

CreativeworldHealth

SPOTLIGHT ON MATERNITY

Your Maternity
Communications
and Engagement
Specialists



Vision and Strategy Communications



Supporting Equity & Equality



Staff Recruitment Campaigns



Digital Solutions



Birth Choices



Staff and Public Engagement

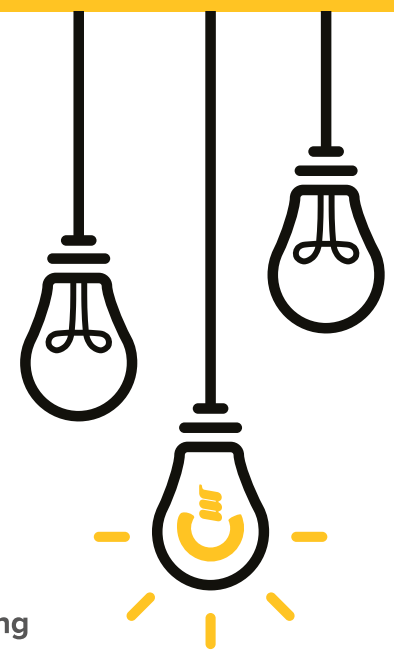


> INTRODUCTION

WELCOME TO THE HEALTHCARE MARKETING SPECIALISTS

Having a passion for results and impact, we pride ourselves on building long term relationships and creating powerful and impacting programmes with meaningful solutions and measurable outcomes.

Creativeworld health have over 35 years' experience in working together with clients in the health sector from strategic communications through to campaign delivery. Our approach is to consider each project, understand the objective, analyse the existing information available, map out the strategy and create effective marketing and communications solutions. With appointed brand guardians and vast expertise in the health sector, we are able to integrate with our clients, sharing our knowledge and offering advice and support on how to communicate successfully with their audiences.



> OUR PARTNERS INCLUDE



Cheshire and Merseyside



Kent and Medway



Lancashire & South Cumbria
NHS Foundation Trust



Lancashire and South Cumbria
Integrated Care Board



Cheshire and Merseyside
Health and Care Partnership



Barts Health
NHS Trust



Northumbria Healthcare
NHS Foundation Trust



England
North West



NORTH WEST
MATERNAL
MEDICINE NETWORK
Lancashire & South Cumbria
Cheshire & Merseyside
Greater Manchester & Eastern Cheshire



Community
Health
Partnerships

➤ MATERNITY RESOURCE HUB

Digital Staff Resource



Design and development of a staff resource across a whole Maternity System. From onboarding through to clinical support, including learning and development support, resources for staff and families enabling staff to have access to relevant information across the region.



The ability to support the vision and strategies across the maternity system - developed in partnership with local universities, the health system, staff and specialist educational professionals.



DELIVERABLES

Website Development

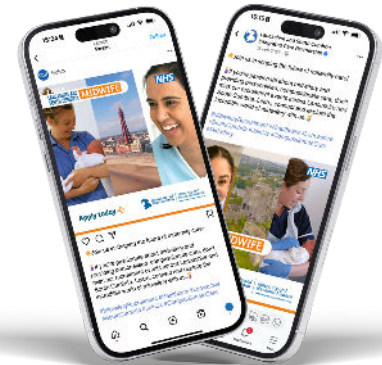
Hosting


Launch Support

Bespoke Design

➤ MATERNITY ATTRACTION CAMPAIGN

Video & social media campaign



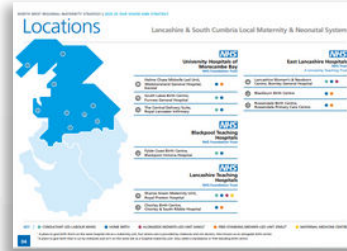


DELIVERABLES

- Insight
- Co-Development of Campaign
- Video Advertisement
- Shared Assets
- Social Media Campaign

