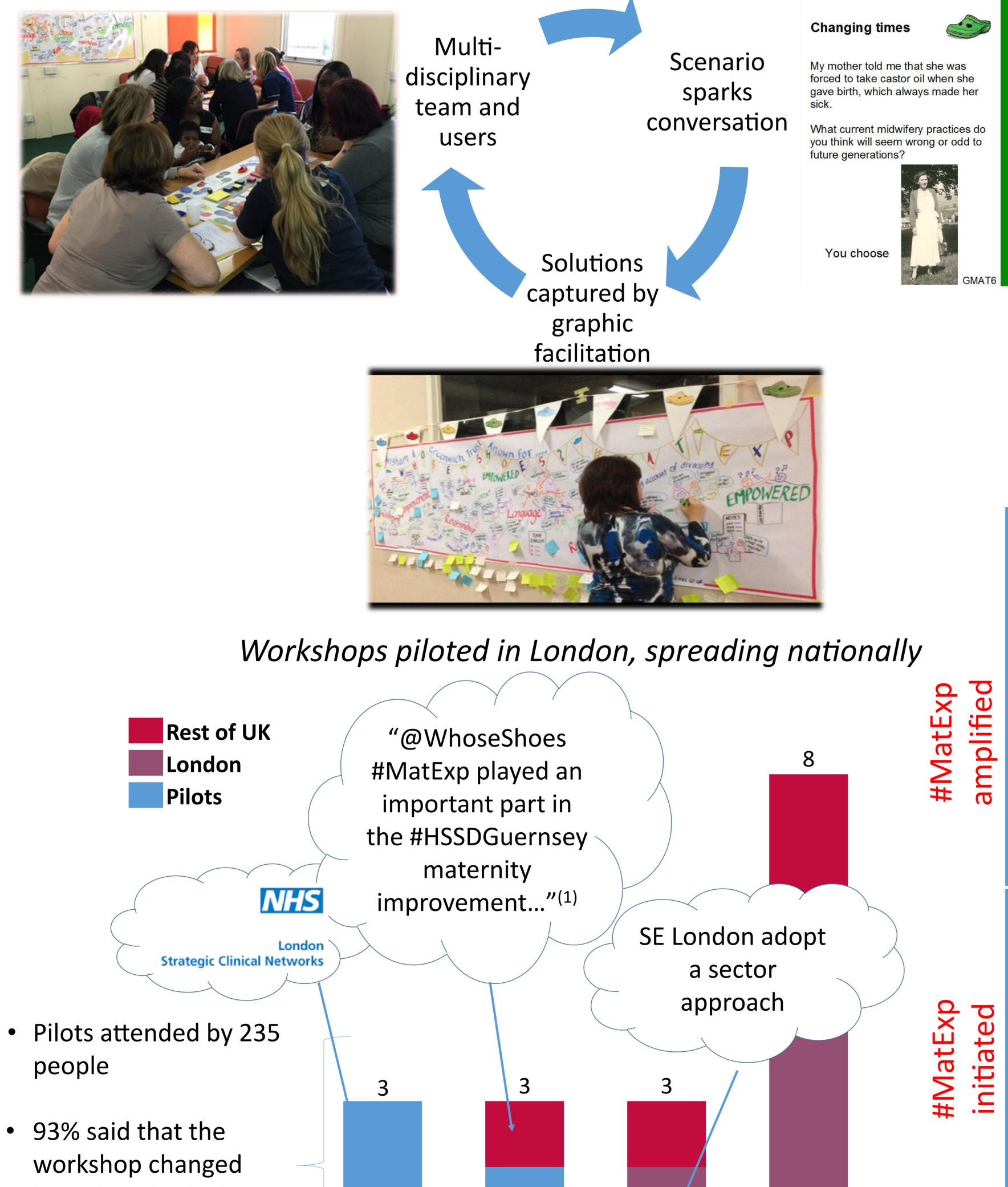
#MatExp - A grassroots movement aimed at improving maternity experience for families and the staff who care for them. What How So Far Next

Responding to a need for change

- Kirkup & Francis Reports
- Health and Social Care Act
- CQC Survey Results London
- National Maternity Review: personalisation



