



A Strategy for Involving Parents and the Public

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Introduction

The Staffordshire, Shropshire & Black Country Newborn and Maternity Network is committed to working with parents and the public in order to ensure neonatal and maternity services deliver high-quality care within the available resources based on the needs of women, babies and their families.

Purpose

This document is designed to set out the Parent and Public Involvement strategy of the Staffordshire, Shropshire & Black Country Newborn and Maternity Network.

Authorisation

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Vision

The Staffordshire, Shropshire & Black Country Newborn and Maternity Network is committed to embedding Parent and Public Involvement (PPI) at all levels and in all aspects of our work. This means that we will:

- Ensure parents always have the opportunity to tell us about their experience of neonatal and maternity services.
- Ensure our staff seek and follow up feedback from parents as an integral part of their role.
- Ensure our staff integrate PPI into service planning and decision making about the services and facilities we provide.
- Involve appropriate staff, user groups, partner and other organisations, including the voluntary sector, in the planning of changes to our services.
- Demonstrate improvements to services as a result of continuing feedback from parents and the public.

Structure

The Network will ensure that there is an appropriate structure in place to support PPI. This will:

- Ensure listening and responding to parents and the public is integrated into all aspects of our work
- Ensure follow up action is taken.
- Ensure that parents and the public know the actions we take as a result of their comments.
- Identify a network champion and lead for PPI.
- Enable staff within the Network who have specialist roles in PPI to work effectively together.
- Link PPI with Network work streams, including Education and Workforce and QIPP.

Resources

The Network will support PPI activity by:

- Working with other organisations in order to share good practice, avoid duplication and make best use of resources.
- Choosing PPI activity according to priorities identified by the Network or by the outcomes of local and national research/audit.

Specifically the network will;

- Work with Bliss the national charity for Babies born too soon, too small, too sick to recruit parent representatives to the Network Board.
- Facilitate the benchmarking of feedback of experiences from parents whose babies have received neonatal care within one of the neonatal services in the network.

Improving Services

The Network will act on the results and recommendations of PPI initiatives to make changes or improvements wherever possible. There will also be a system for monitoring the implementation and effectiveness of changes.

Case studies of the positive impact of involvement will be used to share good practice and

Monitoring and Reporting

The Network will report annually on parent and public involvement. This annual report will be placed on the Network web site and made available to staff, parents and public.

Where national data is available, we will benchmark information and performance with our peers.

Training and Support

The Network will provide appropriate training and support to all parent representatives to enable them to engage in involvement activities.

Staff and parents will be involved in delivering staff training courses and materials.

Related Documents

Network communication strategy (in development)