



Early Lives- Equal Start: Working together to improve health inequalities



Brenda Kelly, Consultant Obstetrician
Melissa Latchman, Community Manager, Flos at the Park

NHS-Resolution & Kennedys

Collaboration for safer & sustainable maternity care, January 25th 2024

Flo's - The Place in the Park

- Annie Davy, co-founder: People Place and Participation Ltd
- Melissa Latchman – community manager, MACO
- Florence Park Midwifery team

Early lives Equal Start (ELES)

- Steering Group incl OUH, BOB LMNS, GP, Public Health, MNVP
- Carrie Grainger, BOB LMNS Equity & Prevention Lead
- Community team ESMA's & ESCOs
- MACOs Adelia and Elita
- Admin/coordinator: Mahi
- Paula Wray, NIHR ARC Oxford
- Lisa Hinton, Rosa Mackay Thames Valley Oxford AHSN

Bryony Kendall, BestforBabyToo, Merseyside

Acknowledgements

Current funding by
BOB LMNS, BOB ICB
Health Inequality and
Prevention

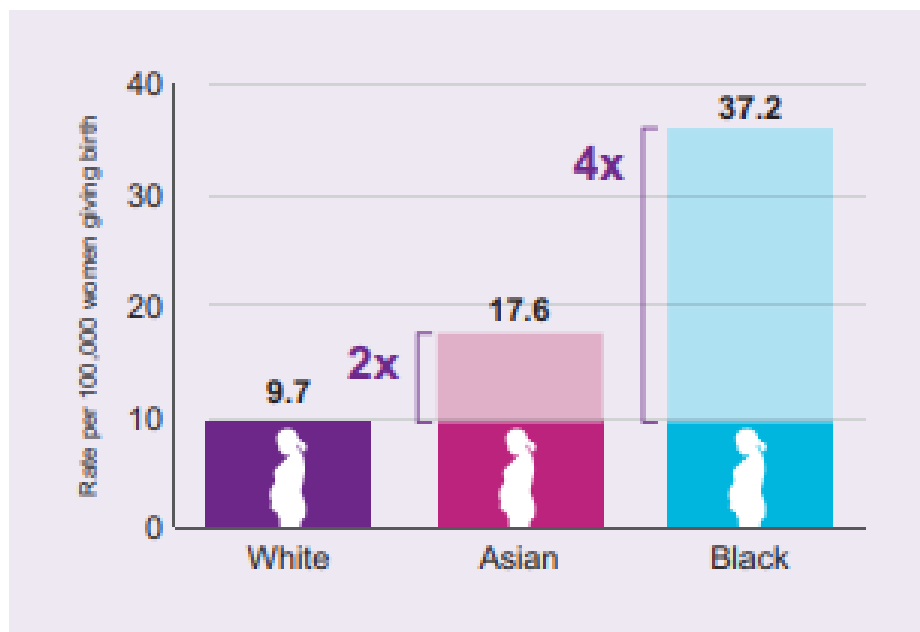
Key messages

from the surveillance report 2023



Inequalities in maternal mortality

Ethnic group



Protecting human rights in childbirth

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New MBRRACE report shows Black women still four times more likely to die in pregnancy and childbirth

