



ROCHDALE & OLDHAM

# Maternity Voices

Working in partnership to improve maternity services

**healthwatch**  
Rochdale



|                     |   |
|---------------------|---|
| <b>Date/Time</b>    | Monday 18 <sup>th</sup> December 2023, 7:45pm – 9:15pm                            |
| <b>Meeting</b>      | <b>Meeting #12 Breastfeeding</b> Via Zoom   |
| <b>Minute taker</b> | Naomi Burke, Healthwatch Rochdale<br><i>Updated amendments in red 19.12.23 NB</i> |

| Attendees  | Apologies Received  |
|--|---|
| Leona, Lead ROMVP, Service User<br>Naomi, HWRochdale<br>Jules, HWOldham<br>Angela, Commissioning Oldham<br>Amanda, Infant feeding lead <b>Rochdale</b> specialist<br><b>Health visitor</b><br>Jess, ROMVP Vol Advocate, Service User<br>Josie, ROMVP Vol Advocate, Service User<br>Grace, Service user ROMVP Vol Advocate<br>Celeste, Engagement Manager Oldham/HMR<br>Stacey – Strategic Lead early years and school readiness – Rochdale<br>Jo, Infant feeding Lead Oldham NCA<br>Steph, Aqua natal Heywood, IBCLC<br>Rachel, Service Manager for Health visiting<br>Ruth – ROMVP Vol Engagement Facilitator, hypnobirthing, Service user<br>Denise, Home Start Infant Feeding Support<br>Zainab, Community Engagement Midwife | Janice, Commissioning Rochdale<br>Tamoor, Manager HWOldham<br>Kate, CEO Healthwatch Rochdale<br>Abdur, Service User<br>Faith, Director of Midwifery, Oldham<br>Chris, Patient Quality Safety Oldham<br>Lindsey, Homestart |





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| Agenda Item | Items Discussed  | Summary of Discussion  | Actions   | Owner   | Deadline                         |                    |
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| 1           | <p><b>Welcome and introduction of Rochdale and Oldham Maternity voices Partnership</b></p> | <p>Welcome</p> <p>Introductions of attendees via chat</p> <p>Code of Conduct</p>                 | <p>Welcome from Chair</p> <p>Please see list above</p> <p>Apologies Received- noted</p> <p>Meeting online etiquette reminder</p>  |  <p>ROMVP Online Meeting etiquette_v</p>   |                                  |                    |
| 2           | <p><b>Information on Rochdale and Oldham Maternity Voices Partnership (ROMVP)</b></p>      | <p>Who ROMVP are</p> <p>Gathering Feedback Oldham/Rochdale</p> <p>Sign up to receive updates</p> | <p>Naomi, Healthwatch Rochdale brief update on ROMVP, who they are and what they do.<br/>Encourage sharing of our social media channels</p> <p>Feedback Gathering on Maternity Services.<br/><a href="https://healthwatchrochdale.org.uk/share-your-experience-local-maternity-services">https://healthwatchrochdale.org.uk/share-your-experience-local-maternity-services</a></p> <p>We have a ROMVP Contact list, we send out information from ROMVP as well as other services, surveys, invitations to ROMVP meetings etc.</p> | <p>ROMVP Website link:<br/><a href="#">ROMVP</a></p> <p>@RO_MVP</p> <p>For meeting attendees to share feedback link and QR Code to contacts</p>  <p>If you wish to be added to contacts list please email<br/><a href="mailto:info@romvp.org.uk">info@romvp.org.uk</a></p> | <p>ALL</p> <p>ALL</p> <p>ALL</p> | <p>All Ongoing</p> |



