

Call to ACT

The Maternal Mental Health Alliance's Everyone's Business campaign is calling for all women throughout the UK with perinatal mental health conditions to receive the treatment they need, where and when they need it, as outlined in numerous national guidelines.

Take Action

eBulletin Issue 9 Autumn 2017

#everyonesbusiness

New version of existing campaign map now available

A new version of the existing **Everyone's Business Campaign map** has been created and is available on our **website**. This version includes dots to highlight which Clinical Commissioning Groups (CCGs) in England and Health Boards in Wales have received dedicated specialist perinatal mental health community funding to date.

IMPORTANT: Please note, in order to give time for areas in receipt of funding to recruit new staff and establish new services, the colour

of each area currently remains unchanged. We look forward to re-visiting the original colour coding this autumn and being able to share an updated map (hopefully showing positive change) in 2018.

Five ways to use the dotted CCG map

1. Share the map with local decision makers, opinion leaders etc. either to celebrate progress to date in your area or to show why services need urgent improvement

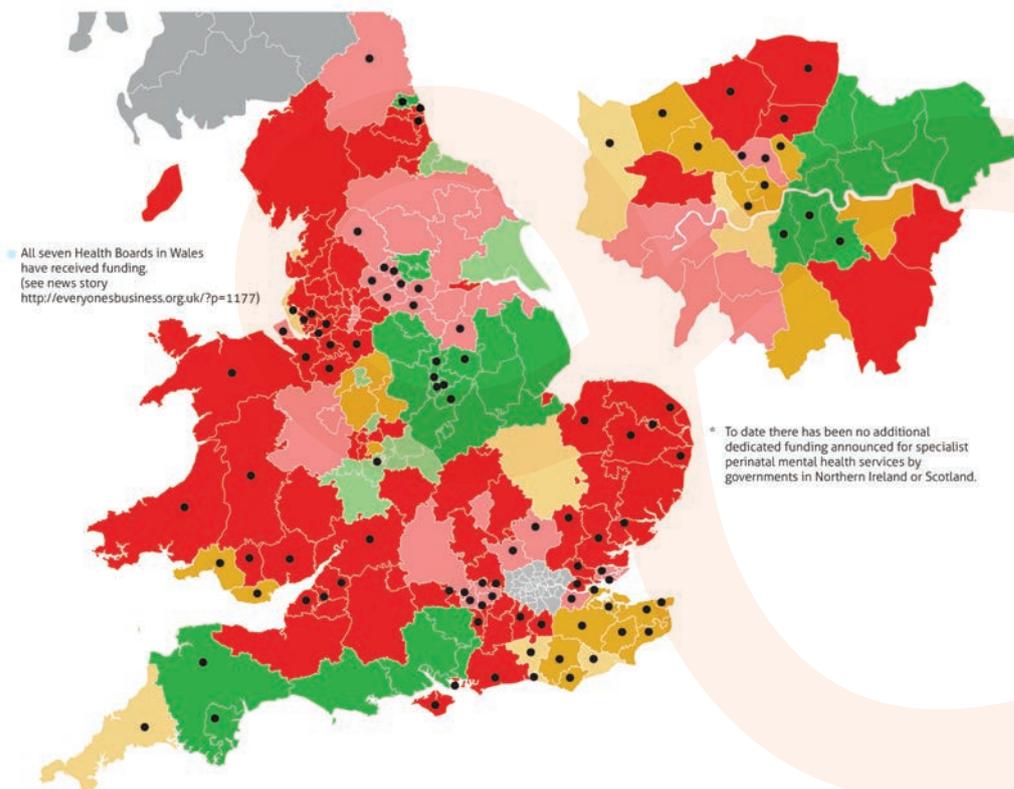
2. Use the map on social media to highlight where funding for services is still needed using #everyonesbusiness

3. If you are in England and your area has not yet received dedicated funding, make sure it applies for NHS England Wave 2 funding (soon to be announced) as a matter of urgency. See our **top tips** on applying

4. If you are in Wales, use the map to celebrate being the only UK nation to have currently ensured new specialist perinatal mental health funding for each of its areas/Health Boards.

However, ask searching questions. Is the money provided enough to actually Turn the Map **Green** in Wales (especially beyond Cardiff)? Will there continue to be a postcode lottery?

5. If you are in Northern Ireland or Scotland, use the map to highlight why these areas are currently missing because – to date – there has been no dedicated new funding for specialist perinatal mental health community services announced here.





New specialist services launched in England

New perinatal mental health services continue to launch across areas of England as a result of the **NHS England Wave 1 funding** released in 2016. Below, we celebrate some known areas as they launch or expand vital specialist services for women and families (please do share with us any other services you are aware of).

Please note, we look forward to re-visiting the original colour coding of the **campaign map** this autumn and sharing an updated map (hopefully reflecting these and other positive changes) in 2018.

- **Bristol, North Somerset and South Gloucestershire** service launched! (February 2017). ***"We have the opportunity to support mothers, infants and their wider family at an incredibly important and precious time in life,"*** Dr Leanne Hayward, Consultant Psychiatrist and Clinical Lead.
- **Central and North-West London** service launched! (June 2017). ***"Improving perinatal mental health will have both short-term and long-term benefits for [mothers'] own mental health and the development of their infants,"*** Dr Neera Dholakia, GP perinatal and mental health lead for West London CCG.
- **Hertfordshire** service launched! (April 2017) at a celebration event with 150 attendees. ***"I was here a year ago hearing what Herts hoped to do, and you've done it. It's incredible!"*** Maria Bavetta, from the Everyone's Business team, speaking at the launch event.
- **Cheshire and Merseyside** service launched! (July 2017). ***"The launch of this service is fantastic news as it means we are able to provide improved care and mental health support for thousands of women during this critical time in their lives,"*** Dr Tania Stanway, Consultant in Perinatal Psychiatry and Clinical Lead.