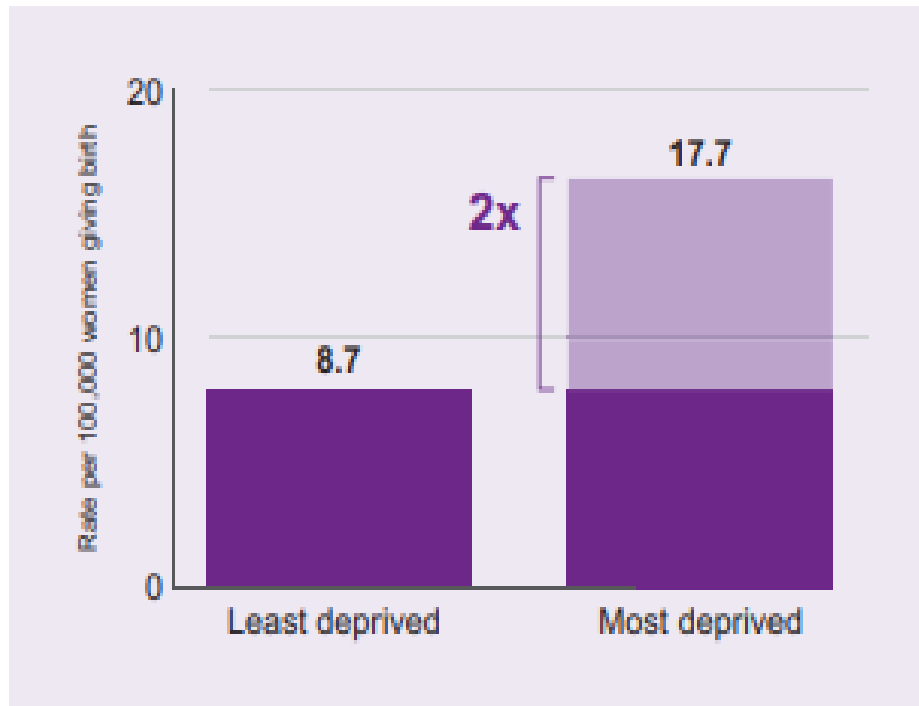
11th November 2021

Key messages

from the surveillance report 2023

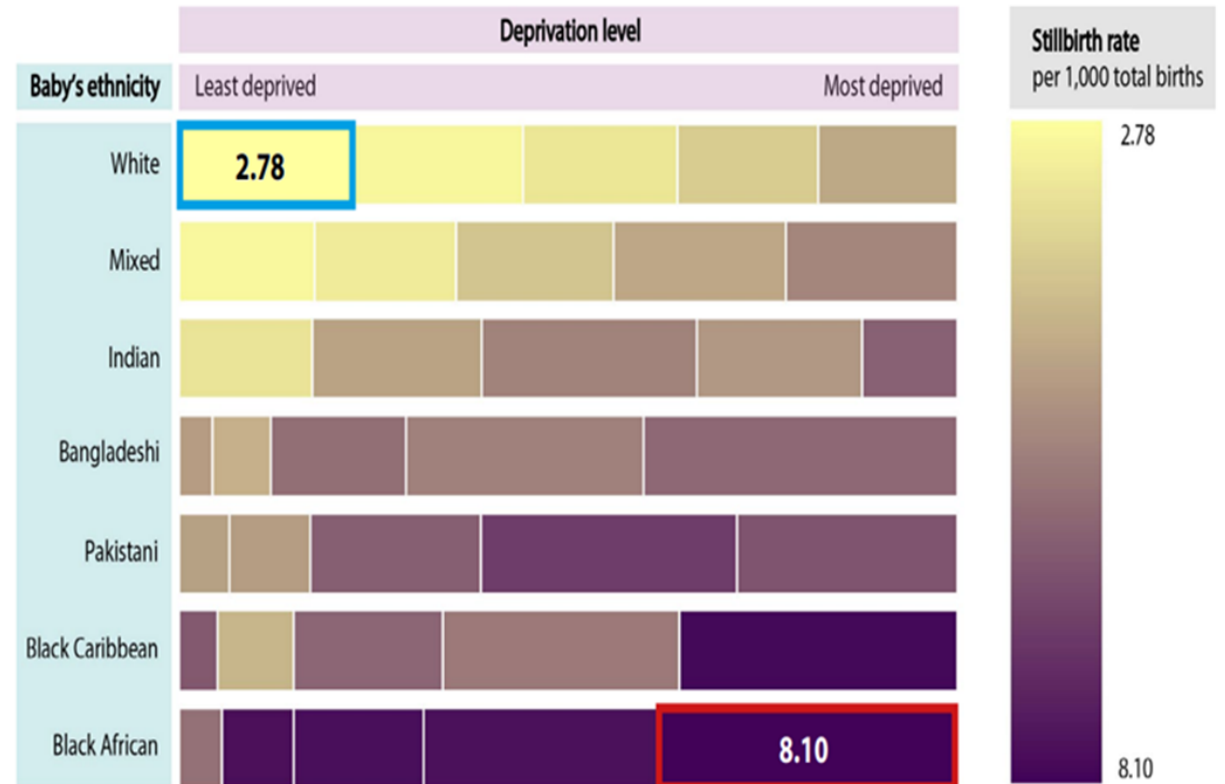


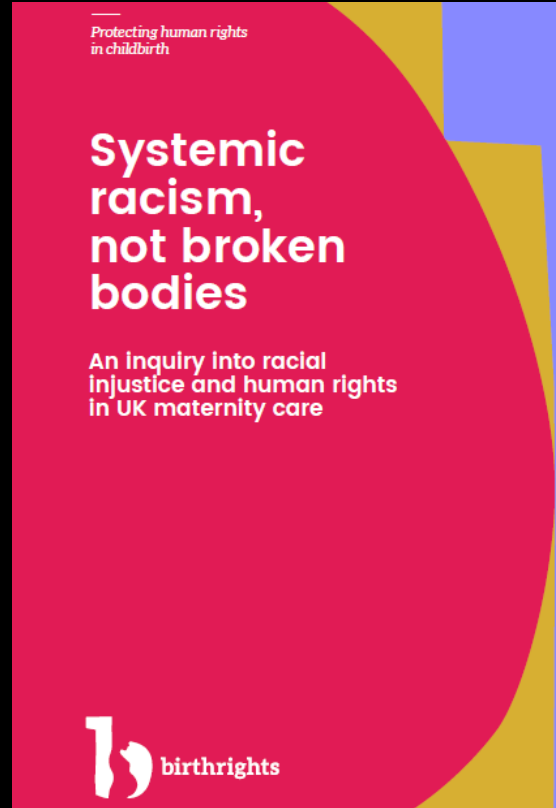
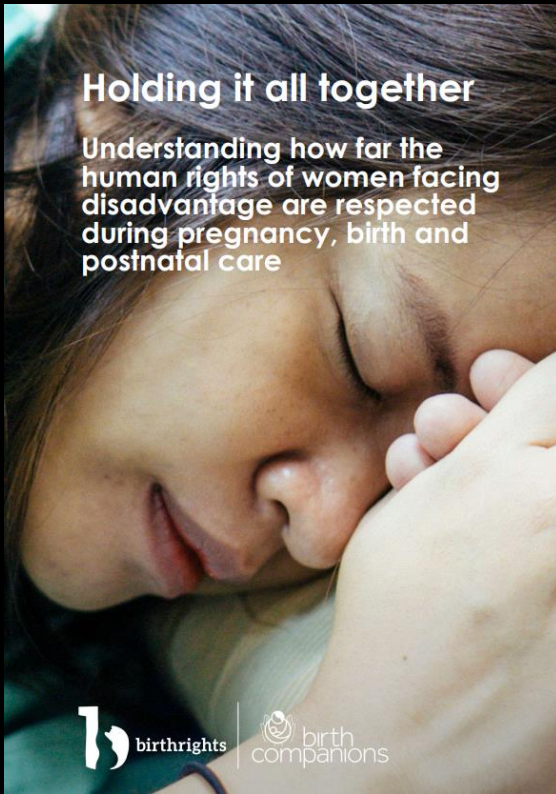
Living in more deprived areas



Stillbirths in the UK: 2016-2020

Effects of ethnicity and deprivation





Access & experience also matter to safety

566 women died during
or up to a year after
pregnancy



The Deeper Dive

Already vulnerable:

