 100% support for final statement
- Additional emphasis to reflect the continuing central role that family doctors play in the care of mothers and babies
- Additional actions added to reflect current gaps identified by stakeholders

**Engagement / consultation action plan developed**

# NHS Ayrshire and Arran Maternity Strategy 2010-15



## Future priorities

▪ <b>Maternal and infant attachment</b>	▪ <b>Maternal obesity</b>
▪ <b>Addiction – Drugs, alcohol and smoking</b>	▪ <b>Mental health of pregnant women</b>
▪ <b>Natural and dynamic childbirth</b>	▪ <b>Pregnancy and newborn screening</b>
▪ <b>Optimal length of stay</b>	▪ <b>Neonatal services</b>
▪ <b>Breastfeeding</b>	▪ <b>Patients experience and involvement</b>
▪ <b>Domestic violence / child protection</b>	▪ <b>Workforce development</b>

# **NHS Ayrshire and Arran Maternity Strategy 2010-15**



## **Strategy will be delivered**

- **By a competent and appropriate workforce**
- **Within existing / lower financial envelope**
- **In partnership, which prioritises normality, healthy lifestyle giving best possible start for baby**
- **Through evidence based practice**

**“Delivering Excellence in Maternity Care”**