Challenging existing assumptions



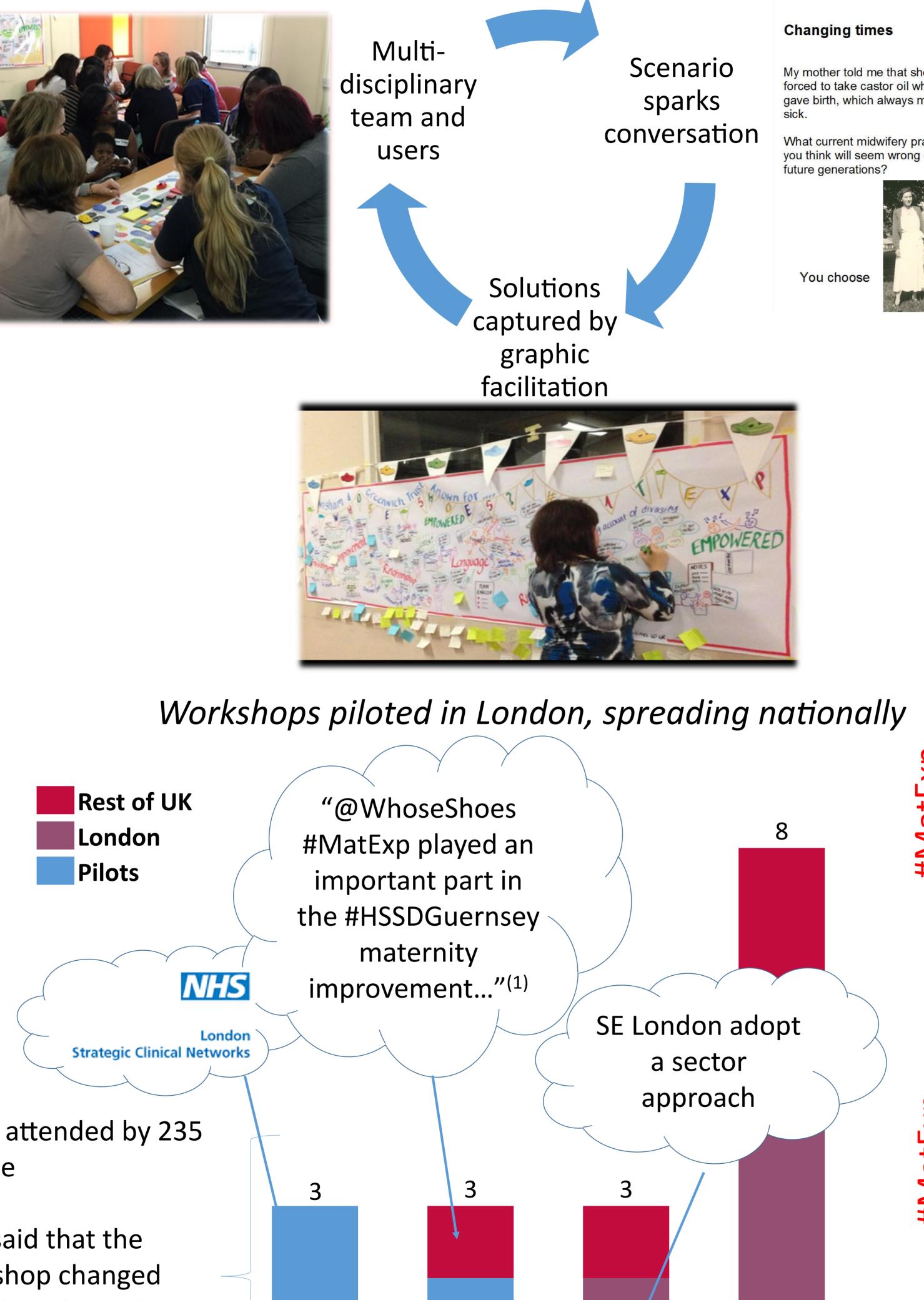
even if everyone is doing it.



even if no one is doing it.

Working collaboratively across boundaries





- how they think about maternity services

(1) Steve Hams Interim Director of Clinical Governance & Chief Nurse HSSD States of Guernsey

Whose Shoes[®] board game as a tool for dialogue

Q3/Q4 2014 Q1/Q2 2015 Q3/Q4 2015 Q1/Q2 2016

Best practice tools



Bottom-up campaigns (examples)



2015 #NHSChange Day campaign #SkintoSkin #Bloodtobaby RCM #Betterbirths

- 400 million Twitter impressions
- #MatExp adopted by NHS England,
- CQC & National Maternity Review

#Birthtraumachat #MyBirthMyBody #MatExpHour Caesarean in focus WBTIUK Women's Voices conference Growing Families

GP Infant Feeding Network Lithotomy Challenge Caesarean video Place of Birth options poster

User-initiated

Professional-initiated

Seldom heard groups **#MatExp 2 - "Nobody's Patient"**



- Families with newborn babies in neo-natal units (NNU) & paediatrics.
- Severly ill women faced with an unexpectedly serious illness, sometimes life threatening, in pregnancy or the immediate postnatal period.
- Women who miscarry in the second trimester.

International conversations