- Social determinants of health
- Pre-existing morbidity
- Mental health issues

Part of a demographic already experiencing poor health outcomes across all metrics (*Marmot, 2010, 2024*)

The 80:20 rule of health inequality:
the lens needs to wider than just maternity

Challenges working within current system

“The model is predicated on people coming to us, not us to them”

Based on numbers not need

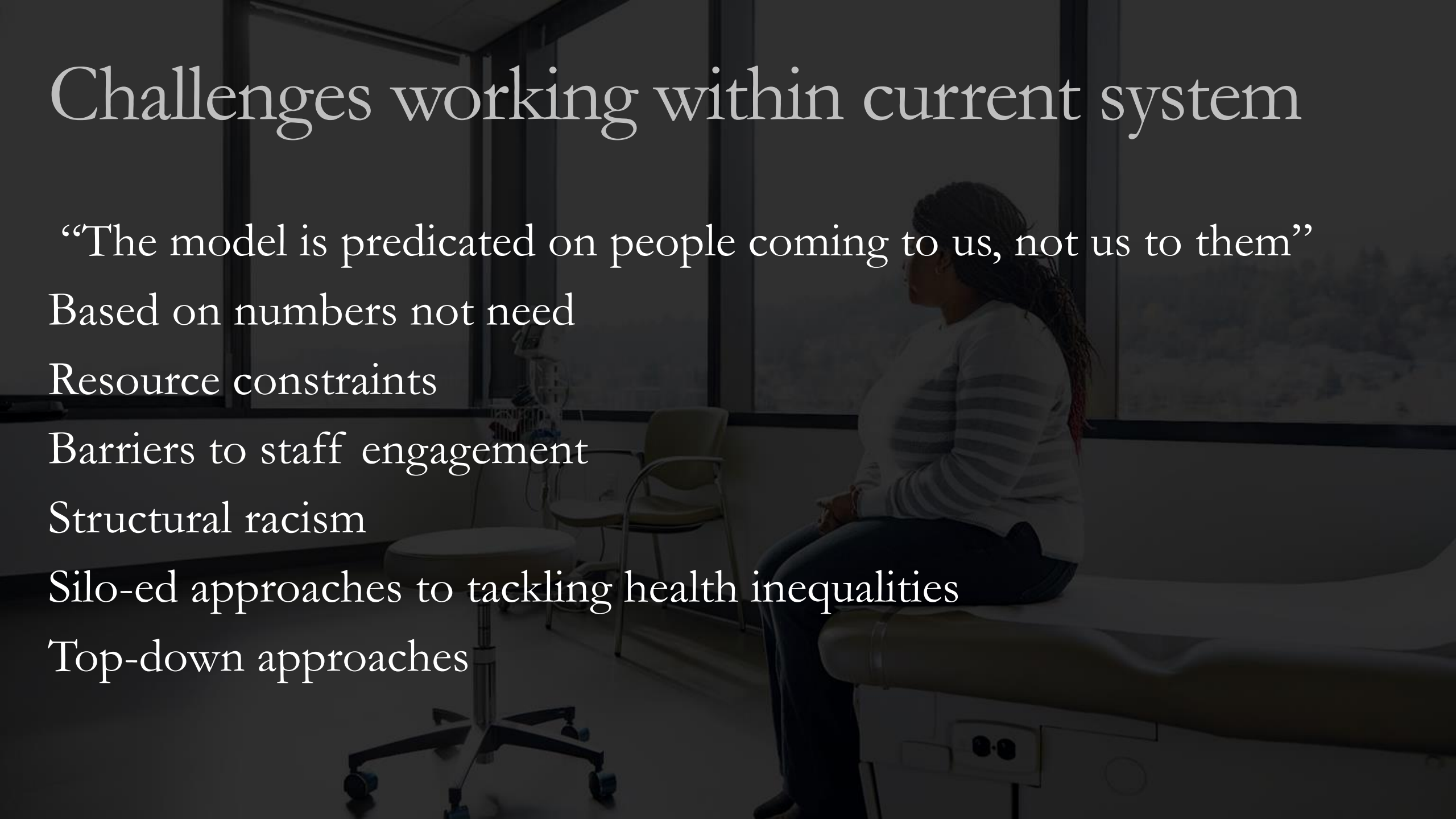
Resource constraints

Barriers to staff engagement

Structural racism

Silo-ed approaches to tackling health inequalities

Top-down approaches

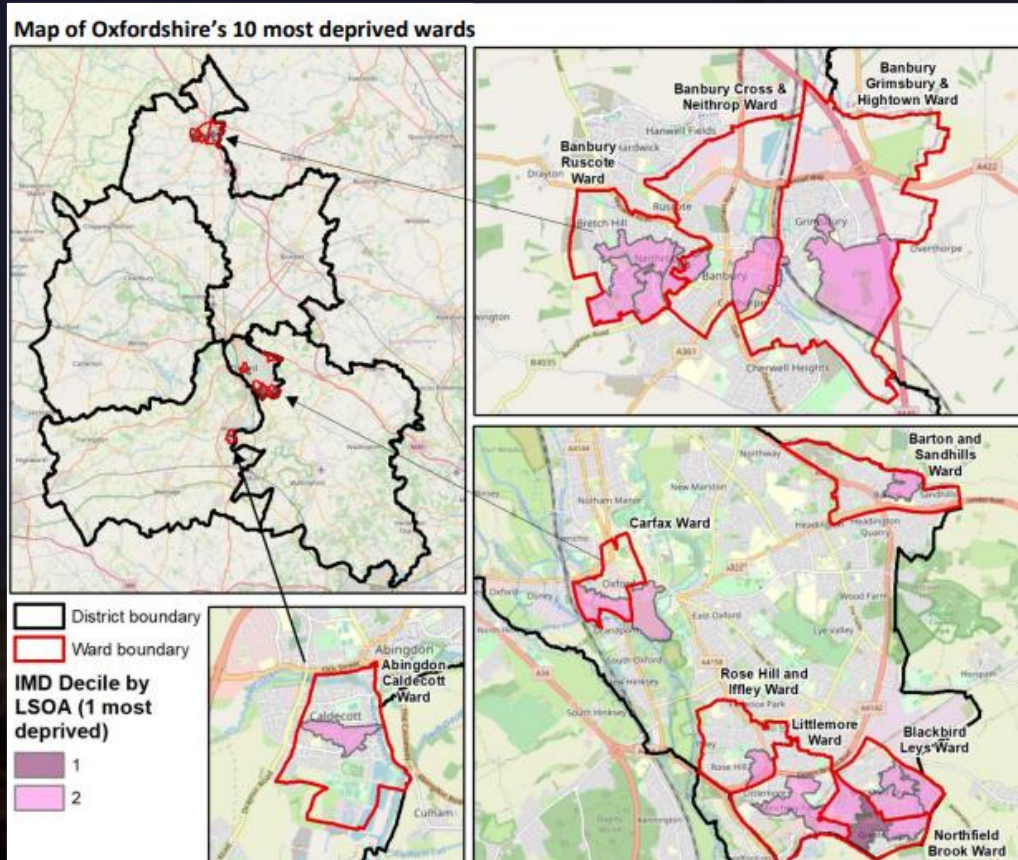




“I wonder anybody does anything at Oxford
but dream and remember, the place is so beautiful.
One almost expects the people to sing instead of speaking.”

WB Yeats 1888

Our maternity population in Oxfordshire



Not all “Dreaming Spires”

17 areas ranked in 20% most deprived in England- mainly within 10 wards; 1 in 5 children in poverty

Areas of greatest ethnic diversity located in most deprived wards - OX4, East Oxford

Increase in asylum-seeking women & refugees

East Timorese- newly emerging community

Some bespoke maternity support: Saplings, Lotus team, Oxford Rose Clinic- not meeting need

Resource constraints

Are there new or better ways of working to improve maternity health inequalities?

