

November 2015

<https://www.rcm.org.uk/betterbirths>

# Better Births

## Taking action for equitable care



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# Better Births

[www.rcm.org.uk](http://www.rcm.org.uk)

@MidwivesRCM #BetterBirthsUK

## The three themes for Better Births Initiative

Focusing on three themes

- *Promoting normality for all women*
- *Increasing access to continuity of carer*
- *Reducing maternal and newborn health inequalities*

**Case Studies**

sharing examples so  
others can learn from it

+

**Webinars**

details and a chance  
to ask questions

+

**Pilot Projects**

to give momentum to a  
topic or an approach

## Join in, contribute and use the resources

- *Resources to download – e.g. ten top tips*
- *Networks to join – e.g. Midwifery unit network*
- *Writing Groups to be part of or learn from – Optimal Cord Clamping Working Group*
- *Case studies and videos – e.g. managing midwife-led units, skin-to-skin in theatre*
- *Webinars to attend and listen to the recordings*
- *Mapping data for maternity care*

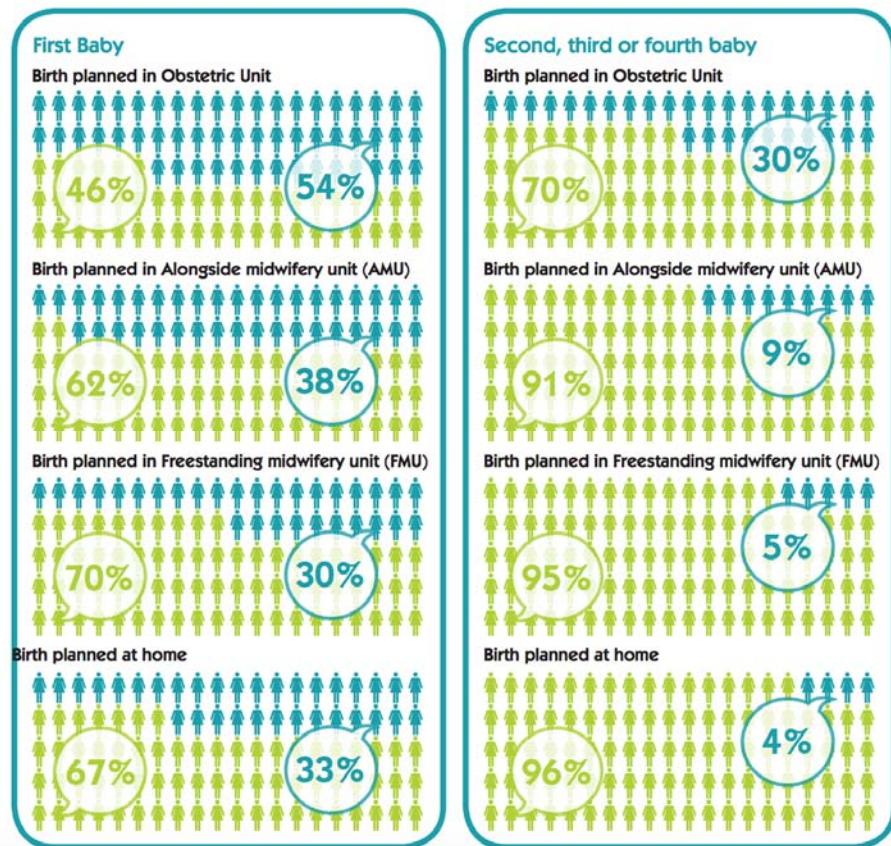


**When we talk  
about better births**



Place of birth: around 9 out of 10 women give birth in an obstetric unit

## System perspective A

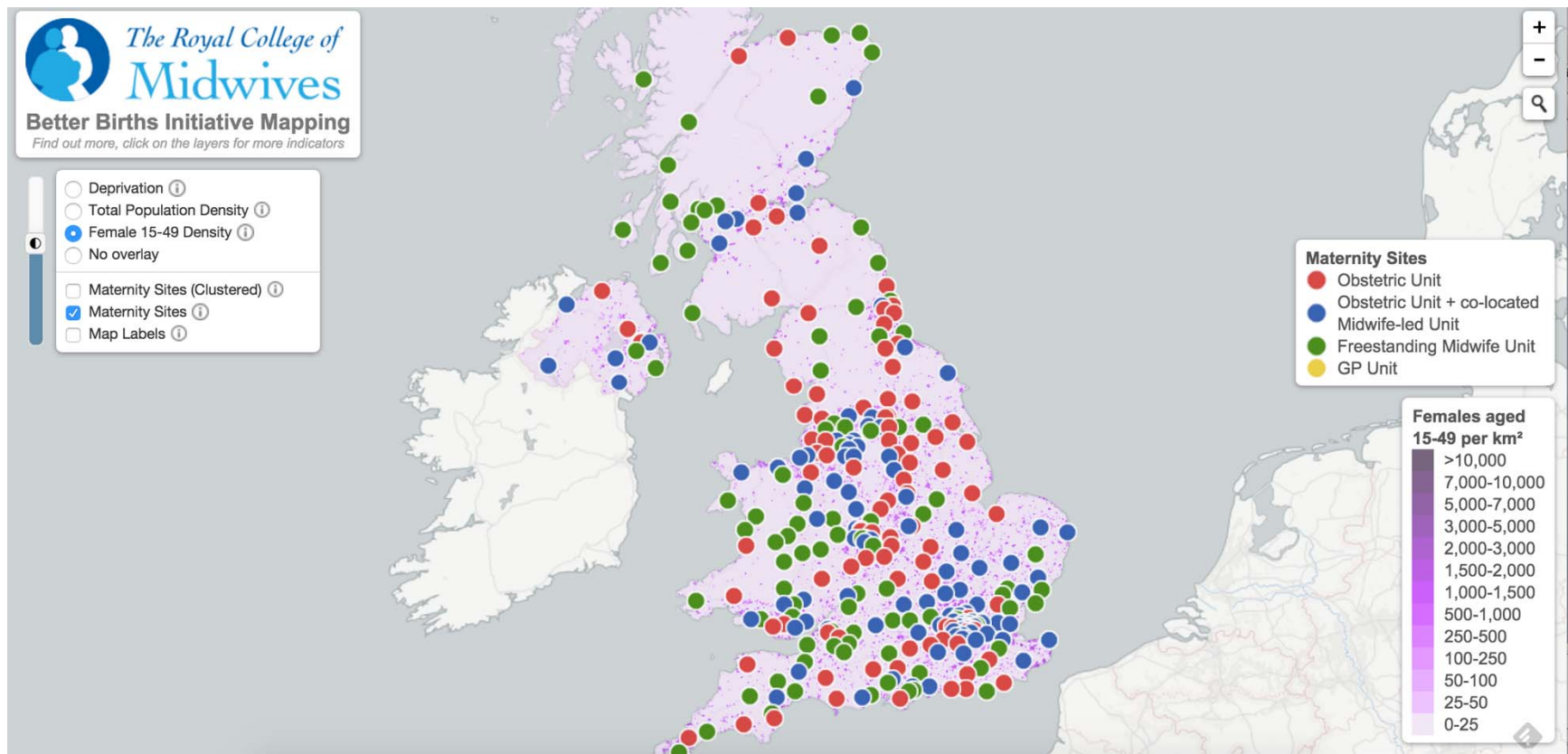


There are differences  
across places of birth

Normal birth: Outcomes for healthy  
women at low risk of complication

Source: Kirstie Coxon, KCL 2014  
highlighting Birthplace Study





[www.rcm.org.uk/betterbirthsmap](http://www.rcm.org.uk/betterbirthsmap)

Is there a cost to  
just focusing on  
intrapartum care?