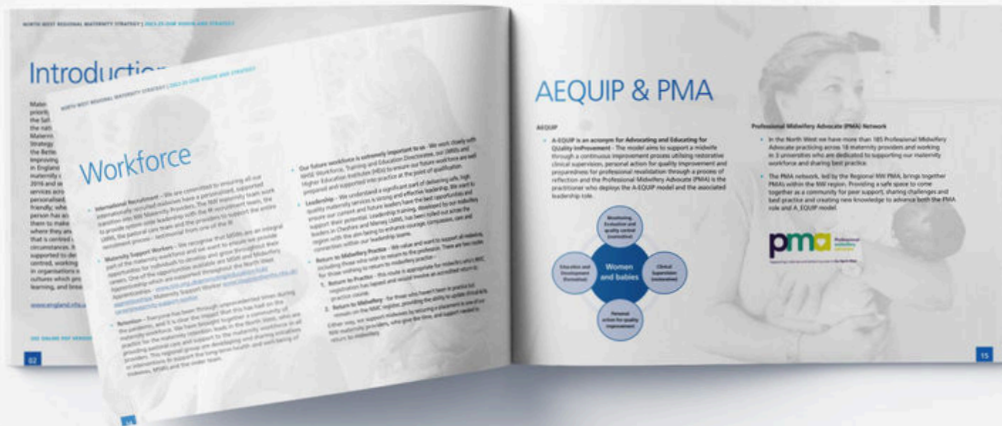
“From conceptual development through to campaign delivery - Creativeworld Health and the team produced a stunning piece of work, that is both emotional and groundbreaking to support the workforce of tomorrow”

➤ NHS ENGLAND Maternity Strategy



“Working with the team at Creativeworld Health has been an absolute pleasure, and their wealth of experience and knowledge in the maternity sector has significantly contributed to the development of our strategy”

Michelle Waterfall, NHS England



➤ BIRTH CHOICES

Promotional campaign



Birthplace Choices

Lancashire Teaching Hospitals NHS Foundation Trust

4 places of birth options at Lancashire Teaching Hospitals

Lancashire and South Cumbria | Maternity and Newborn Alliance

What does continuity of carer mean for you?

Knowing your midwife	Increased maternal satisfaction	Increased advocacy	Personalised care planning
More time with your midwife	Reduces anxiety	Trust and confidence	Evidence based informed choices

Continuity of care means a small team of midwives providing your care. If you are booked with a continuity of care team you will be cared for by your named midwife while you are pregnant, and when you bring a home. If your named midwife is not available when you are to labour and birth it is likely that the team who you have met should care for you.

A midwife will be able to discuss the continuity of care options that are available.

Birthplace Choices

Birthplace Choices

- B**enefits this could have for me and my baby
- R**isks this could have for me and my baby
- A**lternatives - are there any I could try first?
- I**ntact! - what is my intuition telling me?
- N**othing - what will happen if I choose to do nothing?

Birthplace Choices

Women having their first baby

National statistics

Notes: of spontaneous regional births, 85% are delivered with one obstetric intervention for each planned place of birth, but not midwife-led care.

	Number of incidences per 1000 full-term women giving birth			
	Home	Freestanding Birth Centre	Allegiate Birth Centre	Obstetric Unit
Spontaneous regional births	790 ^a	813	765	648 ^b
Transfer to an consultant unit	657 ^a	363	652	58 ^b
Regional midwife-led regional and/or specialist	278 ^a	298	269	348 ^b
Episiotomy	163 ^a	165	276	242 ^b
Caesarean Birth	88 ^a	69	76	121 ^b
Instrumental birth (forceps or ventouse)	120 ^a	103	103	161 ^b
Bleed transfusion	12	6	11	16

^a Home Births (2014-2015) and ^b NHS Care Quality Commission (2014-2015)

^c Home Births (2014-2015) and ^d NHS Care Quality Commission (2014-2015)

^e Home Births (2014-2015) and ^f NHS Care Quality Commission (2014-2015)

Birthplace Choices

Why Continuity of Care?

The National Maternity Review (2016) in the United Kingdom highlighted the importance of providing continuity of care to all women.

A study compared midwifery continuity of care models with maternity-led care or shared care models and found improved maternal and infant outcomes were associated with women who received models of midwife-led continuity of care.

*A Cochrane review of 15 studies involving 12,828 mothers and babies:

- 7 times more likely** to have a normal vaginal birth
- 19% less likely** to have a caesarean
- 24% less likely** to have a stillborn
- 16% less likely** to have a low Apgar 5
- 15% less likely** to have a high risk newborn
- 16% less likely** to have a low Apgar 1