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| 3 | <b>Review of Minutes/ Action from previous meeting</b> | Minutes #11                         | <p>Received as a true and factual account, no amendments to be made</p> <p>Action Log- up to date: All Actions outstanding closed</p> <p><b>OUTSTANDING – Ongoing Infographics</b></p>   | <p>Minutes available on:<br/> <a href="https://healthwatchrochdale.org.uk/maternity-voices-partnership">https://healthwatchrochdale.org.uk/maternity-voices-partnership</a></p> <p><b>Still awaiting GMEC sign off of generic template to be populated by all Greater Manchester and East Cheshire Trusts.LB will push for timescale for this.</b></p> | LB TO CHASE   | ASAP                |
| 4 | <b>ROMVP Update</b>                                    | <b>Ruth, Engagement Facilitator</b> | <ul style="list-style-type: none"> <li>• <b>ENGAGEMENT</b> – Been out and about in Rochdale, Family Hubs and Community settings raising awareness of ROMVP, encouraging feedback and recruitment of volunteer advocates.</li> <li>• <b>Themes</b> – <b>VBAC</b> very positive experience but continuity teams disbanded due to new Ockenden guidance around safe staffing priorities..<br/> <b>Birthing Centre Closures</b> – Women are unsure of their options.<br/> <b>Informed Choices</b> – Example of woman told baby was large going off scan, advised an induction, thought this was the done thing and didn't realise that the scans are not 100% accurate. Don't feel like things explained properly or options given.</li> <li>• <b>LANGUAGE</b> – Still hearing a lot of women using phrases like "I had</li> </ul> | <p>To create a recruitment campaign to encourage the sign up of ethnic minority people to be ROMVP Volunteer Advocates</p> <p>To Continue to gather feedback and Collate to share with Patient Experience Team</p>   | RW<br><br>ALL | ASAP<br><br>Ongoing |



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|  |  |  | <p>to..." or "I wasn't allowed to..." this is not acceptable and women should understand their options during labour and birth.</p> <ul style="list-style-type: none"> <li>• <b>ONLINE SELF REFERRAL</b> – Example given of a lady, 8 ½ weeks with second child. Was having issues with pregnancy, did not feel the digital portal easy to navigate nor use when submitted concern to it, no receipt of being received or seen. GP contacted didn't know whom to refer her to. Couldn't get hold of Practices Midwife or get an answer from birth centre number when ringing. Doesn't feel that the digital route is that helpful especially in early pregnancy.</li> <li>• <b>REDESIGNED VOLUNTEER PACK</b> – trying to reduce as many barriers as possible. Online application live</li> <li>• <b>SOCIAL MEDIA</b> – trying to raise profile, please like and share posts for us.</li> <li>• <b>Co-ordinated the ROMVP Vol Xmas Gathering</b> - We gathered at Rochdale AFC "Our Spot" with our little ones. Had a catch up with each other and made some plans for the new year.</li> <li>• <b>Bi-Annual Report</b> – Now finalised, has some good feedback from both</li> </ul> | <p><a href="#">ROMVP Online Volunteer application</a></p> <p>@ro_mvp</p> <p>To put ROMVP Annual Report in Public domain</p> | <p>ALL</p> <p>HWR</p> | <p>Ongoing</p> <p>Dec 2023</p> |
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Leona, LEAD ROMVP



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|  |  |  | <p>Service User and professionals who have received it in circulation. The report will be available on our ROMVP website for anyone who might like to read through.</p> <ul style="list-style-type: none"> <li>• <b>Antenatal Update</b> - Pregnancy Circles to be started in January 2024 as part of Antenatal Offer. If the first session is successful it is intended these will be continued and rolled out at different venues.</li> <li>• <b>PPEG Meeting with Trust</b> – Ruth attended this meeting and whilst on it was notified that the local Tongue Tie Clinic at Oldham was to be suspended as no staff to carry it out. Currently had 2 midwives in training, but been unable to fulfil due to short notice of long term absence of lead midwife who carried out. We have been assured via the Head of Midwifery that this issue has been raised and escalated as an area for concern. Alongside this she has assured us that they are doing all they can to ensure that the two trainees are well supported. One midwife is due to complete training in January and the other April. With this in mind the Trust is hopeful that the service will be reinstated by the end of Jan 24 at the latest.</li> </ul> | <p>To collate all Tongue Tie feedback and present to the Trust at end of January 2024.</p> | <p>ALL</p> | <p>Jan 2024</p> |
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|  |  |  | <p>They have asked for support from neighbouring Trusts and Ear, Nose and Throat Teams. All have said they are at full capacity themselves. The concerns around the suspension of this service is already attracting comments and feedback to our ROMVP social media accounts that are concerning.</p> <p>This issue has been escalated a number of ways:</p> <p>Healthwatch Rochdale – as a speech and language concern</p> <p>Commissioners for both Rochdale and Oldham</p> <p>Put on the “Risk” register from a Health Visitor Rochdale perspective.</p> <p>GMEC MNVP’s</p> <p>Trust Divisional Manager</p> <p><b>Steph:</b> I am one of the local “Trainee Midwives” currently studying really hard to get this tongue tie qualification. I can update that I am not being offered any support at all and that there is nothing in place. I am obviously limited at this time as to what I can say, but I find this very upsetting. I fought to be on the course, we have to be supervised doing 25 cuts and assignments relating to this – it is a very difficult Masters level course and I have enjoyed every moment so far. My colleague and I are hoping to qualify ASAP.</p> |  |  |  |
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|   |  |   | <p><b>Leona:</b> Faith has assured us that all training is being supported via Lesley at the Trust?</p> <p><b>Steph:</b> Sue is currently trying her hardest to work with the ENT team to pass ASAP.</p> <p><b>Zainab:</b> There is a new member of the team joining from Wythenshawe Hospital. She ran a clinic there prior to coming to Oldham, she will be supporting the ENT team.</p> <p><b>Leona:</b> Hasn't Wythenshawe also just withdrawn their service? Maybe its as the midwife has now moved Trusts to our end?</p> <p><b>Rachel:</b> As a Rochdale Team we have highlighted the tongue tie as a risk. We are ensuring that health visitors and midwives are still referring into the tongue tie service as this will ensure we have a paper trail of evidence of how much the service is needed.</p> |  |  |  |
| 5 | <b>Local Maternity Services Update</b> | No representative present   | <b>apologies received – no updates given</b>  |  |  |  |
| 6 | <b>Breastfeeding</b>                   | <b>Rochdale Family Hubs</b><br>Stacey Dunbar,<br>Strategic Lead:<br>Early Years and<br>School Readiness | Rochdale Family Hub Funding for 17 venues in Heywood, Middleton and Rochdale (HMR). Based across the 5 neighbourhoods (HMR and Rochdale North, Rochdale South). Working together for a better joined up collaborative approach.   |  |  |  |