Maternity care is  
about the  
continuum right  
through to public  
health



## System perspective B

Continuity of carer, forming relationships, women seeing the same few midwives

Case Studies

sharing examples so  
others can learn from it

+

Webinars

details and a chance  
to ask questions

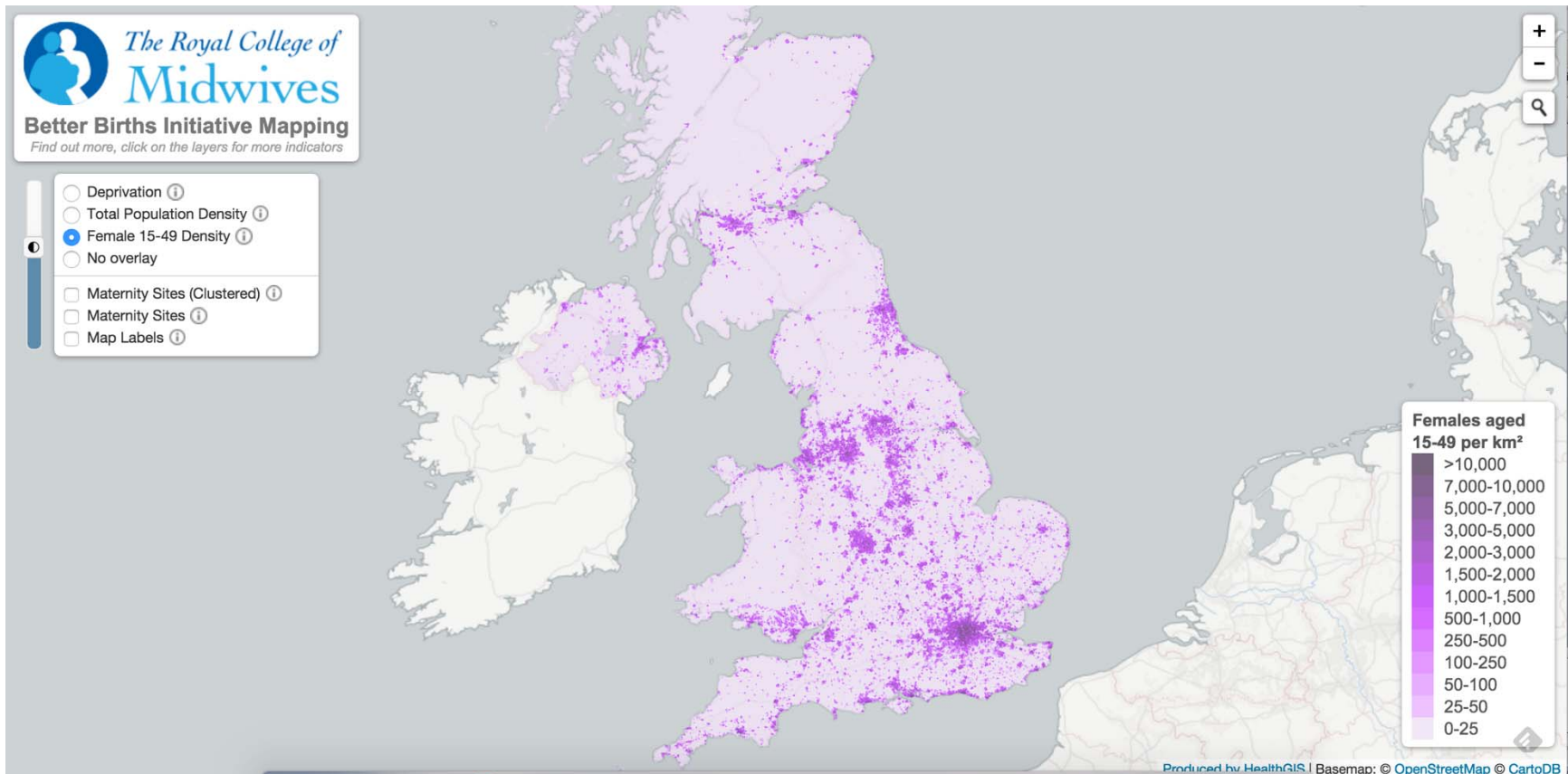
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Pilot Projects