Want to understand what is meant by a specialist perinatal mental health community service, why they are needed and what they do? **Watch this short film www.youtube.com/watch?v=e8b7xjXy1z4&t=3s** by the perinatal mental health service at Leicestershire Partnership NHS Trust.

The Everyone's Business team celebrates each time it hears of a new service being established. Yet, these celebrations are tinged with the knowledge that there is still a postcode lottery across the UK. Women and families deserve to be able to access such services wherever they are – please **get in touch** if the Everyone's Business team can do anything to support ending the postcode lottery where you are.

New Mother and Baby Units

Importantly, agreement has been given to build **new specialist perinatal mental health inpatient Mother and Baby Units (MBUs)** in four areas of England. Four providers have now been selected.

This will take the total number of MBUs across the UK from 17 to 21. The providers are:

- **Devon NHS Partnership Trust**
- **Norfolk and Suffolk NHS Foundation Trust**
- **Lancashire Care NHS Foundation Trust**
- **Kent and Medway NHS and Social Care Partnership Trust**

In contrast, Wales and Northern Ireland still do not have an MBU (and there is no MBU in the whole island of Ireland).

We look forward to working with colleagues in Wales and Northern Ireland, to ensure ALL women across the UK receive the services they need. View **our campaign maps** to see current MBU provision.

Wave 2 funding coming soon in England

Get ready for Wave 2 funding for perinatal mental health services! Applications will soon be open and local areas will be given the chance to apply for a second wave of money from NHS England to fund specialist services.

£40m was allocated in Wave 1 to help reach 30,000 more women a year by 2021. A further £20m will be allocated in Wave 2. Let's **Turn the Map Green** together! For help with your application read our **top tips**.

“Maternity services need to be resourced so they are built on principles of support for emotional health and wellbeing for all women in the maternity period.”



Dr Jo Black, one of NHS England's Associate National Clinical Directors for Perinatal Mental Health

New Everyone's Business Coordinators for Wales, Northern Ireland & Scotland

Excitingly, three new **team members** have joined the **Everyone's Business Campaign** (part-time). We are delighted that Joanne Smith, Paul Gauci and Tom McEaney will be taking forward campaign activities in the devolved nations. They will be working with the wider team, as well as stakeholders in Scotland, Wales and Northern Ireland to **Turn the Map Green** so that women and families across the whole of the UK can access vital perinatal mental health services.



Joanne Smith,
Scotland



Tom McEaney,
Northern Ireland



Paul Gauci,
Wales

Wales

The Welsh Health Specialist Services Committee (WHSSC) is currently considering whether to reopen a specialist Mother and Baby Unit in Wales. The current lack of an MBU in Wales and the Committee's deliberations have been reported by the **BBC**.

Scotland

Following a successful meeting with Maureen Watt, the Minister for Mental Health, the Everyone's Business Campaign Scotland Coordinator, Joanne, has been invited to join the Government's bi-annual forum.

Northern Ireland

Everyone's Business Northern Ireland Coordinator, Tom McEaney, is now part of the Maternity Strategy Implementation subgroup on Perinatal Mental Health, charged with advising on implementation of the **RQIA report recommendations**.

The Democratic Unionist Party's coalition deal with the Conservative Party also includes an additional **£50m for mental health provision in Northern Ireland**. We will continue to work with key stakeholders to explore how best to ensure perinatal mental health services receive adequate funding.

Every Mother Must Get the Help They Need

The **Royal College of Midwives** has published a report **'Every mother must get the help they need'**.

The report follows Lucie Holland's petition about the urgent need for better awareness and care for those affected by perinatal mental illness, which was sadly inspired by the tragic death of Lucie's sister Emma due to perinatal mental illness.



"We will continue to raise awareness and fight for change. The provision of perinatal mental health services is...significantly important in preventing the loss of any more mothers in the UK." Lucie Holland

Events

4th October 2017 – London
MMHA Members meeting

9th November 2017 – Reading
Mental Health starts in the Womb conference

14th November 2017 – London
Revitalising UK Midwifery: Transforming Maternity Services to Improve Quality, Safety and Choice

15th November 2017 – London
Perinatal Annual Forum – Improving Access to High Quality Care Across the Perinatal Pathway

22nd November 2017 – London
Developing and leading specialist PMH services: a one day extension of the famous 'Winchester Course' for clinical and service leads

11th-12th December 2017 – London
PMH Annual meeting supported by RCOG (2 day course)

New profiling tool includes perinatal mental health

We are encouraged to see perinatal mental health featured for the first time in the Government's **Joint Strategic Needs Assessment (JSNA) toolkit**.

The profiling tool contains a number of data sources relating to perinatal mental illnesses to help areas assess local needs for service provision and appraise changes over time.

Report shows perinatal mental health capacity & training urgently required

Health Education England's (HEE) new report **Stepping forward to 2020/21: The mental health workforce plan for England** shows there is a shortfall of around 21,000 roles in mental health and includes figures on the current and projected numbers in the perinatal mental health workforce.

By 2020/21, specialist perinatal mental health services must be available to meet the needs of women in all areas. The table below outlines an indicative trajectory towards this objective. This shows the total number of additional women to be treated each year at a national level, above the baseline.

Objective	2016/17	2017/18	2018/19	2019/20	2020/21
To support at least 30,000 additional women each year to access evidence-based specialist perinatal mental health treatment..	500	2,000	8,000	20,000	30,000

Media moments

Mental health help for new mums 'woefully inadequate' – BBC news

Mother and baby mental health unit for Wales considered – BBC news

Midwives call for 'urgent' funding for mental health care for new mothers – Independent

Contact the team

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