



Local Maternity System Development Communications plan on a page

The [West Yorkshire and Harrogate Local Maternity System \(LMS\)](#) has created a clear vision based on need and in partnership with women, their partners and their families, all of whom are involved with staff in the development of a co-produced plan for transforming local maternity services. The Maternity Voices Partnership is at the heart of the plan and future development work will include women, their partners, their families and local communities. The completed [plan](#) will deliver improved maternity services and reduce current variations in care across West Yorkshire & Harrogate

The Vision/aims of the group	<ul style="list-style-type: none"> • To provide effective sustainable leadership for women their partners and families across West Yorkshire and Harrogate • Development of bespoke services • Working to reduce differences in services
Situation/ what do we know?	<ul style="list-style-type: none"> • We have established work groups • The system is disjointed • System doesn't meet need of women's preferences • Limited resources and money available • Engagement from all stakeholders
Communication objectives	<ul style="list-style-type: none"> • Open and transparent communication • Fit for purpose • Inclusive • Maximising stakeholder engagement
Tactics/ what you going to do?	<ul style="list-style-type: none"> • Establish/plan for the working group • Seek wider support • Fix milestones

Action/when	<ul style="list-style-type: none">• Started already – meeting dates in the diary – frequency of meetings – terms of reference for the meeting.• Develop a working strapline
Principles of working i.e. co-production, co-design	<ul style="list-style-type: none">• Co-producing with staff and workforce in consultation with women, their partners and families
How do we know we have it right?	<ul style="list-style-type: none">• Approval, assurance, governance, fit for purpose, feedback from women and their partners, see from wider engagement work across West Yorkshire and Harrogate• Measurement in place

