

DonnaOckenden

Donna Ockenden as Co Clinical Director of the London Maternity Clinical Network has worked closely with Sands and NHS England on the creation of the Maternity Bereavement Experience Measure (MBEM).

A huge turnout of health professionals attended the launch in June 2017 and their feedback to the event was gathered and analysed. A snapshot of the findings is below:

Attendees were asked how did they find the overall event, the information provided by presentations and what they thought of the workshop sessions.

	Excellent	Good	Average	Poor
Overall Event	52	10		
Information Provided by presentations	52	10		
Workshop Sessions	45	14	3	

Some comments after the event:

'Very enthusiastic chair, excellent mix of speakers'	'Excellent day!'	'Great event, well done'	'Thank you, an inspirational day'	'Really impressive toolkit - thank you!'	'Inspirational day & really motivated to continue improving care for families'	'Thank you for a very interesting & informative day!'	'Wonderful day'
'A fantastic day. Thank you'	'It has been great, thank you!'	'Loved the pace & energy of the day'	'Very informative, well planned day. Thank you'	'A great day with a room full of inspiring people'	'What an amazing day! Let's get bereavement up there!!'	'Engaging and interesting day, lots of information to take back and share'	'Great day, full of energy'

In more detail:

What are your key reflections from the day	How will you take forward the learning locally?	Are there any lessons that should be considered for inclusion in the future?
How to share the information. Feeling more inspired to continue as BSM.	HOM - Speak to team. Governance team	None
My own passion for bereavement care is reflected by other bereavement midwives. Grateful & surprised that the services we provided in our local Trust is excellent but that there is still plenty of room for improvement.	Will discuss implementing the MBEM questionnaire with HOM & management Will drive this forward!	None

How important parent opinion & experience is & that they want feedback.	Take to HOM & patient experience team. Ongoing learning.	None
Very helpful tool - inspired to implement this. Plan to look critically at our service & its weaknesses.		None
How far we have come, how far we still have to go!	Discuss & disseminate with colleagues.	None.
So many! How to use this & embed into practice & then ensuring recommendations are actioned in local services & changes fed back to parents.	From a commissioning perspective - at CCG meetings, MSIC/MVP, check content in service specs, benchmarking & mapping aren't offered Possibly a consequence of cost saving/health economics	Bringing together all the guidance around preventing still births, neo natal deaths & infant mortality & best practice for support - in a survey or toolkit, thus saving babies lives, MBBRACE, LANCET etc - bit like maternal morbidity
Everyone was very enthusiastic & positive, made me feel equally the same to enforce use of the feedback form.	Using the tool to develop our feedback forms, follow up on feedback. Improve our follow up for bereaved families which is currently minimal.	None
Very inspired, just want to move this forward. Fill the gaps.	Work together with my colleagues, go through SANDS. Line manager, HOM.	None
Even more enthusiasm for patient involvement.	Cascade & inform Y&H stillbirth trust & group.	None
Team effort, everyone's involved. Every person's responsibility.	CEO Midwifery & obstetric leads. Bereavement is high on the agenda, not the bottom.	Keep the momentum going!

Inspired by the stories of where things went well - how good care made a difference. We need more of these. Amazed by the bereaved parents who are here to make a difference.	Use influence as I work with trusts & other influencers to encourage adoption of the tool.	Questions around prevention (e.g., could parents get info on reduced movements, smoking cessation, pre-eclampsia red flags etc). Questions around medical management, e.g. lactation suppressants offered, post mortem offered & how well the questions about PM was asked, implications for future pregnancies etc.
Bereavement is essential work - should not be an add on. It is core care . Doing it well saves time & money.	Use with CDOP system - develop all age version?	All age CYP bereavement - look at ROI for bereavement care.
Brilliant tool - want to implement ASAP, good to have parent experience/feedback as well as other healthcare professionals.	Implement MBEM - discuss with HOM & MDT.	None
Excellent, enthusiastic, motivating.	Share with colleagues/HOM	None
Such a fantastic range of passionate people.	Start listening to parents systematically!	
Great to hear from other trusts & service users about how & why to take tools forward.	Discussing within our bereavement forum with the MDT & 'Nobody's Patient' event coming up.	None
Listen - don't assume.	Training - implement.	None
Very important piece of work, superb idea for implementation. Excellent speakers.	None	Introduction of spiritual questions into measure translate questionnaire Data audits of response

