

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

## What

*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*

**WRONG**  
is **WRONG**,  
even if *everyone*  
is doing it.

**RIGHT**  
is **RIGHT**,  
even if *no one*  
is doing it.

*Working collaboratively across boundaries*



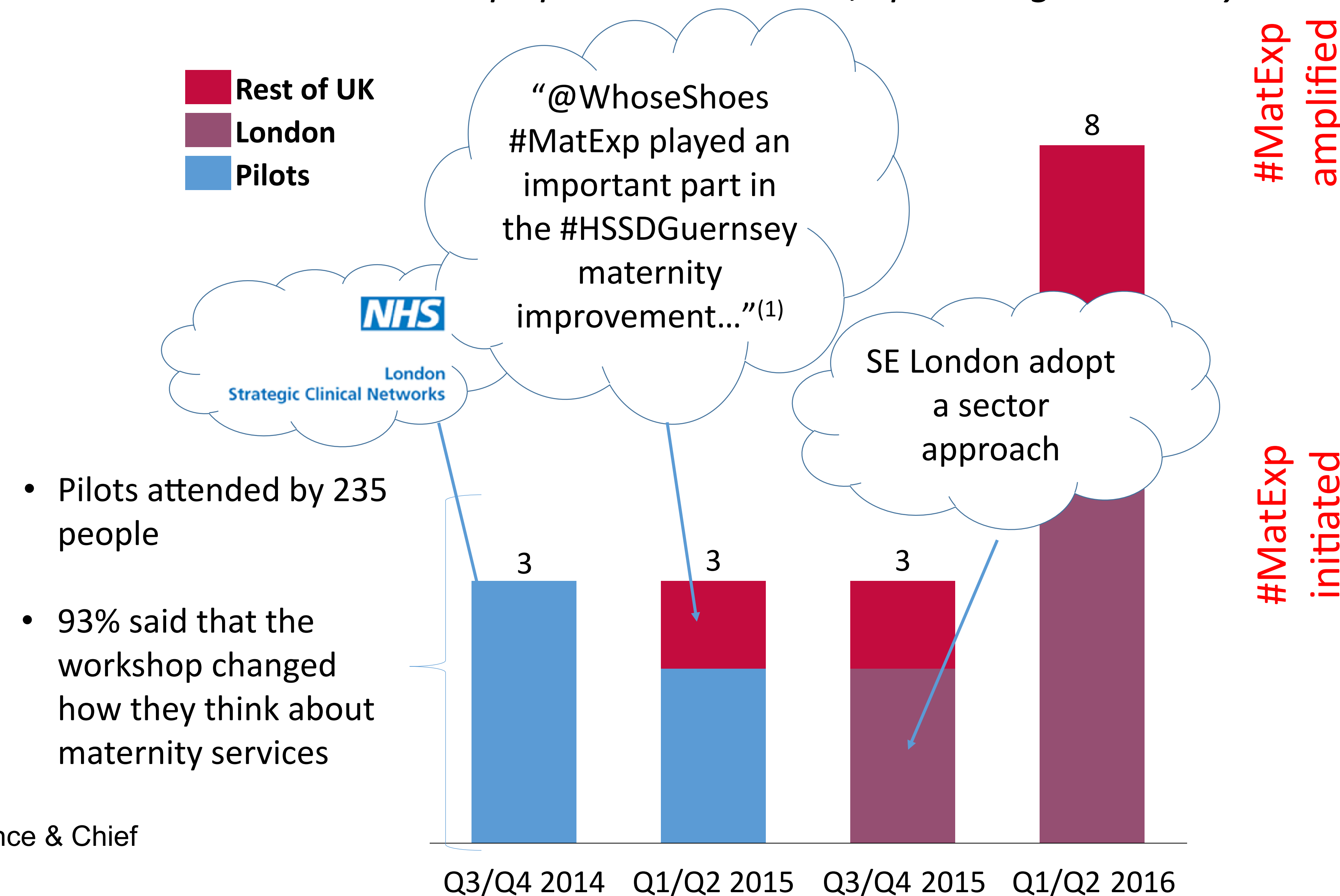
(1) Steve Hams Interim Director of Clinical Governance & Chief Nurse HSSD States of Guernsey