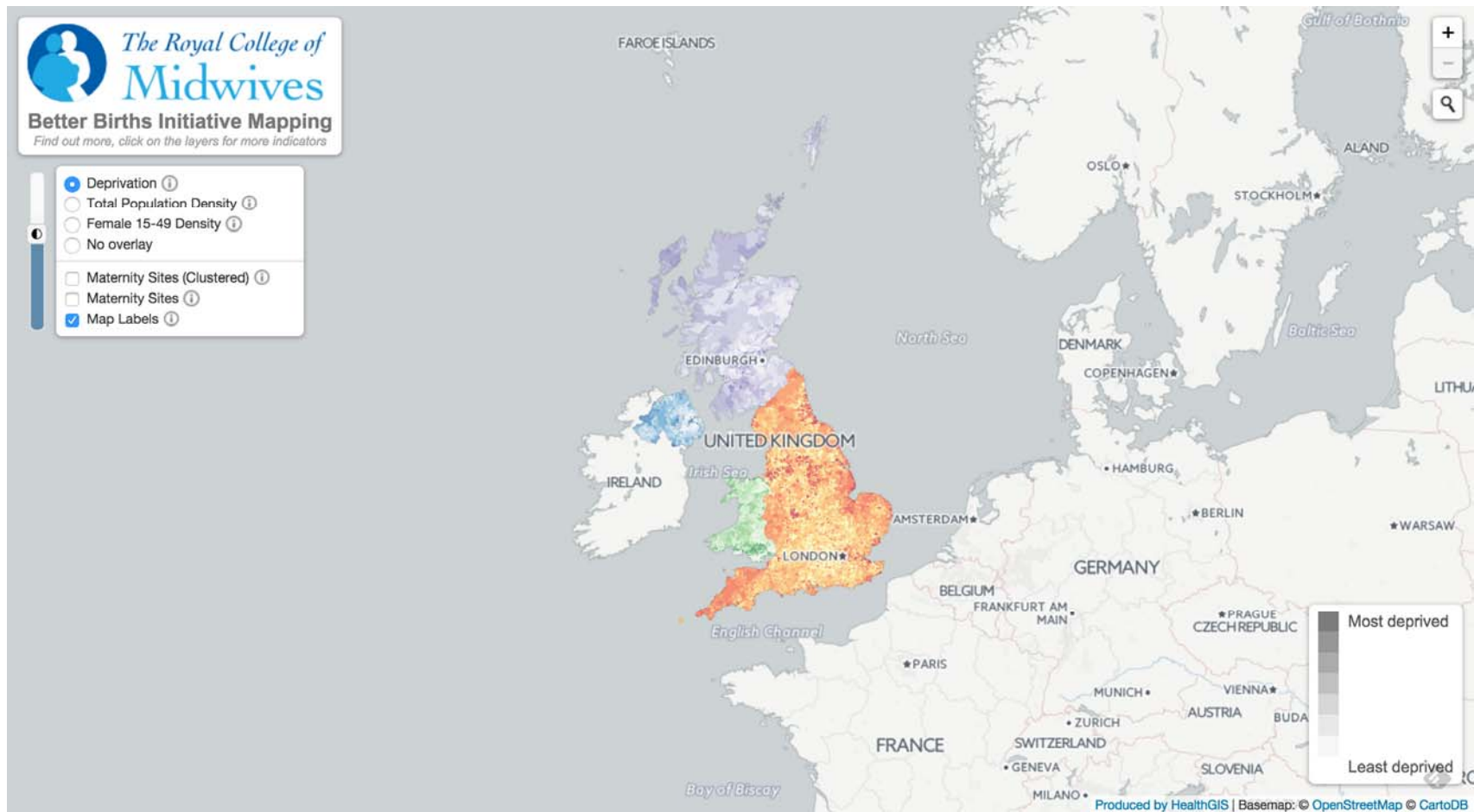
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[www.rcm.org.uk/betterbirthsmap](http://www.rcm.org.uk/betterbirthsmap)