WHAT DO
COMMUNITIES
DO BEST?



WHAT DO
SERVICES
DO BEST?



**HOW CAN THEY
WORK TOGETHER?**

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WHAT HAPPENS WHEN
COMMUNITIES DRIVE
THEIR OWN PROJECT?



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Why Flo's?

- Place-based in heart of East Oxford
- Builds on existing partnerships, relationships & network
- Co-production at heart of what Flo's does already
- Community Midwifery services located here several years



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Specific objectives

Improve access, experience and outcomes for women and birthing people in OX4:

- Co-produced targeted community-based antenatal education and support
- Alongside maternal justice work- housing, immigration, benefits, debt mx
- Training mothers: peer to peer support network, enhance community resilience
- Empowering mothers to influence change in their maternity services & community



Theory of change workshop, Spring 2023

NIHR | Applied Research Collaboration
Oxford and Thames Valley



NIHR | Applied Research Collaboration
Oxford and Thames Valley

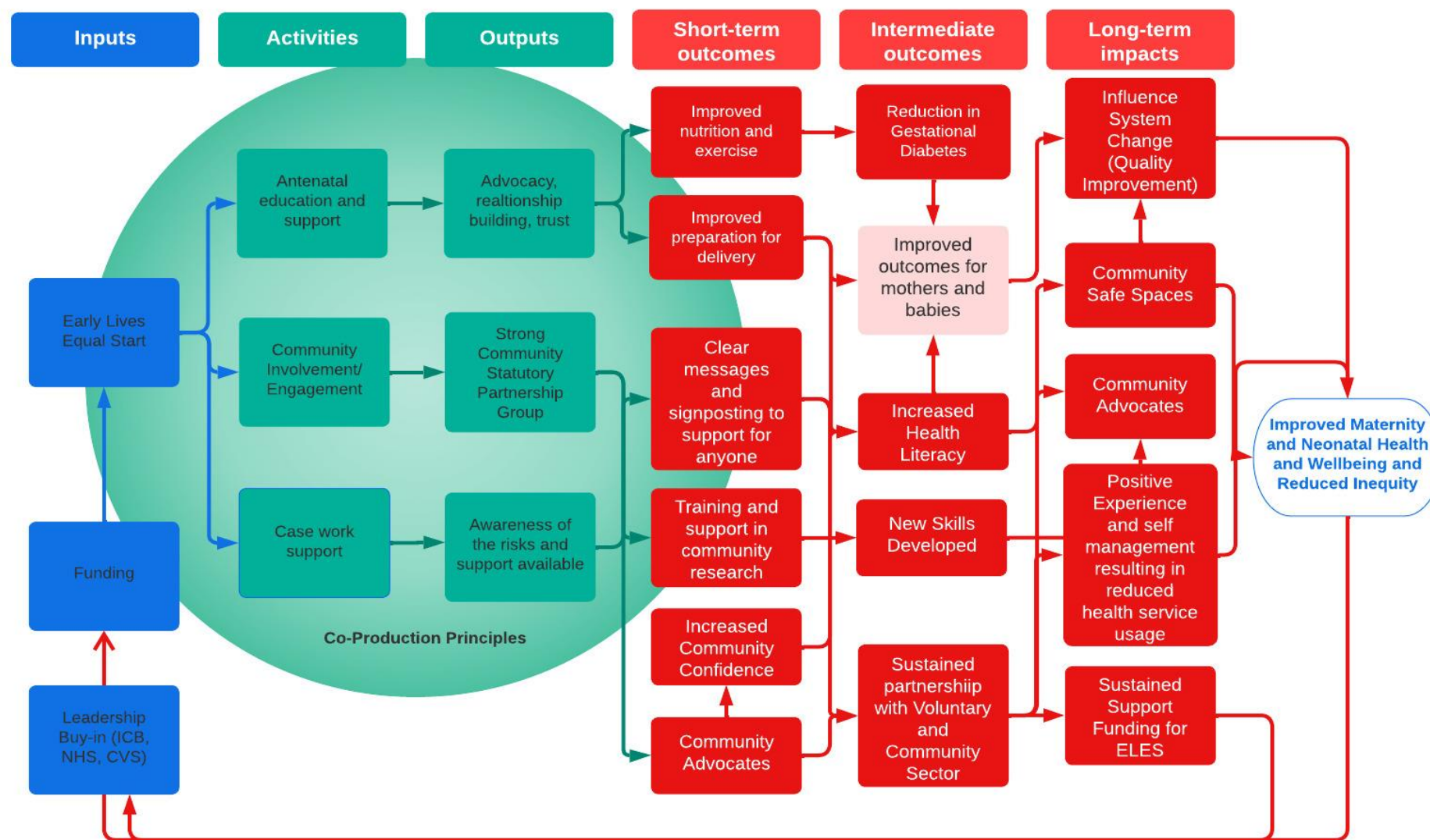
Step 7

