

Gloucestershire Local Maternity and Neonatal System Equity and Equality Action Plan

In September 2021, NHS England published guidance for local maternity and neonatal systems around improving equity and equality.

The aims of the guidance were to:

- **Understand the local population – its health outcomes and community assets**
- **Understand staff experience, using Workforce Race Equality Scheme data**



In response to the guidance, we carried out a health needs analysis based on data from the local population. We identified risk groups and the factors that define these risks.

We also looked at responses to the Staff Survey to understand experiences of staff around race equality.

The next step is to use this understanding to:

- Engage with women, communities and staff in the priority areas to find out what matters to them
- Co-produce interventions to improve equity for women and babies
- Co-produce an action plan to improve race equality for staff.

These interventions and actions will form a five year plan which will aim to reduce health inequalities and improve outcomes and equity for staff, women and babies in Gloucestershire.

Key findings from the needs analysis

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Women are more likely to have poorer outcomes if they:

- Are from an ethnic minority, a refugee or asylum seeker
- Live in more deprived areas of the county
- Are younger mums

These poorer outcomes mainly include:

- Higher rates of stillbirth
- Lower rates of breastfeeding
- Increased referrals to perinatal mental health team

The main factors contributing to these poorer outcomes are:

- Smoking
- Late booking
- High BMI

Engagement

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We want to ensure voices are heard



Our Commitments

We will work with the Maternity Voices Partnership to ensure everyone is heard

We will talk to women and birthing people about what matters to them

We will share our priorities with the people who use maternity services

We will work with women and birthing people to coproduce actions and interventions

Our focus

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Time of Booking

Reduce the number of women booking after 12 weeks, by finding out why this happens, and providing information about the importance of booking before 12 weeks.



Smoking in pregnancy

Reduce number of women smoking in pregnancy, partly through the recruitment of a specialist midwife and maternity support workers.



Healthy lifestyles

Improve the information and support of wellbeing, healthy eating and physical activity.



Perinatal mental health

Better access to support around perinatal mental health.



Breastfeeding

Increase breastfeeding rates, through continued work by the Gloucestershire Infant Feeding SP and the introduction of the Anya app.



Access to resources

Improve access to interpreters and materials (including translated and easy-read versions)



Cultural awareness

Ensure all women, birthing people and colleagues are treated equitably. Ensure all staff are trained in cultural competency.



Race equality for staff

Improve equality in experience for staff, regardless of ethnic background. Create a safe workplace culture that welcomes, encourages, and thrives on diversity and individualism