



Cheshire and Merseyside

Women's Hospital Services in Liverpool

Communications Toolkit for Public Engagement

(15 October – 26 November 2024)

Improving Hospital Gynaecology and Maternity Services in Liverpool

Share your views
15 October - 26 November 2024

To take part, go to:
www.GynaeAndMaternityLiverpool.nhs.uk



Background

The NHS is looking at hospital gynaecology and maternity services in Liverpool. Most of these services happen at Liverpool Women's Hospital, on Crown Street in Toxteth, which means they are separate from other hospital services, and this can sometimes create issues and delays with care.

The NHS is committed to finding a long-term solution that will improve the quality and safety of hospital gynaecology and maternity services, giving patients the best experience, wherever they are being treated.

Although these issues have been discussed in the past, this is a new process which will focus on addressing the problems as they stand today. It's important to stress that no decisions have been made about how services might look in the future.

This work is being led by NHS Cheshire and Merseyside, working in close partnership with: Liverpool Women's NHS Foundation Trust; Liverpool University Hospitals NHS Foundation Trust; The Clatterbridge Cancer Centre NHS Foundation Trust; and Alder Hey Children's NHS Foundation Trust.

A number of other local organisations have also been involved, including Healthwatch Knowsley, Healthwatch Liverpool, Healthwatch Sefton and Liverpool CVS.

Introduction to this pack

A public engagement entitled 'Improving hospital gynaecology and maternity services in Liverpool' is happening from 15 October - 26 November 2024.

We want to encourage as many people as possible in our local communities to share their views with us during this period.

Included in this pack are a range of downloadable tools and resources for partner organisations to use to promote engagement opportunities across their own networks and channels.

Contact details

This toolkit has been compiled by NHS Cheshire and Merseyside's communications and engagement team.

For further help, please email: engagement@cheshireandmerseyside.nhs.uk

Attending your meetings and events

We're holding a number of events during the engagement period, but we're also keen to come along to existing meetings and networks to share information and encourage people to get involved. If you'd like us to present at your group – or you've got ideas for how we can reach a particular group or community – please email us at the address above.

Sample news copy for websites & articles

NHS asks for views on hospital gynaecology and maternity services in Liverpool

A six-week public engagement has been launched, giving people an opportunity to comment on the issues facing hospital gynaecology and maternity services in Liverpool.

It follows the approval of a case for change document by the board of NHS Cheshire and Merseyside at a meeting on 9 October 2024.

The case for change highlights that the biggest challenge facing these services is the fact that they are located on a different site to most other acute and specialist care – Liverpool Women's is the only specialist centre for gynaecology and maternity in the country where this is the case.

People can find out more, download an information booklet summarising the key issues, and complete a short questionnaire at www.GynaeAndMaternityLiverpool.nhs.uk

The website also features a number of short films with staff involved in delivering gynaecology and maternity care, explaining more about the challenges in their own words.

As part of the public engagement, a series of face-to-face and online engagement events will take place during November, giving people the opportunity to hear about the issues from clinicians and take part in small group discussions. Sessions will be held in Knowsley, Liverpool and Sefton, with people welcome to attend whichever is most convenient for them.

Details of the events and how to register are available at:

<https://www.gynaeandmaternityliverpool.nhs.uk/get-involved/attend-an-engagement-event/> or by calling 0151 702 4353 (Monday to Friday, between 8.30am – 4pm) or emailing engagement@cheshireandmerseyside.nhs.uk These contact details can also be used to request information in different formats or languages.

Dr Fiona Lemmens, Deputy Medical Director for NHS Cheshire and Merseyside said:

“Although issues around hospital gynaecology and maternity care in Liverpool have been looked at before, this is a new opportunity to tackle what we believe is an urgent health priority for our city. Before we begin developing potential options, we need to hear what staff, patients and

members of the wider community think about the reasons for change being presented, and gather their experiences of using services.

“Gynaecology and maternity services are key parts of our local NHS, and the organisations involved with providing this care are committed to working together to find a long-term solution to tackle the challenges we have. It’s really important that we also hear the voices of the local people who depend on these services, so that this can inform our work as we move forward.

“At this stage, no decisions about how services might look in the future have been made. However, whatever proposals might be put forward at a later date, it’s important to stress that the Crown Street building where Liverpool Women’s Hospital is based will remain a key part of our local NHS system, and we are continuing to actively invest in and develop this site.”

Dr Lynn Greenhalgh, Chief Medical Officer for Liverpool Women’s NHS Foundation Trust said:

“The health needs of our population have changed since Liverpool Women’s Hospital first opened its doors almost 30 years ago. For example, around 60% of women who have their babies at Liverpool Women’s have additional health needs that need to be managed alongside their pregnancy. Increasingly, the people we care for also need services that aren’t based at the hospital.

“We have extremely talented and committed staff working in our city’s hospital gynaecology and maternity services, and there are measures in place to manage issues and keep care safe, but we need to look at how to protect what we have for the future. We believe that the people of Liverpool deserve to have the very best experience of care, wherever they are being treated, but our current arrangements mean that this isn’t always possible.