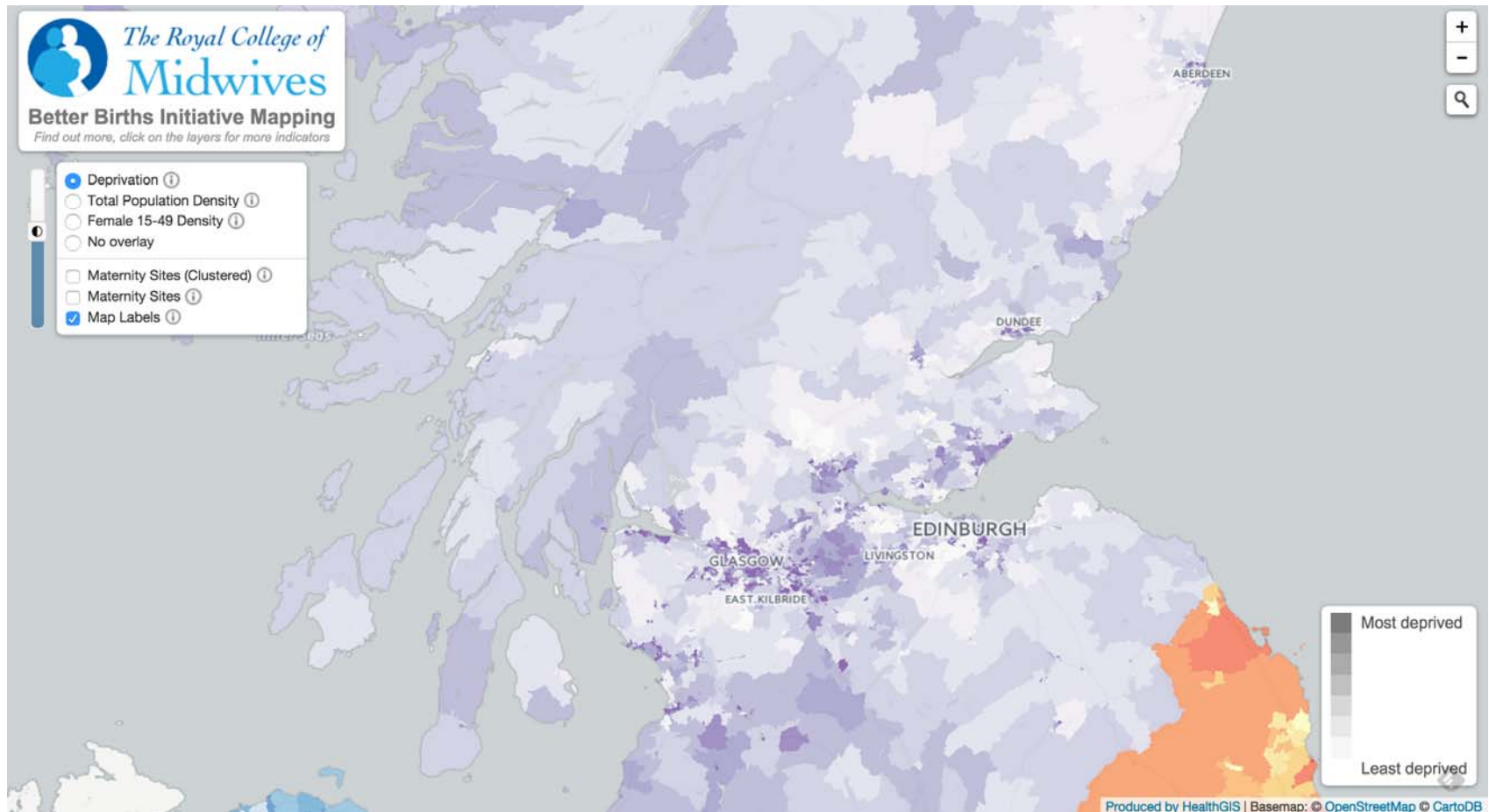
A Better Births Initiative Mapping Project