Birthplace Choices

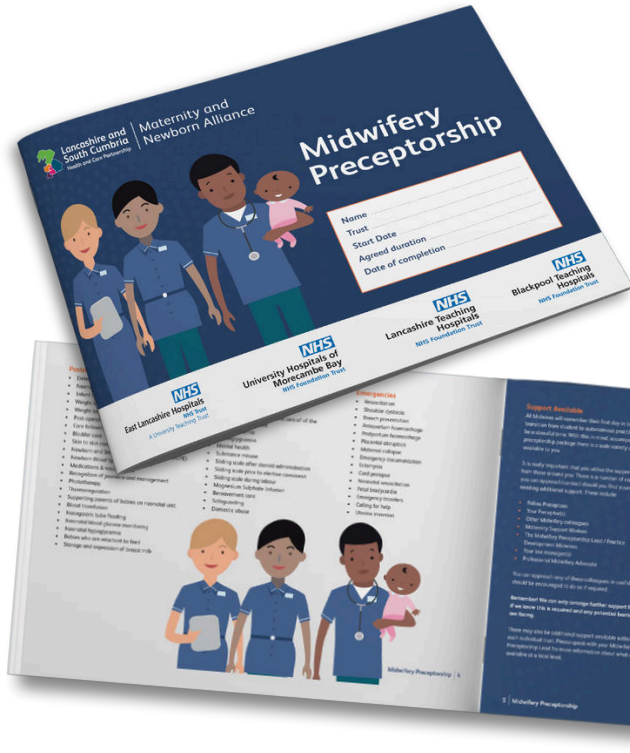
DELIVERABLES

- Brochure Design
- Information Leaflets
- Display Materials
- Print Production

➤ PRECEPTORSHIP

Video, booklet & posters

Development of an interactive Preceptorship programme, this included an introductory video and support literature. Developed in partnership with education specialists and midwives, a unique piece of work to support the future of maternity service workers.



➤ EQUITY & EQUALITY PLANS

Plan on a Page

LANCASHIRE AND SOUTH CUMBRIA MATERNITY AND NEONATAL EQUITY AND EQUALITY PLAN

Our vision for Improving Equity and Equality

Why do we need a plan?

WHITE WOMEN	BLACK WOMEN	MIXED ETHNICITY	BLACK WOMEN
7/100,000	12/100,000	15/100,000	16/100,000
x2 ↑↑	x2 ↑↑	x2 ↑↑	x2 ↑↑

The Plan

Our Values

Who are we?

WE WILL DO THIS THROUGH...

LANCASHIRE AND SOUTH CUMBRIA MATERNITY AND NEONATAL EQUITY AND EQUALITY PLAN

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The Plan

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WE WILL DO THIS THROUGH...



DELIVERABLES

- Infographics
- Design & Development of Animation & Video Content
- Development of Social Media Assets

➤ NHS KENT & MEDWAY

Personalised Care Plans



“Working in partnership with service users and families, we developed a care plan for women and families to support their pregnancy journey. Initially created in Lancashire and South Cumbria this is now a key product across maternity services.”

What is a personal care plan?

Personal care plans help you to explore, understand and record your individual choices for pregnancy, birth and early parenthood. A key person and family to discuss with your midwife, which then forms an addition to the care offered to you and the choices you make. Your midwife regarding your care should be responsive to your individual needs and those close to you such as family and friends.

In this booklet you will find personal care plans for:

- Health and wellbeing in pregnancy
- Emotional health and wellbeing
- My pregnancy - appointments and scans
- Birth choices

How to use this booklet

During pregnancy, we encourage you to complete your own personal care plan. In partnership with your midwife, you will discuss your choices and record them in your personal care plan. Your midwife will discuss your choices with you and the choices you make. Your midwife regarding your care should be responsive to your individual needs and those close to you such as family and friends.

Birth choices

Where you want to give birth to your baby. Please send it to your midwife.

About me

My name is:

My address is:

My telephone is:

My email address is:

My partner's name is:

My partner's address is:

My partner's telephone is:

My partner's email address is:

My health issues are:

Other health professionals involved in my care:

My pregnancy - appointments and scans

My pregnancy - appointments and scans

My pregnancy - appointments and scans

My pregnancy - appointments and scans

My pregnancy - appointments and scans

My pregnancy - appointments and scans

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Health and wellbeing in pregnancy

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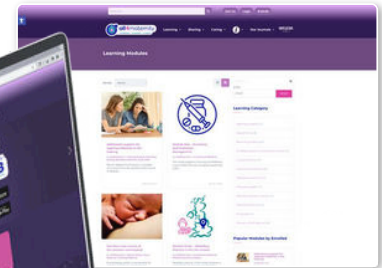
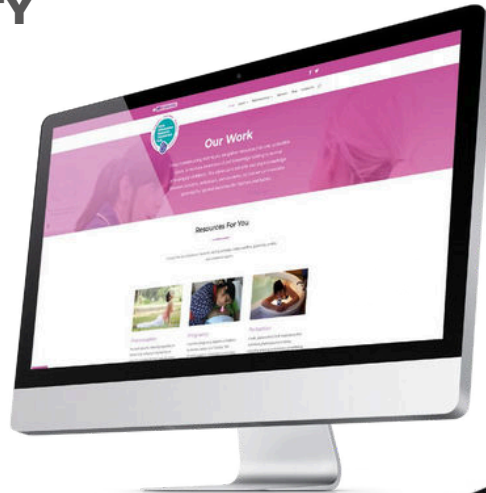
Health and wellbeing in pregnancy

