

## Co-production good practice examples from LMNS perinatal equity strategy submissions

Kent and Medway have produced a slide set to show how to embed co-production in system processes:



# Development of Perinatal Equity Strategy: Stage 1 Progress summary and future plans November 2021

Frimley Local Maternity Services developed a communications campaign to raise awareness of available maternity services.

**Case study: cultural awareness communications campaign for Frimley staff**

**Challenge/need**  
In 2019/20, Washburn Park Hospital had 1742 births from women where English is not their first spoken language. In 2019/18 over 35% of deliveries in Slough were to mothers from Black and minority ethnic groups.

Evidence shows that the COVID-19 pandemic disproportionately affects those from a Black, Asian and Minority Ethnic (BAME) background. Women from these ethnic groups make up more than half (56%) of pregnant women admitted to hospital with COVID-19. Asian women are four times more likely than white women to be admitted to hospital with COVID-19 during pregnancy, while Black women are eight times more likely.

Frimley LMNS wanted to address these discrepancies.

**Approach/Solution**

- Initially interviews were conducted with nurses to understand the barriers to accessing maternity services
- A targeted communications campaign was then developed targeted BAME communities
  - 8 week radio campaign on Asian Star in Hindi and Punjabi
  - 8 week Facebook advertising campaign
  - A dedicated page with translated materials on the Frimley LMNS Maternity Website

**Impact**

- 30 women were interviewed by the Maternity Voices Partnership
- Social media campaign reached 32,596 women, with 920 unique clicks through to the website. The advert was displayed 156,036 times during the 8-week campaign. 750 women accessed the campaign in Polish. The most active age brackets were 25 - 34 and 35 - 44.
- 2000 translated leaflets into Urdu, Punjabi and Hindi

● ● ● ● ● [www.frimley.nhs.uk/health-and-care](https://www.frimley.nhs.uk/health-and-care)

**You said:**  
These women were:

- Not being heard or listened to about concerns relating to their pregnancy
- Feeling patronised because of culture/ethnicity
- Feeling offended by cultural/ethnic bias - assumption someone doesn't speak English because of their appearance
- Gender Bias - different experience when in attendance with husband

**We did:**

- 91% of women have had their ethnicity recorded (over one year)
- Increased accessibility to the Frimley Maternity website with a QR code included in patient notes
- All multi-disciplinary teams including Paediatrics had cultural competency training on 18 May 2021
- Set up in-house mandatory training on cultural competency across maternity teams
- Developing a Frimley Equity Strategy for Maternity
- Developed a wider cultural competency **staff** campaign that could be used more broadly across other specialities at Frimley Health Foundation Trust (examples shown below).

**Find out more**  
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The logo for NHS South Central (SCW) region, featuring a stylized bird icon and the letters 'SCW'.

[Addressing cultural health inequalities through targeted communications - NHS SCW Support and Transformation for Health and Care \(scwcsu.nhs.uk\)](https://www.scwcsu.nhs.uk)

Surrey Heartlands has been working with Gypsy, Roma, and Traveller (GRT) families:

It is known that Surrey has the fourth largest GRT population of any UK country, with the population estimated at between 10-12,000. Research continues to show that this group continues to experience poorer health outcomes and inequalities. In 2019, a project was initiated across Surrey Heartlands with the focus of improving the health of GRT families by improving access to routine healthcare with objectives including development of a culturally competent workforce and reduction in infant mortality, including still births. Co-production was supported by joint work with the MVPs in Surrey to improve the GRT patient experience of childbirth and pre and postnatal care, by consulting with GRT clients and feeding back to maternity services, to achieve system changes. The GRT team works closely with the Surrey Community Gypsy and Traveller Forum and consults with community leaders within this group, at every stage of the project's development and delivery. Learning is informed by listening to the concerns and priorities of the GRT population.