## How

*Whose Shoes® board game as a tool for dialogue*



*Workshops piloted in London, spreading nationally*

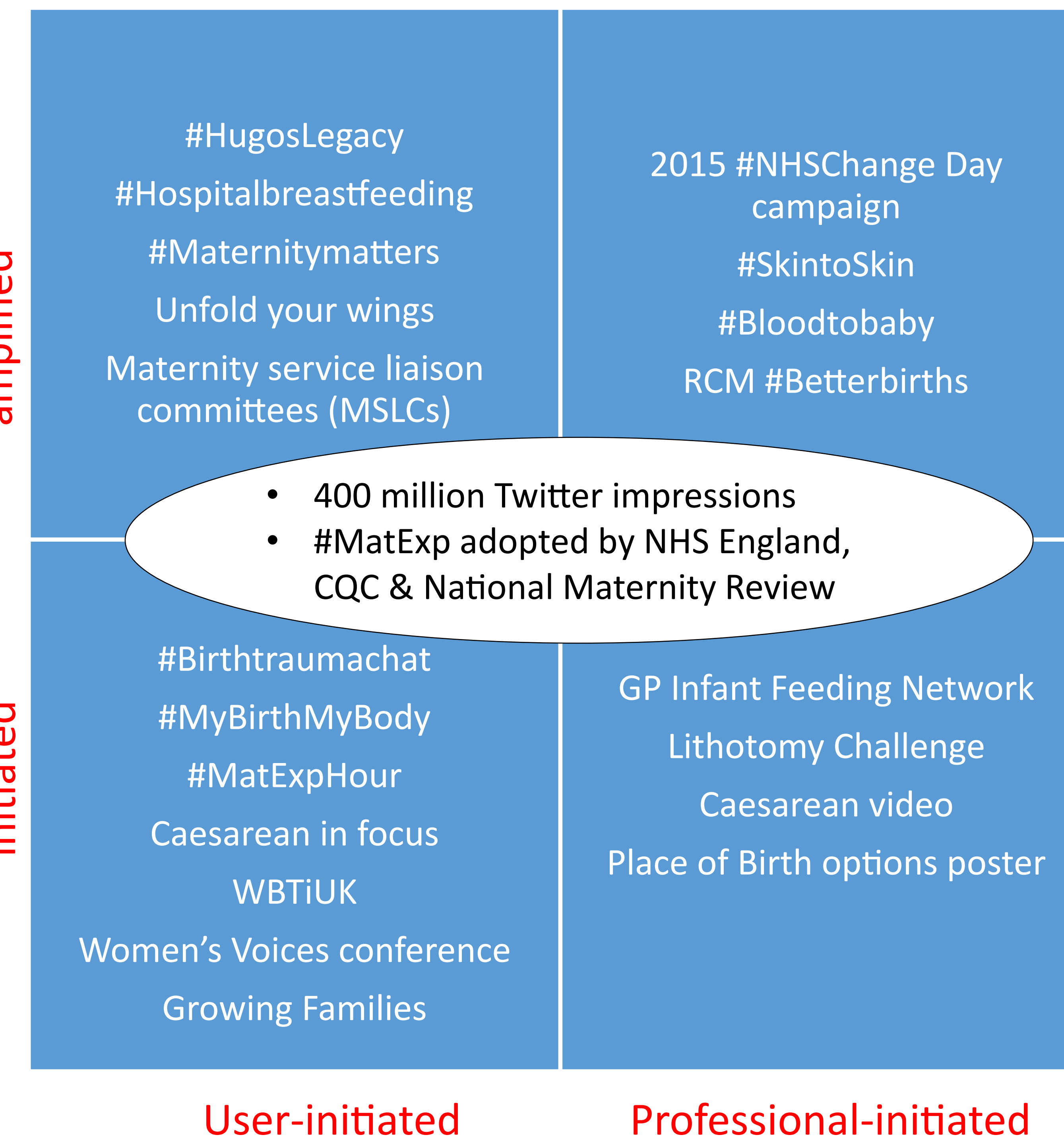


## So Far

*Best practice tools*



*Bottom-up campaigns (examples)*