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|  |  | <p>Rachel Chew,<br/>Service Manager<br/>for Health Visiting<br/>and Start 4 Life<br/>Rochdale</p> | <p>The Family Hubs based on specific strands:</p> <ul style="list-style-type: none"> <li>- Perinatal</li> <li>- Parenting</li> <li>- Infant Feeding</li> <li>- Home Learning</li> <li>- Early communication</li> <li>- Start 4 Life</li> </ul> <p>As part of the Infant feeding strand steering group initiated to ensure service users voices are heard. Key to the 5 year strategy. Currently two surveys taking place one for professionals and one for parents. Response rates have been positive, survey for service users has been extended for an additional 2 weeks to gain further insight but the feedback received so far has been very rich in content and will help shape the service. This also is helping with our Data Mapping as part of DFE compliance. Currently recruiting for a number of roles to strengthen the infant feeding offer in Rochdale as gaps have been identified. This includes a Parent education Midwife, Parent education Health Visitor and 2 early years supporters – all with a focus on infant feeding.</p> <p>In line with governance and way of being line managed some really exciting new roles additionally. A community Specialist infant feeding Lead, 5 infant feeding support workers and 2 admin.</p> | <p>To Share Data around findings</p> | <p>SD</p> | <p>March 2024</p> |
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|  |  | <p>Amanda Hadlow,<br/>Infant feeding<br/>lead, specialist<br/>midwife</p> | <p><b>Leona:</b> Is the infant feeding support worker role a paid position and is it as a peer support model?<br/> <b>Rachel:</b> This is a paid role<br/> <b>Leona:</b> Based on our service user feedback and discussions with women they tell us that they prefer someone in a role such as this to have lived experiences as in peer support.<br/> <b>Rachel:</b> It is difficult to ensure that we can employ someone with the peer support but the role we are recruiting to will offer 1 to 1 support alongside groups support if needed and will be fully trained to a high standard to ensure the best from this role.</p> <p>We are working across Rochdale on the UNICEF Breastfeeding accreditation and also on an equipment loan scheme. We have established funding for this but awaiting new recruit in place as lead to move this forward properly.</p> <p>The antenatal offer is being reestablished and trials of the new offer have been rolled out in Heywood to begin with. We want to build on the antenatal offer via the Health Visiting parenting lead.</p> <p>Having been in the role since 2018 I am ensuring that referral pathways for infant feeding are done in the correct way and</p> |  |  |  |
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|  |  |  | <p>that women can be seen in a timely manner.<br/> I run 2 clinics per week offering face to face, one to one appointment that vary from 30 mins to 1 hour. I see approx. 12-15 women each week in these clinics alongside offering telephone support. Mums need as much support as they can get alongside the correct assessment of their feeding needs.<br/> One of my clinics is at Croft Shifa in Rochdale Town Centre and the other in Middleton.</p> <p>Locally I ensure that the Health Visiting teams are up to date and each year run training and refreshers in latch, attachment, positioning, problems, mastitis etc.<br/> Currently have a breast pump loan scheme that can be accessed if there is a medical need to pump e.g. neonatal baby or low birth weight. 2-week loans. Very limited on equipment as vast area to cover and then items not returned. <del>We don't just dump any old pump on a new mum,</del> We don't give out a pump without looking at the cause of the reasons why she is requesting one, we would then work with them to work out what is right for them.</p> | <p>Ensure amendments shared with Sentence as corrected. NB 19.12.23</p> |  |  |
