

# North West London maternity early adopters programme

We aim to improve the clinical outcomes and care experience for women and families using maternity services in North West London.

Our vision is to lead the way in providing first class, safe maternity care that offers choice, individualised continuity and has the family at the heart of everything we do.



1  
January 2017  
– October 2017

- Set up **local maternity system** – working collaboratively to plan improvements to maternity services
- **Engaged with women** and staff on how we can improve maternity care
- Launched **website** for parents and families to share their maternity experiences  
<https://maternitynwondon.commonplace.is/>
- Planned new ways of working to improve **continuity of care**
- Created **personalised postnatal care plans** to be used in all trusts



2

- All trusts to have a **maternity app** providing consistent information for mum's on-the-go
- New **maternity teams** offering better continuity of care in all sites across North West London
- Implement better tools for **communication** between care providers and women
- Introduce **photo booklets**, to help women get familiar with their named midwife and the team of midwives
- Bespoke **training** for midwives and maternity support workers to enhance their skills and career development
- New standardised **postnatal discharge pack**

November 2017  
– October 2018



3  
November 2018  
– onwards

- Evaluate and share learning with other sites across the UK
- Continue to provide women and families with better continuity of care and improved postnatal care

