Breakout session 3 – 2:15pm
#MatExp – short session

Gill Phillips,
Creator of Whose shoes? and Co-founder of #MatExp

Florence Wilcock,
Consultant Obstetrician and Co-founder of #MatExp
#MatExp

The FUN-damentals of change!

Practical ideas to start your improvement journey

National Maternity & Newborn Safety collaborative launch

28th February 2017

Presented by Florence Wilcock & Gill Phillips
- members of the #MatExp team

#MatExp
#MatNeoQI
Introduction

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
#MatExp was ‘born’ - A grassroots movement aimed at improving maternity experience for families and the staff who care for them.
Whose Shoes® board game as a tool for dialogue

Multi-disciplinary team and users

Scenario sparks conversation

Solutions captured by graphic facilitation

Changing times

My mother told me that she was forced to take castor oil when she gave birth, which always made her sick.

What current midwifery practices do you think will seem wrong or odd to future generations?

You choose

And build through social media - #MatExp
journey since

- Today we are part of a much bigger #MatExp community
- Active engagement across social media
- Over 25 Trusts or regions using the game to talk to women and staff & spark improvement

Workshops piloted in London, spreading nationally

- Pilots attended by 235 people
- 93% said that the workshop changed how they think about maternity services
Shaping the ‘Better Births’ vision
If they can’t agree...

When I was in labour the midwife and doctor had a disagreement about my care in the room.

This made me feel extremely frightened. I was concerned that they didn’t really know what they were doing!

#MatExp
#WhoseShoes

Remove a tile Any
Incidentally… don’t say anything

There can be considerable peer pressure not to report an ‘incident’ especially where everything turns out to be absolutely fine.

But surely we only learn by our mistakes, however small. Next time we might not be so lucky.

#MatExp
#WhoseShoes

You choose

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Maternity Challenge Fund Bid March 2016

#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.
Crowdsourcing new material

‘The Pinks N Blues’ focus group
Graphics by New Possibilities.
resources – being launched in March

Over 120 new crowdsourced scenarios and poems
Doubling the number in the original #MatExp card set
#MatExp

FALLING OFF THE PATHWAY

← I was on the postnatal ward.
My baby was in NNU. →
All too often, I simply hadn’t a clue
What I was meant to do.

You had to be in postnatal to order your food
About an hour before the meal
And then be there to actually eat it
It all became such a big deal.

We mums, we tried colluding
"I'll stay in NNU,
You order for me; I'll order for you."
Hoping mums and babies could ALL get to feed
Needless to say ... we didn't succeed.

I kept missing meals, spending time with my son
There simply wasn’t time to get everything done.
Sore from my caesarean, I’d shuffle along
A fairly short corridor, unbelievably long!
Security requirements and hygiene demands
Stopping at each door to wash my hands
I was literally going back and forth all day.
Please! Let's build a 'joined up pathway'.

#WhoseShoes

"Continuing Health Care
Social Care
Fab but unfortunately
very true image from
#confed2015 animation
With my annotations"
On your tables you have a couple of cards and a poem to spark conversations.

We’ve chosen common topics we think you will be tackling.

We want you to think outside the box, brainstorm some solutions.
Grab those pens and get creative

• What are the challenges you face as a maternity service with this topic?
• What is an immediate idea to improve this that you could try out in your service tomorrow?
• What is an idea to improve this that you could try out in your service next month?
• Do you have any solutions to this issue that you would be willing to share with other units?
What are **you** going to do differently?
Yes, but in the real world things are tough…

“Its an uphill battle…!!!”

What hasn’t been said today?
Learning Disabilities in Organizations

1. “I AM MY POSITION”

2. THE ENEMY IS OUT THERE

3. THE ILLUSION OF TAKING CHARGE

4. THE FIXATION ON EVENTS

5. THE PARABLE OF THE BOILING FROG

6. THE DELUSION OF LEARNING FROM EXPERIENCE

Focus only on position - little sense of responsibility for results produced when all positions interact.

The enemy is out there.

Reactiveness in disguise.

True proactiveness is.

Generative learning cannot be sustained in organizations if people thinking is dominated by short-term events.

We will not avoid the fate of the frog until we learn to slow down and notice the gradual processes that often pose the greatest threats.

We learn best from experience but whenever directly experience the consequences of many of our most important decisions.

The myth of management.

Sketchnote by Tanmay Vora
Ideas to try out?

**How to get started**

- Relationship

- Communication

- Build trust

- Breakdown barriers

What is stopping us delivering consistently good care?

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Great quote from @BWCHBoss on @BBCr4today this morning "instead of telling, we listened to staff, they had all the solutions..."
Ideas to try out...