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|  |  |  | <p>we work with them to suss out what is right for them. Pumps need to be accompanied with a package of care.</p> <p>With the offer Stacey mentioned before, with the new scheme once up and running we will be asking for a voluntary contribution of £10 to loan the pumps, this will help keep the scheme sustainable and they will have a more digital system to sign in and out and monitor where they are.</p> <p><b>Leona:</b> How often is support available and what are the time frames involved?</p> <p><b>Amanda:</b> Monday to Friday the duty hub where I am based can be contacted. Evening and weekend it is the National Breastfeeding helpline.</p> <p>Once a referral is made to myself, I aim to assess and see mum within the week. But very much assessed on a needs basis if urgent would hope to see sooner.</p> <p><b>Stacey:</b> With the new roles coming into place, the offer is to hopefully extend the role of what Amanda does so brilliantly to further give that support in the evening or at a weekend where it currently has a gap in the service for one-to-one support.</p> <p><b>Denise:</b> Please can I ask how do you monitor the pumps going out?</p> <p><b>Amanda:</b> The pumps are numbered, and we loan them out and match the pump number to the baby NHS number. The Health Visitor collects form the Middleton</p> |  |  |  |
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|  |  |  | <p>Office and ensure that the mum receives it. They can also be taken to nearest Health Visiting Centre if that is easier. Again, these pups are given to women from a health visitor and shown how to use, leaflets, telephone help numbers and links also provided.</p> <p>They will keep the pump for 2 week, be monitored and assessed in between and then they are returned after 2 weeks (in theory).</p> <p><b>Stacey:</b> I have to say that the amazing job that Home Start do with their infant feeding offer and Loan scheme is something we took as good practice and have based our new model on. We have currently got an order in for 6 pumps per neighbourhood (30 pumps inn total)</p> <p>The new Infant Feeding Support workers will have responsibility as part of their role, to be in charge of the loan offer.</p> <p><b>Rachel:</b> One thing that we know is that hospital discharge and early help feeding intervention is vital. With these new roles in place, they are going to be working closely and in partnership with all the people already in place at the moment, this will ensure we can build on what we already have to make it better.</p> <p><b>Leona:</b> We generally get very good and positive feedback around the</p> |  |  |  |
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|  |  | <p>Jo Mayall,<br/>Infant Feeding<br/>specialist, Oldham<br/>NCA</p> | <p>breastfeeding offer and support from Oldham residents. We are looking forward to the positive feedback coming in from Rochdale.</p> <p><b>Josie:</b> I accessed a lot of support from Home Start infant feeding team in Oldham, including a home visit, baby bistros and pump hire. A close friend who had a baby not long after me (Feb 23) and lives in Rochdale really struggled to find similar support, so it's great to hear that this is happening for Rochdale mum's too!</p> <p><b>Jess:</b> Whilst I was in Tameside Hospital, I had great support from home start to help me get going with breast feeding, but when I came home to Heywood it all stopped and I had nothing, really struggled and didn't know where to turn. I did access the feeding clinic for CMA and that was fantastic!</p> <p>Oldham also has Family Hubs and it is vital that we work closely with HomeStart. They offer so much they have an embedded baby bistro, peer support and various ways to contact for support. Really keen to try to increase the uptake to the breast-feeding support offer, people sign up then don't attend very frustrating. We are currently encouraging people to share their feedback around frustrations</p> |  |  |  |
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|  |  |  | <p>with the tongue tie and advising they go to PALS with their feedback or complaint. Again, as said earlier, evidence for a need of this service is key.</p> <p>We produce a quarterly newsletter. Currently have a consultation out and it is important that families use their voices to have their say on the local 11 children's centre and their future.</p> <p>Very proud of the uptake of the Healthy Start scheme in Oldham we are above national average and currently have 75% uptake on it. When it switched to the new card version, uptake did drop for a while but pleased its back on the rise.</p> <p>We collate breastfeeding data, there has been a steady rise over quarter 1 and 2. 43% are seen within 6-8 weeks of birth for support.</p> <p>Currently a new task and finish group in January 2024 around antenatal pathways.</p> <p>Through the Northern Care Alliance been working on a new breast/chest feeding policy and it has been great to work with such good staff.</p> <p><b>Leona:</b> It is wonderful to hear such positivity from Oldham, if Rochdale could mirror this it would be really good.</p> |  |  |  |
