Bay of Plenty District Health Board

Midwifery Strategy

For BOPDHB Midwifery Workforce
2015 – 2018
Foreword

**Manaakitanga**: the midwife is a key person with a clear role and shares with the wahine and her whānau the goal of a safe and healthy birthing outcome. (Turanga Kaupapa Nga Maia 2006)

The midwifery workforce in the Bay of Plenty District Health Board is not just about the midwives employed in the maternity units, but also the midwives that work in our communities to provide the primary care to the women and their families/whānau in our health board district.

Regardless of the setting the midwife choses to work in, the New Zealand College of Midwives’ Philosophy and Code of Ethics, is the foundation for midwifery practice. Cultural guidance is provided by Turanga Kaupapa. These guidelines were developed by Nga Maia o Aotearoa and have been formally adopted by the Midwifery Council of New Zealand and the New Zealand College of Midwives, to support all midwives.

This strategy is about the vision of the midwifery workforce in the next three years, but at the same time planning beyond 2017 so that we have a strong workforce and the women, families/whānau in our community have confidence in the maternity services that are being provided.

The Bay of Plenty District Health Board’s CARE values, align with the midwifery philosophy and the organisational vision “healthy, thriving communities” has set the basis for the Midwifery Strategy for the next three years. This vision for the maternity services can only be achieved through having a strong collegial midwifery workforce all working towards the same outcomes for the woman and her family/whānau.

**Margret Norris**
Midwife Leader

![Margret Norris](image-url)
Vision

Midwives will continue to be a highly skilled workforce providing quality midwifery care to the women and family/whānau of the Bay of Plenty District Health Board.

Values

The CARE values of the Bay of Plenty District Health Board will be upheld by midwives modelling behaviors that demonstrate the values:

Compassion – caring and respecting.

Attitude - working in partnership.

Responsiveness – recognising and respecting individual needs and requirements.

Excellence - continually striving for improvement.

Strategic Priorities

1. Positive experience through the maternity journey.
2. Innovative and adaptable midwifery workforce.
3. Cohesive progressive midwifery leadership.
4. Midwifery support for Māori women and whānau.
5. Kaitiaki of midwifery resources.
1. Positive Experience through the Maternity Journey

- Midwives acknowledge the importance of working collaboratively with other health professionals, to enable the woman to achieve her optimal outcome.
- Midwifery care is an integral part of the maternity service aimed at improving outcomes and reducing inequalities for Māori.

**Actions:**

1.1 Provide educational opportunities that support all midwives to engage with their profession and maintain 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 and initiatives to improve outcomes and reduce inequalities.

1.3 Midwives engage with the Bay of Plenty District Health Board’s Maternity Quality and Safety Programme.
2. Innovative and Adaptable Midwifery Workforce

- Midwives are skilled, knowledgeable and competent.
- Midwives participate in continual 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 and preceptorship.

2.2 Through the Quality Leadership Programme midwives are recognised for their contribution to the maternity services.

2.3 Through mentorship and preceptorship programmes develop support mechanisms for all new graduates and new employees in our midwifery workforce.

2.4 Support the development and growth of the Māori midwife workforce through the mentorship and preceptorship of students and new graduates.
3. Cohesive Progressive Midwifery 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.

3.4 Recognise potential leaders in the midwifery workforce and support learning opportunities for their development.
4. Midwifery Support for Māori Women and Whānau

• Provide women/whānau focused care that is culturally safe, ethical and appropriate using the principles of Turanga Kaupapa.
• Incorporate the principles of the Treaty of Waitangi in all aspects of midwifery care.
• Be responsive to the needs of the wahine and her whānau.

Actions:

4.1 Support a Māori midwife workforce pathway to reduce inequities and improve outcomes for wahine and whānau.
4.2 Provide educational opportunities for all midwives to participate in cultural competence training.
4.3 Acknowledge the Turanga Kaupapa guidelines to provide cultural competence.

5. Kaitiaki of Midwifery Resources

• Decision making is women-centred and based on ethical and sustainable use of resources.
• Midwifery workforce is considered at all levels of service delivery.
• Support Maternity Quality and Safety Programme initiatives.
• Support quality improvement work streams to sustain a healthy workforce.

Actions:

5.1 Proactive management of annual leave and sick leave.
5.2 Proactive management of staff rosters ensure safe staffing levels.
5.3 Ensure midwife input into the business decisions around delivery of maternity services.
5.4 Ensure midwifery participation in the Bay of Plenty District Health Board’s Maternity Quality and Safety Programme initiatives.