- Local Randomised coffee trial
- Each month - match people of different disciplines and grades

Get to know each other! See other perspectives
Build wider networks through social media

- Pledges to take action
- Work closely together
- Find people who share your passion
- Share results

#MatExp

Sarah-Jane Marsh
@BWCHBoss
Proud CEO of the amazing, special and unique Birmingham Women's and Children's NHSFT. Also leading NHSE Maternity Transformation. TeamBWC #MatExp
Make it FUN.....

✓ Get creative
✓ Wall displays
✓ Graffiti board

The FUNdamentals of building a change platform
#MatExpAdventures. Day 17
Build team spirit...

- Tap into talents
- Build in an element of (healthy?!) competition...

#MatExp #BakeOff
Get writing!

Blogs

Newsletters

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Leaders wanted!

What does effective leadership and team working look like?

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In my shoes, in your shoes...

Staff attending the event were asked to remove their ID badges on entering the workshop as it was important for everyone to have a voice and for discussion to be listened to around their experiences as clinicians, nurses, doctors, relatives of childbirthing women or allies of the above. It was important that attendees put themselves in the ‘shoes’ of women and families using our services in order to understand the pertinent issues. It was also important that attendees were as honest as possible about the care they gave/received so that the workshop could be used to make pledges and action plans based on the accounts and thoughts that were shared (see pages 4-5). For example, the porter who has had a personal experience of home birth was able to bring various dimensions to the discussion regarding home birth.
Write Stellar Stories!
Have you been following the #MatExp advent?

A story a day during December until Christmas Day, highlighting some #MatExp ideas and actions...

with lots of fun along the way!

Merry Christmas!

matexp.org.uk

@MatExp @MatExpAdvent

#MatExpAdvent-ures

Santa Baby - put it in your sack for #MatExp!

#MatExpAdvent-ures

Christmas Eve special!

WhoseShoes

27 ♥

WhoseShoes

244 ♥
Videos ... are the way forward!

How we announced our #MatExp competition winners!

Congratulations, Sherwood Forest!
Announcing the #MatExp Whose Shoes? Competition Winners.

Congratulations to...
Capture the energy... with another film ... and a Steller story!
Events to get people talking and thinking
Turn it into a challenge to involve others...

hellomynames Paul
@pauljct51

I have never felt so vulnerable & uncomfortable. Must be better way
#matexp @FWmaternitykhft
@WhoseShoes @JennytheM

[Images of people in hospital settings]
Have a new challenge each month – like Leeds...

2017

Jan 2017: Lithotomy challenge

Feb: Language challenge

March: Focus on young parents

Reflect and write about it – like Sarah Winfield

Sarah Winfield
@WINFIELD352 FOLLOW US

Leeds, West Yorkshire
Rise to a challenge – and sing!

The #MatExp RAP!

Crowdsourcing involves everyone…

Sarah-Jane Marsh
@BWCHBoss

@WhoseShoes Particularly if you conclude it
with a rap #TinieTempah style.

NHS Expo, 2016
Thank people, appreciate them, small rewards...
Spread the word

#MatExp goes global....

People write in the sand...

Sheena Byrom
@SageFemmeSB follows you

Midwife for more than 3 decades. Promoting positive childbirth, connecting via social media. Mama. Speaker. Author. Enthusiast. Part of @WeMidwives team.
Anyone can make change. Tap into enthusiastic people – so many! A few examples:

- **Hannah Tizard**
  - @hanhattizard
  - @bloodtobaby
  - Elswick, LANCS, UK
  - bloodtobaby.com

- **JennyTheM© NHS**
  - @JennyTheM
  - Follow you
  - #SkinToSkin
  - operating theatre
  - #IfBabiesCouldTalk
  - Feminist Happy2her
  - #futureMidwives
  - Midwife, Speaker
  - researchgate.net/profile/Jenny__

- **Nicolette Peel**
  - @nicolettepeel
  - Follow you
  - NQMIdwife, Chair of @Mummy'sStar charity,
  - @MatRefugeeConf, happy wife
  - and mum to 3 little beauts
  - #qualitycare4mostvulnerable
  - #compassion #inclusion #revolution

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Blood to baby
Student Midwife

Skin to Skin
Midwife
extraordinaire

Mummy's star
charity
NQ Midwife
Anyone can be a leader

How to define a #MatExp leader?

#MatExp Participants
Eat the elephant – one chunk at a time

Build the magic...
Confused? Excited? Want to join us...?

For more information

Flo Wilcock: @FWmaternityKHFT
Gill Phillips: @WhoseShoes

Join us!

www.nutshellcomms.co.uk
Thank you

Please make your way to the ground floor Churchill room for the next session.