



Midwifery Strategy

For BOPDHB Midwifery
Workforce

2009 - 2012



Foreword

I would like to congratulate and thank the Bay of Plenty DHB for giving the midwives in the Provider Arm the opportunity to formulate our first Midwifery Strategy.

The achievement of recertification for the Baby Friendly Hospital Initiative is a demonstration of ongoing commitment by the Bay of Plenty DHB and the midwifery workforce for the women and families/whanau in our region. 2009 also saw our very first intake of new graduate midwives into the New Graduate Midwifery Programme. We would like to show our appreciation to everyone that supported and advised with the setting up of this programme.

This midwifery strategy outlines the DHB Midwifery focus for the next three years and will provide the service with a framework to measure the achievements of midwives.

Midwives may practice in any setting, and regardless of where the midwife remains responsible and accountable for her practice. As an organisation this is supported through educational and professional development opportunities accessible to all midwives. The Treaty of Waitangi underpins the philosophy of midwifery practice in all settings.

The strategy is intended to align midwives with the organisational vision “healthy, thriving communities” through the recognition of their Midwifery Scope of Practice, whereby a midwife understands, promotes and facilitates the physiological process of pregnancy and childbirth, identifies complications and accesses appropriate medical support and works in collaboration with other health professionals.

(Midwifery Council, 2004)

The values and strategic priorities indicate how collectively all midwives can lead the maternity service and encourage a mutual exchange of privileges, knowledge and resources, between employed and self employed midwives to enhance the maternity service.

We will continue to work in partnership with women and their families /whanau in the spirit of the Treaty of Waitangi, providing a safe and effective maternity journey through the development of a knowledgeable and intuitive midwifery workforce. The vision is that the Bay of Plenty District Health Board will be seen as a role model supporting women and midwives.

Margret Norris
Midwife Leader



Vision

Midwives positively supporting midwifery

Values

Shared Vision

A commitment by midwives to keep the woman and her baby as the focus through the maternity journey

Working in partnership

Is the principle of midwifery practice underpinning all professional relationships

Nurturing future midwifery workforce

To ensure the continuity of care concept as we know it today is maintained

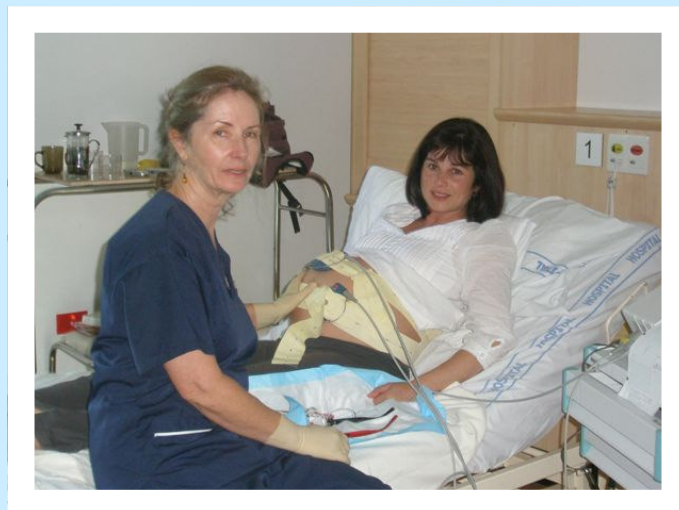
Being creative and innovative

Midwives celebrate diversity, and acknowledge the need to continue to explore new ways of capturing the opportunity for positive change



Strategic Priorities

1. Safe and effective maternity journey for the woman and her family
2. A confident midwifery workforce
3. Dynamic sustainable leadership
4. Responsible stewardship of resources



1. Safe and Effective Maternity Journey for the Woman and her Family

- Provide women/whanau focused care, without prejudice that is culturally safe, ethical and appropriate
- Midwifery care is an integral part of the maternity service that is aimed at improving outcomes and reducing inequalities
- Midwives acknowledge the importance of working collaboratively together with other health professionals, so that the woman achieves her optimal outcome

Actions:

- 1.1 Provide educational opportunities that support midwives maintaining their competencies and skills with a focus on quality, cultural safety and evidence based practices
- 1.2 Participate in forums and consultation processes, that include all health professionals involved in providing maternity care & initiatives to improve outcomes and reduce inequalities
- 1.3 Midwifery documentation supports the safe and effective maternity journey for the woman through the use of each individual woman's care plan
- 1.4 Focus on recruitment and retention and be flexible in our approach as a workforce to encourage other midwives to join us or come back into the midwifery workforce



2. A Confident Midwifery Workforce

- Midwives are skilled, knowledgeable and competent
- Midwives participate in continuous professional development
- Midwives support and value each other to protect and develop the midwifery profession

Actions:

- 2.1 Midwives participate in professional activities under the framework of the DHB standards in the provision of education, mentorship & preceptorship
- 2.2 Midwives increase their participation in the Quality Leadership Programme
- 2.3 Midwives participate in their Midwifery standards review as a measurement of the quality of care they are providing
- 2.4 Through mentorship and preceptorship programmes develop support mechanisms for all new graduates and new employees in our midwifery workforce



3. Dynamic Sustainable Leadership

- Midwifery Leadership is supported at all levels
- Investment in education for leadership development to ensure governance and management capabilities
- Midwifery Leaders are creative, innovative, solution focused and role models for all midwives

Actions:

- 3.1 Midwives participate in leadership programmes and opportunities that will support growth in the senior midwifery positions.
- 3.2 All midwives in identified leadership roles have completed appropriate programmes to support the role
- 3.3 Midwives in leadership roles use opportunities to engage and develop other midwives as a succession plan for the future of the Midwifery Leadership roles in the organisation



4. Responsible Stewardship of Resources

- Business and service decision making is based on ethical and sustainable use of resource
- Efficient business management is supported by proactive and informed processes
- Prioritisation and planning to utilise resources efficiently
- Safe rostering

Actions:

The midwifery workforce is our most valuable resource, so to ensure sustaining a healthy workforce:

- 4.1 Proactive management of annual leave & sick leave
- 4.2 Management of workload using patient acuity tools
- 4.3 Effective and flexible rostering
- 4.4 Midwifery influences all levels of the organisation to ensure that the woman and her family remain the centre of all Maternity Business decision making

