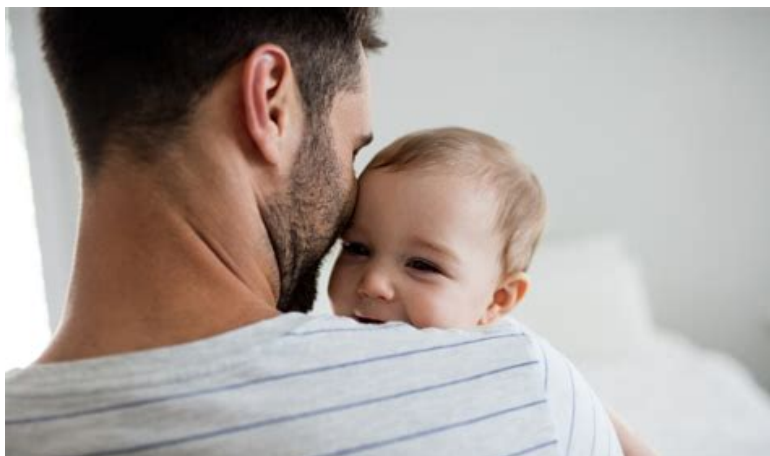




Annual Reflections 2024



*"We listen, we share
and we work
together to improve
maternity services
in Grampian"*

Welcome to this third annual reflections piece that gives an update on what the MVP has been involved with in 2024 and our plans for 2025. Our long-standing volunteer network chair, Kathryn Masterson, stood down earlier this year and we would like to thank her for all of the hard work, passion and energy that she brought to the MVP.

We know that services are really stretched in this current climate, but babies keep coming and services need to provide the best and safest care possible even in challenging circumstances. The Grampian MVP acts as a critical friend to the NHS, helping to make sure the voices of those using maternity services are listened to and acted upon. We work closely with staff to identify and participate in projects that can make a difference to women, birthing people and their families across Grampian.

We hope that this will inspire you to join us and get involved in the work we do. If you are pregnant, have had a baby recently, work with or have an interest in maternity services and would like to be involved please do get in touch to find out more.

Emily Balls, Volunteer Network Chair

chair.grampianmvp@gmail.com

**Grampian is covered
by 2 MVPs**

**Aberdeen City & Shire
MVP**

&

**Moray & Banff
MVP**



Aberdeen City & Shire MVP meets bi-monthly, online or in person

Moray & Banff MVP meets quarterly, online or in person.

In 2025 we will also have one Grampian-wide meeting.

Lay rep chairs for each area can be contacted on these addresses.

aberdeenandcitymvp@gmail.com

moraymvp@gmail.com

2024: What Did We Do?



Feedback Forums on Induction of Labour

MVP co-chairs hosted two in-depth feedback forums on induction of labour to hear from service users and learn from their experiences. One forum was in-person in Portsoy, Banff and the second was an online event targeted at women and birthing people in Aberdeen and Aberdeenshire.

While many attendees shared difficult experiences, they did also share positive examples of the care they received and appreciated the opportunity to share their story in a safe and supported environment.

Key themes for improvement included: lack of information antenatally to make informed decisions, distance from Aberdeen (for Moray families), lack of individualised care/choices during labour, inconsistent processes and protocols, challenges with postnatal care and lasting mental health impact.

“Unfortunately it’s the bad stuff you remember. It’s the one comment that really sticks with you”

“I felt like I was meant to follow a manual”

We shared the feedback with the NHS Grampian Induction of Labour working group, the maternity senior leadership team and through both Grampian MVP groups and through the Scottish Government Maternity Oversight group (overseeing Elgin upgrade).

The feedback has been used to inform the working group’s plans and their next steps include : developing an educational video on induction of labour to be shared antenatally that can better support women to make informed choices and carrying out research on midwife-led induction of labour to explore if induction of labour can take place on the midwife-led unit in future.

Supporting research studies

We reviewed and gave feedback on documents for a range of research studies including a study to recruit women planning an elective C-section who would be willing to donate placental, umbilical cord and amniotic fluid samples. We also circulated a range of opportunities for research engagement through our social media page.



Grampian Maternity User Survey

MVP lay members carried out our second biannual online survey in October 2024 and received over 180 responses from people that had given birth between 2022 and 2024. The survey focused on post-natal care, birth experiences as well as care for families who have experienced baby loss. We'll share the survey results later in 2025.

Moray Maternity Service Engagement

The Moray & Banff MVP continues to be a key stakeholder in the discussions with the Scottish Government and NHSG on Moray maternity services. This has included meetings with the Scottish Government Maternity Oversight group as well as joining [Keep Mum](#) for regular Maternity Collaborative meetings with the NHS team leading the Elgin changes.