“To help us begin to make plans, we really need to hear what people think about the challenges facing services. We’re looking forward to gathering views from across our communities over the coming weeks, and hearing what matters to people about these services, and what their own experiences of care have been.”

The NHS will be working with a wide range of partner organisations and local community groups to help share information and encourage people to take part in the engagement.

Once the engagement closes on 26 November 2024, all responses gathered will be analysed by an independent organisation and put into a report, which is likely to be published in early 2025. This feedback will be used to help inform what happens next, including the development of any proposals for how hospital gynaecology and maternity services could look in the future.

Public engagement on hospital gynaecology and maternity services in Liverpool will run from 15 October to 26 November 2024. People can find out more and share their views at www.GynaeAndMaternityLiverpool.nhs.uk

ENDS

Shorter version of copy

Share your views on hospital gynaecology and maternity services in Liverpool

A six-week public engagement has been launched, giving people an opportunity to comment on the issues facing hospital gynaecology and maternity services in Liverpool.

The main challenge facing these services is the fact that they are located on a different site to most other acute and specialist care, which can cause problems and delays with care – Liverpool Women's is the only specialist centre for gynaecology and maternity in the country where this is the case.

People can find out more, download an information booklet summarising the key issues, and complete a short questionnaire at: www.GynaeAndMaternityLiverpool.nhs.uk

The website also features a number of short films with staff involved in delivering gynaecology and maternity care, explaining more about the challenges in their own words.

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Details of these events and how to register are available at:

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These contact details can also be used to request information in different formats or languages.

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Website resources

There is helpful information available in a range of different formats at:

<http://www.gynaeandmaternityliverpool.nhs.uk>

This includes:

- Questions & Answers (FAQs)
- Online questionnaire and printable questionnaire
- Video case studies from staff
- Summary booklet
- Summary booklet in Easy Read

Links to downloadable print materials -

<http://www.gynaeandmaternityliverpool.nhs.uk/resources/>

- A5 Leaflet
- A3 Poster
- A4 Poster
- Print version of questionnaire

Links to downloadable digital resources -

<http://www.gynaeandmaternityliverpool.nhs.uk/resources/>

- Desktop screen for staff (1920 x 1080) with QR code
- Digital screen for waiting rooms (3840 x 2160) with QR code
- Digital screen for waiting rooms (3840 x 2160) without QR code
- Web banner - vertical / portrait
- Web banner - horizontal / landscape (719 x 321)
- Web banner - horizontal / landscape (1280 x 720)
- Web banner - horizontal / landscape (1920 x 1080)

Translations

Members of the public can also request materials in other formats and languages by calling 0151 702 4353 (Monday to Friday, between 8.30am – 4pm) or emailing

engagement@cheshireandmerseyside.nhs.uk

Link to social media graphics -

<http://www.gynaeandmaternityliverpool.nhs.uk/resources/>

A range of branded graphics/assets for use on key social media platforms including Facebook, Instagram, and Twitter/X are also available below (sized for both Posts and Reels/Stories).

- Instagram graphics
- Facebook graphics
- X (Twitter) graphics

Sample social media copy for posts

Theme	Message
Launch message	<p>The NHS in Liverpool is looking at how to improve hospital gynaecology and maternity services for the future.</p> <p>Find out more & share your views at: www.GynaeAndMaternityLiverpool.nhs.uk</p>
General awareness	<p>Why is the NHS looking at ways to improve hospital gynaecology and maternity services in Liverpool?</p> <p>Learn more & share your views at: www.GynaeAndMaternityLiverpool.nhs.uk</p>
Inviting lived experience	<p>Have you used hospital gynaecology or maternity services in Liverpool? Tell us about your own experiences and learn more about the reasons why services need to change by completing a questionnaire or attending an engagement event.</p> <p>Find out more & share your views at: www.GynaeAndMaternityLiverpool.nhs.uk/get-involved</p>
Promoting engagement events	<p>Hear more about why we're looking at hospital gynaecology and maternity services in Liverpool at one of our face-to-face or online engagement events.</p> <p>Find out more & register to attend an event at: www.GynaeAndMaternityLiverpool.nhs.uk/get-involved</p>
Reminders & signposting to questionnaire - to use later into six-week period	<p>Have you shared your views on the case for change for hospital gynaecology and maternity services in Liverpool yet?</p>

	<p>Find out more & share your views by completing our short questionnaire at: www.GynaeAndMaternityLiverpool.nhs.uk/get-involved</p>
Answering questions & providing reassurance	<p>Got any questions about the case for change for hospital gynaecology and maternity services in Liverpool?</p> <p>Check out these Frequently Asked Questions (and answers) online here: www.GynaeAndMaternityLiverpool.nhs.uk/questions</p>
Signposting to staff or patient short videos	<p>Hear first-hand from doctors and midwives at Liverpool Women's Hospital about why the NHS is looking at improving hospital gynaecology and maternity services in Liverpool.</p> <p>Watch now at: www.GynaeAndMaternityLiverpool.nhs.uk/patient-stories</p>