Health and wellbeing in pregnancy

DELIVERABLES
Co-Development of the Care Plans
Design & Production
Easy Read Versions
Translated Versions

➤ ALL4MATERNITY

Website and app

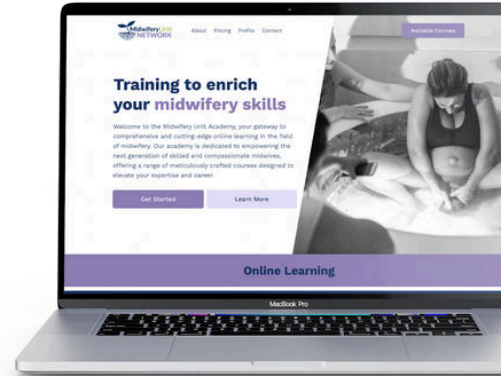
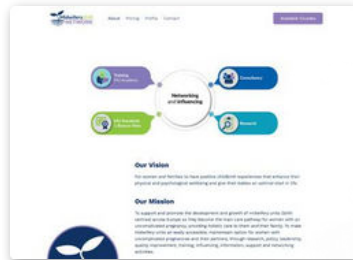



"Creativeworld have been our partner for 7 years, they offer amazing support Supporting educational development globally for maternity service workers. All4 are innovative specialists in supporting midwives to learn, share and care."

The development of an interactive learning platform that now incorporates an App that supports a global community of students and maternity service workers.

➤ MIDWIFERY UNIT NETWORK

Website & e-learning





DELIVERABLES

Website Design

Integration of E-learning Platform

Content Support and Layout



➤ ACTIVE BIRTH POOLS

Video presentation & interactive page turner



DELIVERABLES

- Video Production
- Catalogue Production
- Brochure Design
- Online Brochures

➤ NORTH WEST MATERNAL MEDICINE NETWORK


Website and branding



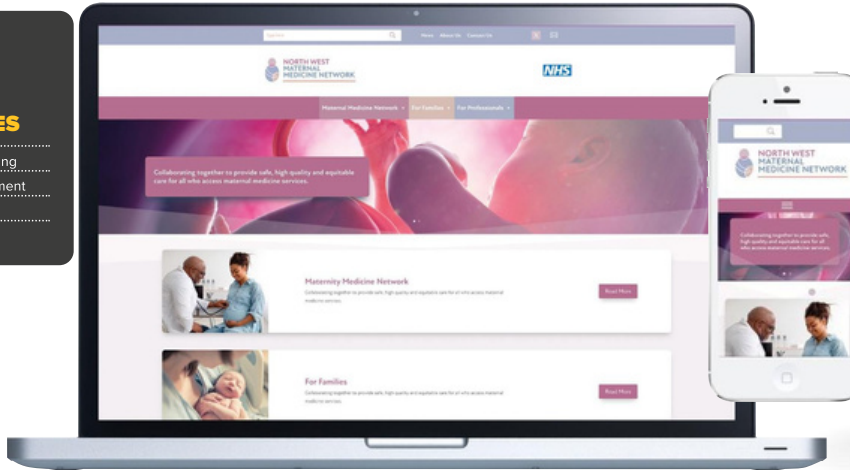
NORTH WEST MATERNAL MEDICINE NETWORK

Lancashire & South Cumbria
Cheshire & Merseyside
Greater Manchester & Eastern Cheshire




DELIVERABLES

- Co Development of Branding
- Website Design & Development
- Newsletter Design
- Launch Support



> ABOUT US

A specialist marketing and communications consultancy within Maternity services, we have a passion for results and impact, we pride ourselves on building long term relationships and creating powerful and measurable solutions for our clients.

With a wealth of experience and strong partnerships, from strategic marketing communications, “engagement as a service”, co-development of programmes through to campaign delivery. Our approach is to consider each project, understand the objective, analyse the existing information available, map out the strategy and create effective engagement, marketing and communications solutions.



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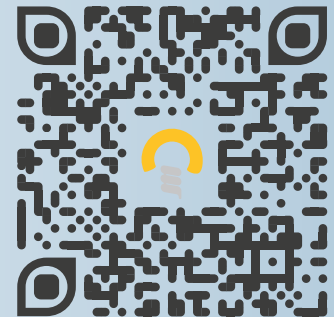


Staff and Public Engagement

**THE HEALTHCARE
MARKETING SPECIALISTS**

Call us on 01282 858200

Visit our website at creativeworld.co.uk



CreativeworldHealth