Listening to how others truly care for bereaved families. Revisit how we work with our trust.	Push for our trust to recognise the importance of bereavement care.	None
Some really excellent ideas to go forward with.	Staff training and to attempt to get HOM/Trust board members on board to support change.	
To be confident about trying to represent parents' voices to the trust.	Speaking to the right people!	
	Confidence in approaching MDT in moving MBEM forward.	
Fantastic day, so much to take back & improve. Great networking day.	Will go back & implement tool & get management on board to support.	
Such passion in the room.	Roll out the questionnaire ASAP.	Super day - need to get it on SANDS ASAP, as won't need governance for this, but need to include which hospital & date of delivery within questionnaire, to make it meaning yet immediate for each trust.
Excellent resource to take forward, good opportunity to network & share practice.	Discussion with CDOP networks.	
So many professionals/areas trying to improve bereavement care.	To drive forward services, take back extended ideas from networking & approach key people to implement the tool.	Ongoing learning, sharing & improvement.
Very useful toolkit, can't wait to launch.	Launch toolkit as currently no audit.	
The passion, enthusiasm to improve the care provided to bereaved parents.	Feedback to service & leaders, raise as an action in BNSSG.	

Excellent range of information & speakers.	Feedback to bereavement team & executive board for launch.	
Hearing powerful stories from the bereaved parents.	I don't work in a provider setting but will influence my future work around 'Always' events! I will push to increase ALT in this area.	
Great to have open, honest conversations of services & how we move forward.	LMS/Pioneer	
Good conversations.	Pledge to implement the MBEM.	
Excellent day - delighted to have been invited.	Patients especially meeting with them. Will discuss this at next meeting which HOM, DHOM & non-execs attend.	Excellent content.
Positivity of all involved at making a difference & ways of doing this.	Speak to HOM/SANDS & take forward.	
Power of us all together to initiate change!	Aim to implement parent feedback.	
Good sharing & networking. Excellent passion & motivation.	Share across the network.	Include in peer review.
A very inspiring & positive day - thank you. Loved the encouragement regarding how people can implement the guidelines - not just sit on a shelf.	Blogging & social media.	
Raising bereavement care!!	Lots of ideas to take forward to enhance our service.	
	Discuss at review forum to take forward, look into champions.	
There is still far to go in achieving a good service for bereaved parents	Keep it on the agenda of key meetings & attend new forum.	
Implementing the toolkit, knowing who to involve to make the biggest impact.	Focusing the trust to implement the toolkit.	
Working together to make a difference to bereaved parents/partners/families.	I will take back to London region PHE.	

Reassurance that the service provision in my organisation is already well embedded and requires further development through focusing on training & education, and rolling out feedback tool.	Feedback to change matters within the organisation & also to all staff involved in service provision.	
Bases to kickstart a review of our services in local hospital.	Have many ideas generated from the way to influence service.	Have positive actions formulated to carry forward.
Importance of receiving feedback & acting on it.	Speaking to key individuals, HOM, and chief nursing officer.	
Keep going, we are doing a good job but we can do better.	Discuss with HOM, not a suggestion, but a necessity.	
Great to have time with other 'like-minded' professionals, a lot of work has gone into this, a lot still to do. How to make a 'localised' tool.	Introduce at next multi-disciplinary bereavement support team. Alert staff to introduction of the tool... as mentioned, more powerful.	Have not studied enough today to recommend including - need to read later.
Remember patient centre care.	Mandatory training hotspot. Twitter.	
The importance of listening to people.	Talking to stakeholders and implement it as part of Core plan.	
Really enjoyed today, has been very informative. Has been very helpful to hear the opinions/ideas from others.	Will use the ideas to implement changes. Use the questionnaire to get parents feedback heard.	

Useful tool to gather feedback, identify areas of improvement/good care and to implement change to improve experience.	Meet HOM & Chief nurse and implement feedback tool.	Family stories and changes made through their feedback.
I am feeling very motivated & passionate.	I am looking forward to cascading the info and pursuing it.	
Challenging and inspiring. My head is now full of things to do.	Work together with B Midwife Lead, HoM and local matrons, and services to implement toolkit	
Real appetite for improvement. Level of co-production - it can be done - but takes time!	Pull together all links & tips and share with clinical networks groups, CCGs forum, LMS Boards.	Make sure that the early loss, neonatal loss if care has been provided in a non-local centre. Some specific comms to commissioners.
	Excellent opportunities to network and build relationships.	
A very valuable day. Empowering, motivational, providing information required to take toolkit forward.	Meet with bereavement group to adopt toolkit for a trust.	
Inspired by meeting & making contracts with like-minded people.	Share knowledge, gained today throughout our Trust. #breakthetaboo	
Importance of value of feedback form parents. Importance of MDT input and support.	Implementation of MBEM ASAP!	