[www.rcm.org.uk/betterbirthsmap](http://www.rcm.org.uk/betterbirthsmap)

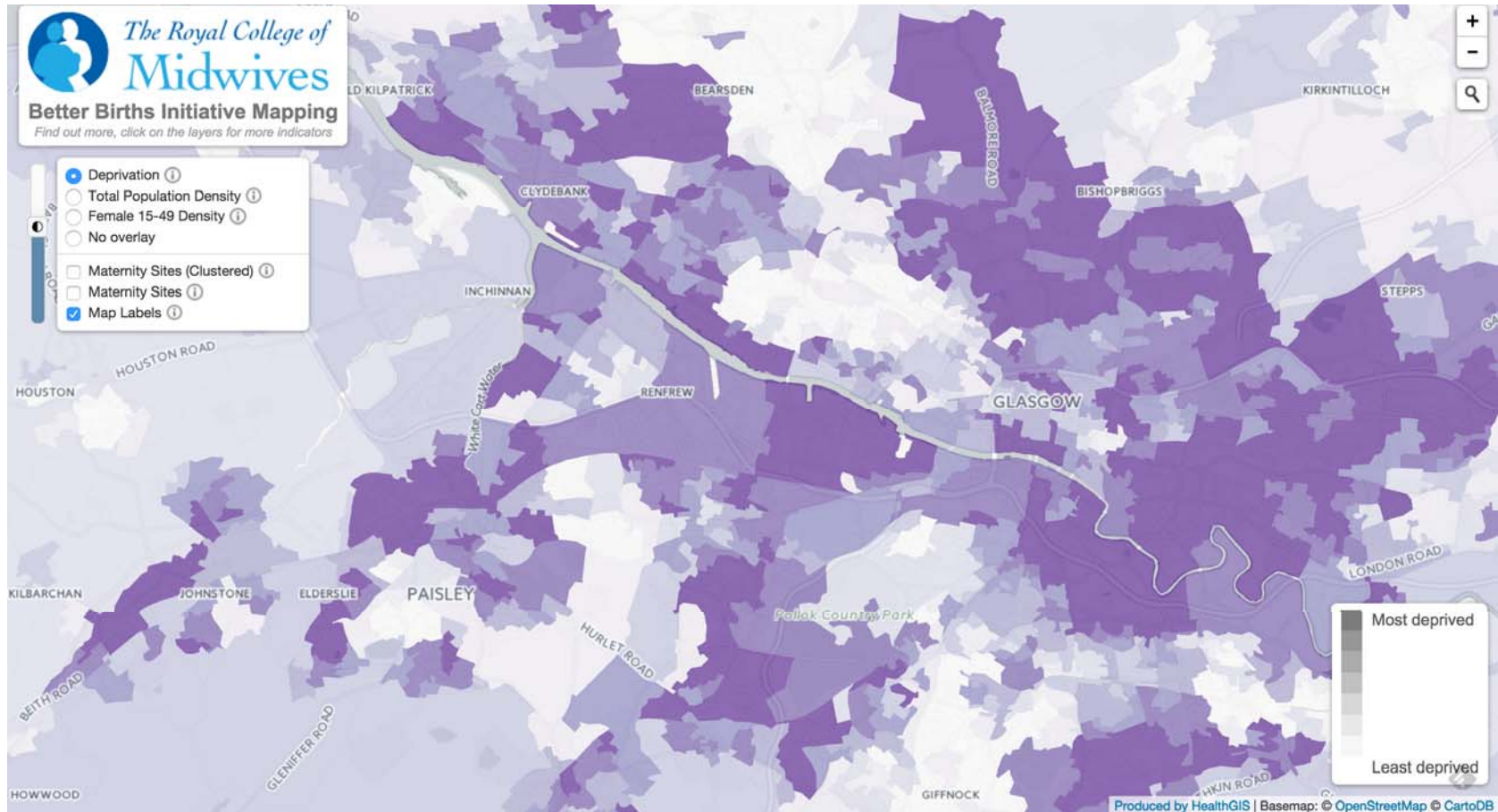


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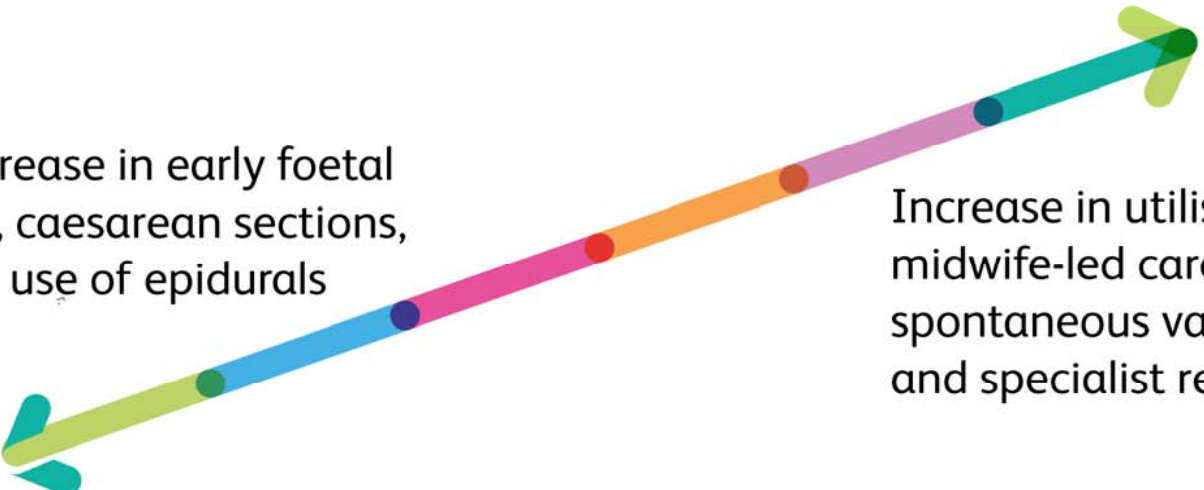


[www.rcm.org.uk/betterbirthsmap](http://www.rcm.org.uk/betterbirthsmap)





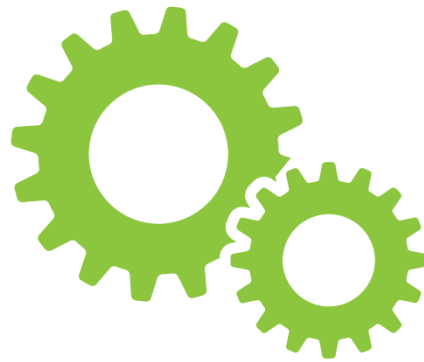
[www.rcm.org.uk/betterbirthsmap](http://www.rcm.org.uk/betterbirthsmap)



Decrease in early foetal loss, caesarean sections, and use of epidurals

Increase in utilisation of midwife-led care, spontaneous vaginal births, and specialist referrals

**Continuity of carer - women seeing the same few midwives**



## **Prevented death**

Postnatal depression, suicidal intentions,  
a trusted and known midwife

## You can find out more online

### Website

[www.rcm.org.uk/betterbirths](http://www.rcm.org.uk/betterbirths)

### Sign up for updates

<https://www.rcm.org.uk/form/sign-up-to-the-better-births-newsletter>

### On youtube search better births initiative

<https://www.youtube.com/channel/UCYuQkAdmp71BA7FvHMPfp9Q>

### Join a Better Births Webinar

<https://www.rcm.org.uk/get-involved/events>

We will also be in i-learn –early 2016



[Flickr – Creative Commons](#)

The confidence to keep  
going one woman, one  
baby, and one family at  
a time



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# Let's all talk about better births

<https://www.rcm.org.uk/betterbirths>



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