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|  |  | <p>Leona, ROMVP<br/>Lead</p> | <p><b>Denise:</b> Homestart have funding via Oldham and Tameside to offer online Antenatal. These are generally after the 20-week appointment and on Sunday Morning online. These can be a little challenging due to no shows or people not putting camera on throughout. There is a wide range of things that let people know about it – banner, posters, leaflets and via social medias.</p> <p><b>Service user experience/Feedback</b><br/> <i>When delivered baby, midwife told lady she had inverted nipples so they would make breastfeeding harder.<br/> Was given no additional information. Stayed in Hospital for 9 days and within that time only accessed 30 mins of support via specialist feeding midwife. Various requests for support not helpful as leaflets given were not tailored to physiological need. Feeding wasn't the issue – the inverted nipples were and as this had been said it had sowed the seeds of that she couldn't do it.<br/> Approached several other hospital staff during stay – none of whom helped her lots of missed opportunity for intervention. Found it very traumatic as wanted to feed her baby.</i></p> |  |  |  |
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|  |  | <p>Breastfeeding Welcome Scheme, Rochdale</p> | <p><i>Felt very embarrassed contacting the national BF helpline as felt shame. Was given access to pump in hospital however it was shared as there is not enough pumps which made it harder to express as had to ask for access every time. Needed support on discharge and doesn't feel like this was given, numerous opportunities to refer for support. Doesn't want others to go through this experience.</i></p> <p><b>Jo:</b> I can imagine this was very distressing. I know - as we all know – midwives are currently rushed off their feet. Although this is no excuse. A health visitor should have also been to see this lady at 10 – 14 days after birth and should have supported. Steph: This has really upset me; we need to do better by these women!<br/> <b>Denise:</b> I find this frustrating. We give out lots of things to the Trust to ensure that women have the help they need from ourselves upon discharge. Something has been missed here. Very upsetting for her I imagine, and we could have ensured a better BF journey.</p> <p><b>Update on behalf of Grace Redmond ROMVP Volunteer Advocate</b><br/> Packs have been taken out around Rochdale. Want to have 100 signed up to the scheme.</p> |  |  |  |
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|   |  |                                    | <p>Number of barriers that working on:</p> <ul style="list-style-type: none"> <li>- Forms are off putting</li> <li>- Not 100% understanding the ask of them to take part</li> <li>- Presume will cost them money to make changes in order to comply with the asks as a service</li> </ul> <p><b>ROMVP Lead's Closing Conclusion:</b><br/> Very proud of how far these breastfeeding conversations have come since they were initially raised at either meeting #2 or #3. Really impressed with all the good work going on across both Rochdale and Oldham.<br/> Key is partnership working and building on good practice.</p> <p>Thank you all for attending and look forward to updates.</p> |   |    |  |
| 7 | <b>Agreed Actions: review with group</b> | Review of Actions from Meeting #12 | Brief outline of Actions  | <b>See "actions" column and separate Action Log</b> | NB |  |
| 8 | <b>AOB</b>                               |                                    | NONE  |   |    |  |



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Date of next Rochdale and Oldham Maternity Voices Partnership meeting:  
**Monday 25<sup>th</sup> March 2024, 7:45pm – 9:15pm, Via Zoom**

If you would like to receive updates and information around Rochdale and Oldham MVP or would like more information on becoming a Volunteer Advocate for the ROMVP, please let us know.

Minutes true account : Leona Barlow, Chair ROMVP Date: 19<sup>th</sup> December 2023



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