Improving Birth in Grampian website

MVP members have collaborated with NHS Grampian colleagues to co-create and update website content on the Birth in Grampian website on topics including: [Involving You](#), [Feeding your Baby](#) and [Feedback](#).

2024: What Did We Do?



National Participation

MVP members have been working nationally with the Scottish Perinatal Network to support the development of a [National Maternity Engagement Framework and Toolkit](#). The final document was published in September 2024 and it recommends that all NHS Boards in Scotland adopt an MVP model.



Co-creating resources

We have reviewed and input into a range of resources created by the NHS and other related health organisations to ensure that a service user perspective is considered. This includes a NHS leaflet on Anti-D in pregnancy, a NHS leaflet on place of birth decisions, Healthcare Improvement Scotland's anti-racism plan and equality consultation, a Public Health Scotland review of the national pregnancy and newborn screening information and more.

“The MVP groups in each of your healthboards played an instrumental role by providing feedback to the short life working group, contributing to the Anti-D leaflet’s completion”

Engaging with the Third Sector

[Latnem](#) and [Keep Mum](#) both have representatives on the MVP and we have engaged with them closely around topics including maternal mental health and changes to Moray Maternity Services. [Sands](#) also have a representative on the MVP and supported with survey design. We also visited [Mum Days](#) in Moray to get feedback from their members. Furthermore, representatives from Moray Council, [Home-Start](#), [NCT](#), [MISS](#), [PEEP](#), [Action on Post-Partum Psychosis](#), and [Step by Step](#) have contributed to and attended meetings.

Improving data and information sharing

MVP members have worked closely with NHS Grampian colleagues to support the development of updated maternity infographics, now shared on a quarterly basis by [NHS Grampian](#). The new maternity statistics clearly present key data points and bring in new data that wasn't reported on previously such as the induction rate. Feedback has generally been positive and the team remain open to making further tweaks and adjustments as needed.



Spotlight on feedback mechanisms

We have also worked with NHS Grampian to explore the different feedback mechanisms available for service users to share their experience and feedback on maternity services. This has included attending an online session on the [Care Opinion](#) platform. After mapping out how these link together, the next steps are to share this information further so that service users are able to choose the right feedback option for their needs and preferences.



Get Involved!



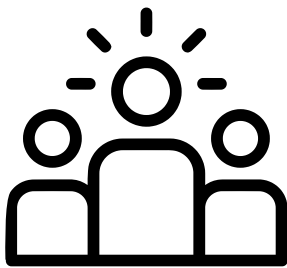
Guided by collaboration with NHS colleagues and building on the work done in 2024, the following priorities for 2025 have been agreed. These all continue the work started in 2024, with triage as a new priority area.

ANTENATAL
EDUCATION

INDUCTION
OF LABOUR

POSTNATAL
CARE

TRIAGE



Continuing our priorities into 2025

We have laid strong foundations in 2024, working closely with NHS staff to discuss and plan improvements to antenatal education, carrying out induction of labour feedback forums, attending a kickoff meeting as part of a new triage project and having initial meetings with NHS staff responsible for postnatal care in the wards. If you have a particular interest in any of these areas of care, please do get in touch.

Join Our Meetings

Wherever you are in Grampian, you are more than welcome to join our upcoming meetings, either in person or online. Drop us an email to find out more!

- Moray & Banff MVP - Thursday 20 February 2025, 10 - 11:30, in-person in Elgin
- Aberdeen City & Shire MVP - Monday 10 March 2025 - 10 - 11:30, online and in-person (venue tbc)



Tell Us About Your Experience

Anyone can send comments and suggestions to the MVP about Grampian maternity services. These are read by a volunteer co-chair and remain anonymous unless the person sending comments wants a personal response. Please use [our feedback form](#) or send an email directly to us. We will discuss general feedback themes at our meetings but won't share any personal information.

Join the Moray and Banff MVP as a co-chair

The Moray and Banff MVP is looking for a new volunteer co-chair to work with the current co-chair. The role involves attending meetings 4 times a year, chairing 1-2 of those meetings, engaging with NHS staff and other stakeholders through the year.

Join us as social media lead

We are looking for a volunteer who can support us with updating the Grampian MVP Facebook page and expanding our reach on social media through sharing updates, asking for feedback and reaching new audiences.

If you are interested in either of these volunteering opportunities or would like to get involved in another way, please email chair.grampianmvp@gmail.com

THANK YOU TO ALL OF OUR PAST AND CURRENT VOLUNTEER REPRESENTATIVES AND CHAIRS WHO MAKE VALUABLE CONTRIBUTIONS TO IMPROVE MATERNITY SERVICES ACROSS GRAMPIAN.

IF YOU HAVE RECENTLY HAD A BABY, ARE PASSIONATE ABOUT MATERNITY CARE OR WORK IN A RELEVANT ORGANISATION, WE WOULD WELCOME YOUR PARTICIPATION!

