

My Maternity Journey in South West London

Dear Practice Managers and Primary Care teams,

The South West London Local Maternity System (SWL LMS) was fortunate to be selected as an NHSE pilot site to develop Choice and Personalisation in maternity care. Over the last 18 months, we have developed the *My Maternity Journey in South West London* (MMJ in SWL) booklet, detailing services available to pregnant women in our four local Trusts, plus more information on choices available to women during their maternity journey.

The booklet had been gradually phased into use by all 4 local Trusts, and currently is sent to women around their booking appointment. Midwives have received training to ensure the choice conversation is happening at each contact, furthering personalised care.

As GPs and the primary care team, we are now working for the booklet to be made available to women as soon as they find out they are pregnant. Women are encouraged to choose which of the 4 SWL Trusts they would prefer for their antenatal care, and self-refer - where possible - as early as possible.

Women should be made aware that their postnatal care is nearly always provided by their local Trust, regardless of where they have had their baby. This is important when encouraging Continuity of Carer (a woman has consistency in the midwifery and/ or clinical team that provides care throughout the three phases of her maternity journey with a known midwife at birth). Choice of place of birth however remains the patient's choice.

Please upload the link to the 'MMJ in SWL' booklet on your practice websites for women to access. Please also inform the whole healthcare team about this booklet so that they can refer women to it early on.

The SWL LMS is working on an updated version of the booklet to be released mid- 2019, and feedback is encouraged from your teams, in relation to the current booklet, for the update. Please email Jennifer Nsubuga, Project Manager Maternity Choice and Personalisation Pioneer: jennifer.nsubuga@swlondon.nhs.uk or 020 8544 2275 with comments.

Thank you for your help with the next phase of rolling out MMJ in SWL and improving patient choice and personalisation in maternity care.

With kind regards,

- Dr Anu Jacob (Clinical Lead SWL LMS; Clinical Lead for Maternity, Sutton CCG)
- Dr Gareth Hull (Clinical Lead Maternity, Kingston CCG)
- Fiona White, Nurse Consultant, Primary Care Support team, Maternity Lead and Transforming Primary Care Nursing (Merton CCG Clinical Lead)
- Dr Mike Lane (Clinical Director & Board Member, Wandsworth CCG, London Maternity Lead, RCGP)
- Jane McAllister (Senior Commissioner, Children and Maternity Integrated Commissioning
- Croydon CCG)
- Sue Lear (Deputy Director Commissioning, Richmond and Kingston CCGs)