## Next

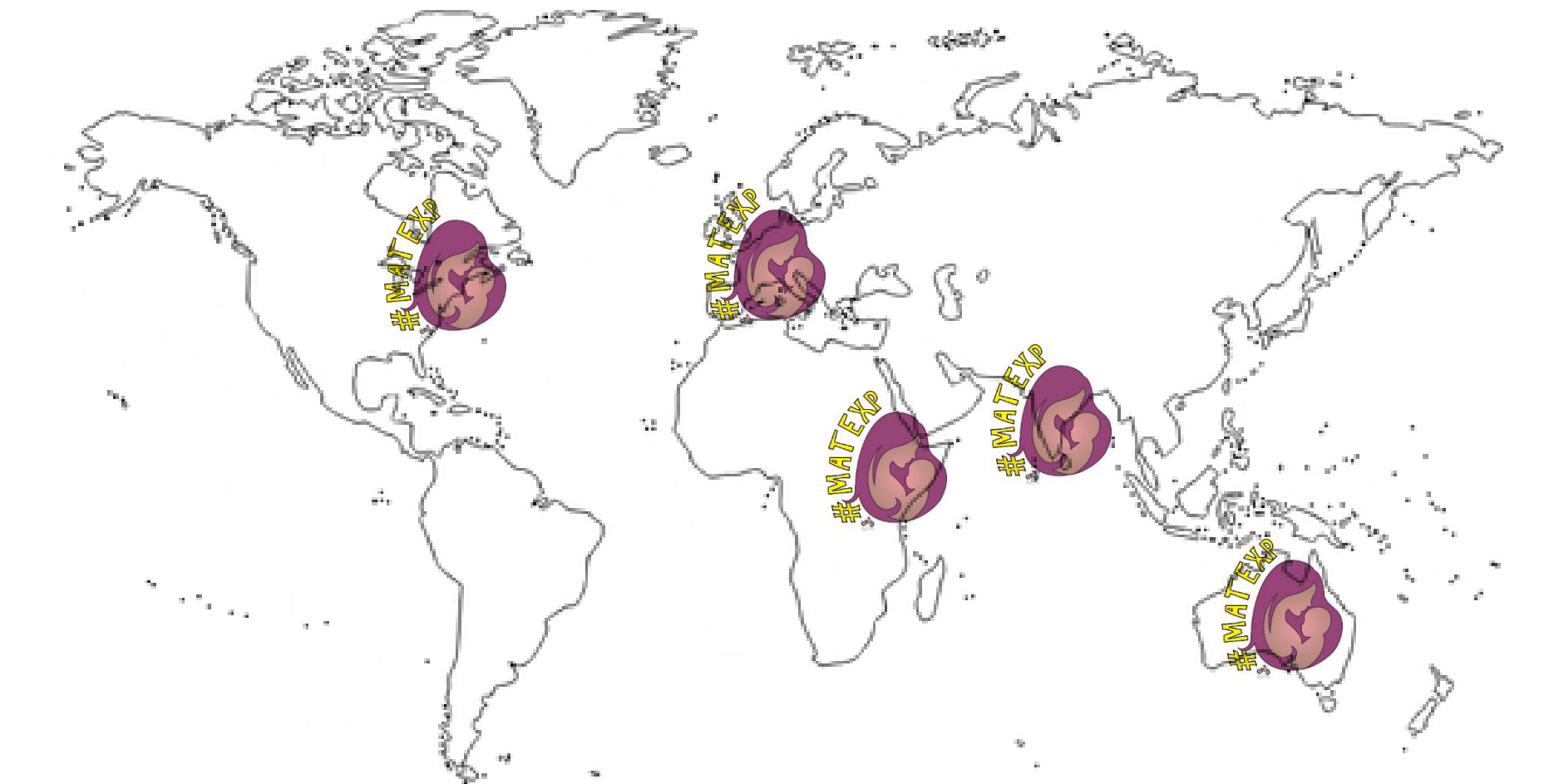
*Seldom heard groups*

**#MatExp 2 - “Nobody’s Patient”**



- Families with newborn babies in neo-natal units (NNU) & paediatrics.
- Severely 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*



*Get involved*