Based on our discussions today, what are the key areas this work needs to address?

Is there anything else you should consider?

Revised Logic model Early Lives Equal Start For Evaluation A Roadmap

Paula Wray | July 2023



Assumptions: Current systems do not link up effectively. Staff will participate in training program. There is an opportunity to influence the systems to change and increase equity of access and care.

Contextual factors: Staff/leadership resistance to change and other critical risk factors service demands lack of time, value of training not acknowledged, not just NHS, requires embedding and integration across the system.

EQUAL START

COMMUNITY OUTREACH TEAM



If you are an experienced mother living in OX4 and you want to help pregnant women and mothers with new babies find the resources and support they need, then this programme is for you!

Includes free training, paid work experience, and childcare support



EQUAL START

MATERNITY ADVOCATES



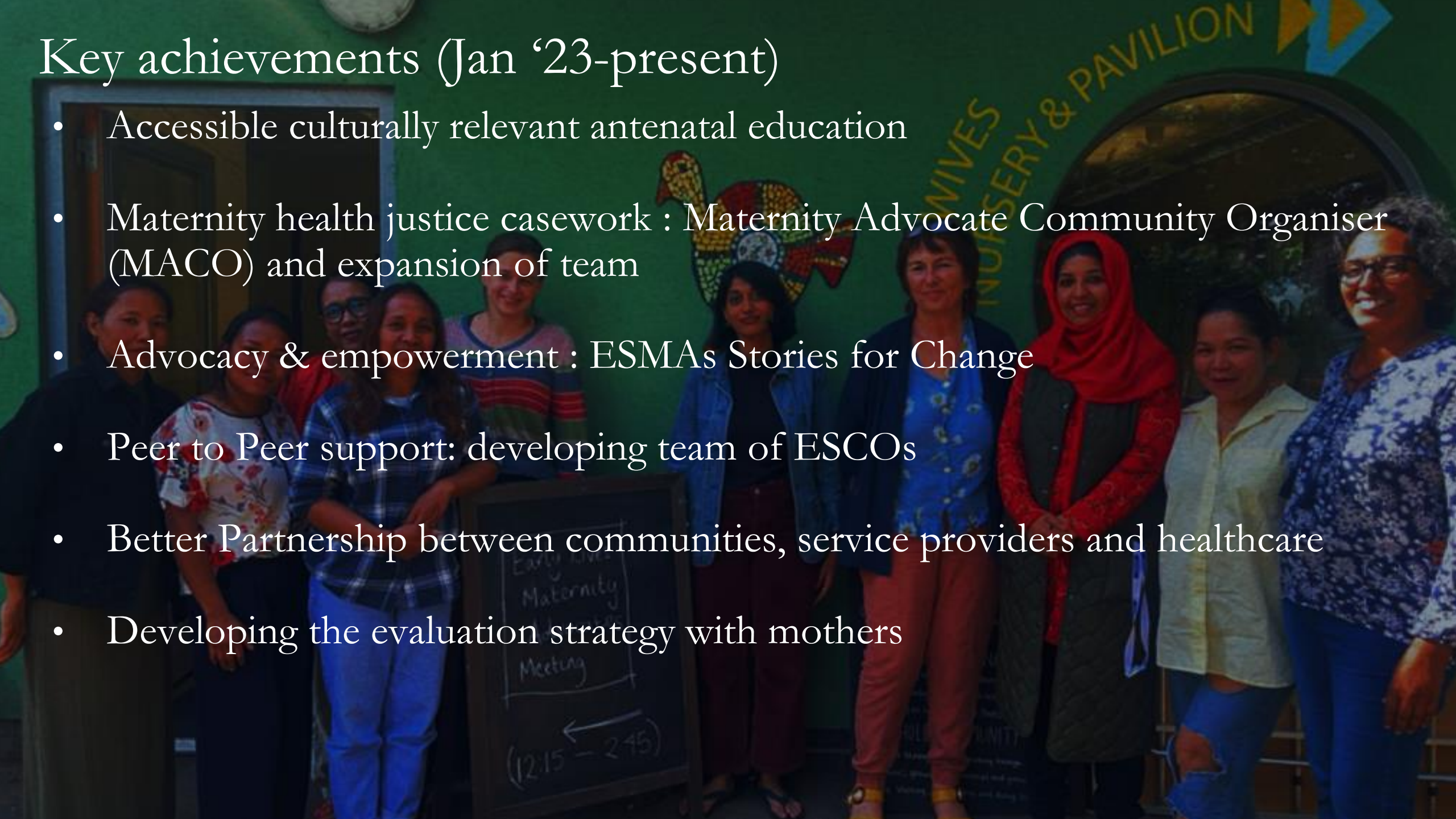
If you are an experienced mother living in OX4 and you want to speak up and challenge racial inequalities faced by pregnant women and new mothers in your community, then this programme is for you!

