



Women's Health and Maternity Programme (LMNS) Improving Me.



Valuing creativity in women's perinatal mental health:

The *Lullaby* project

Jo Ward

Outstanding Contribution to Midwifery Services: International Short List, 2023

Learning outcomes: Strength in partnership and collaboration

The collaborative structure of the project and strength of (international) partnerships, particularly between Carnegie Hall, WHaM and LMN, have also been instrumental to its success, in relation to its responsive (re)adaptation and design, the referral process for participating women and the project's operational delivery.

“Working in partnership is central to reducing health inequalities – one department acting alone cannot tackle an issue that does not respect organisational boundaries.”

Tammy Boyce (Marmot Team) and Prof David Hunter
Kings Fund 2009

So that is what we do –we practice what we preach!

Women's Health and Maternity Programme / Improving Me.

Who we are and what we do.

- Improving Me is the women's health and maternity programme for Cheshire and Merseyside ICB, aiming to improve the experiences of all women.
- The associated Women's Health and Maternity (WHaM) programme is focused on developing a safe, high quality, clinically and financially sustainable whole system model of care for women's services across Cheshire and Merseyside.
- Within the programme there are a variety of projects all underpinned by a strong focus on **measuring what matters.**

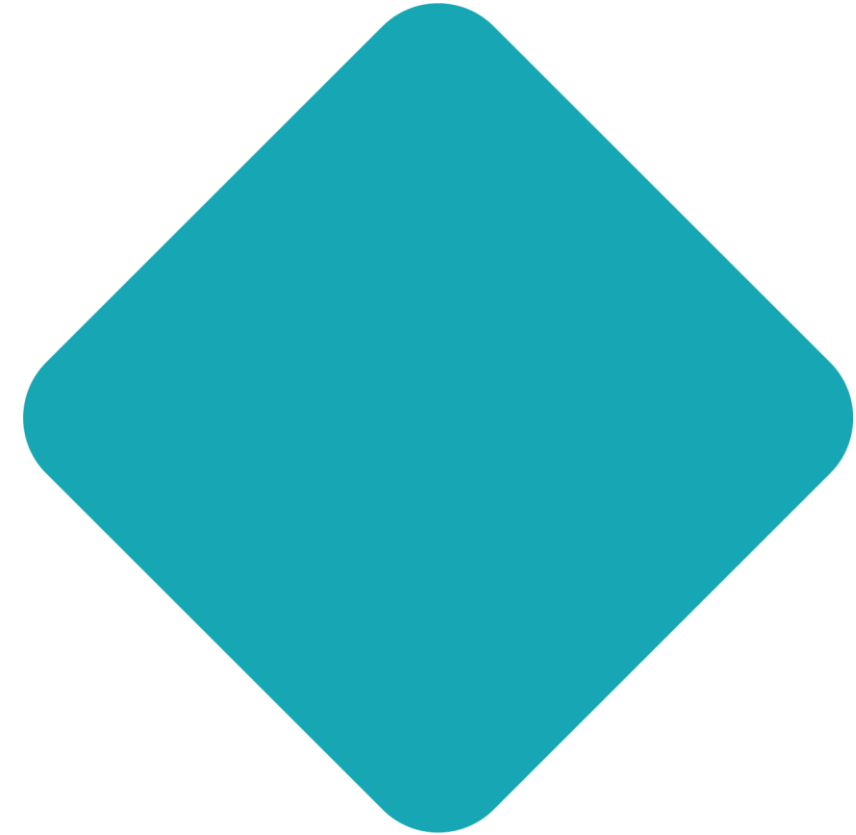


Changing the culture of cross-sector knowledge exchange?

Perinatal mental health and inequity

Highly contested arena

1. **Road map**-understand the terrain/interfaces/policy intersections-who can help and why (MBRRACE)
2. **Energise**- Be part of the change-health as a human right/social justice
3. **Sell It**- purpose, preparation, personalisation and perseverance-it ([Michael Kaiser](#) 25 tips)-[social prescribing concordat](#), [Baby Week](#), ESOL Stepping stones-Medium is the Message
4. Be an **interlocutor, bridge spanner, broker, connector**-people contexts and agendas-make it real
5. **Communication** : learn the language(s)-other people's platforms , fly on coat tails _be the glue [Wellbeing by Design](#)
6. **Adapt**- accept diversions, pit stops and roundabouts-success comes in many forms, multi layered
7. **Reach out and consult** - draw on advice, understanding and know how
8. Co-produce everything –embrace diversity and perspective and evidence the journey with women's own voices-empower women to be champions
9. **Sweat the assets**-reward and recognise your partners and participants.





Even if you're
on the right
track, you'll get
run over if you
just sit
there

A hand-drawn illustration in black ink. On the left, a large, rounded train carriage is shown in profile, moving towards the right. In the center, a person is sitting on the ground with their back to the viewer, looking towards the train. The person's right arm is raised. The background consists of several horizontal lines representing tracks, with some lines being broken or irregular to suggest a perspective or a specific track layout. The overall style is simple and sketchy.