Includes free training, paid work experience, and childcare support



Key achievements (Jan '23-present)

- Accessible culturally relevant antenatal education
- Maternity health justice casework : Maternity Advocate Community Organiser (MACO) and expansion of team
- Advocacy & empowerment : ESMA's Stories for Change
- Peer to Peer support: developing team of ESCOs
- Better Partnership between communities, service providers and healthcare
- Developing the evaluation strategy with mothers



ELES: being responsive to need



Ita isin rua liu 24 semana ba leten?

Mai participa ami nian aulas gratuitas ba familia sira husi Timor Leste hodi hatene liu tan saida mak atu espera durante isin rua e parto iha Reino Unido.

Ita bele reserva ona fatin ba semana nebe mak ita hakarak iha fulan Setembro ou Outubro. Aulas ne sei uza lian Ingles ho interpretasaun ba lingua tetum.

Liga ba ita nian parteira ou liga ba ami nian MACO Adelia [07763404738](tel:07763404738) para reserva fatin ba ita.



10:00 - 11.30am
iha Loron Kinta-
feira
iha Setembro ou
Outubro.



Fatin:
Pavilion Building
Flo's the Place in the Park
Rymers Lane
OX4 3JZ

NHS
Oxford University Hospitals
NHS Foundation Trust



MACOs: maternity health justice partnership in action

Referral pathway to MACO team created for MW & Drs

Worked with over 100 families (Jan23-present)



- Housing - eviction notices, overcrowding
- Welfare rights- benefits eligibility/ applications
- Employment rights
- Immigration issues: undocumented migrants, NRPF
- Food poverty/insecurity
- Digital exclusion
- Safeguarding and DV risk

Improving engagement with & capacity within healthcare

Maternal Health Justice Case Example

“Jennifer”

journey

/'dʒə:ni/

noun

an act of travelling from one place to another.

a long and often difficult process of [personal] change and development.