

Keeping you on top of NHS patient surveys

Maternity Survey 2013 - bulletin 3

Welcome to the third e-bulletin for the 2013 NHS maternity survey from the **NHS Patient Surveys Coordination Centre**. The NHS Patient Surveys Coordination Centre is responsible for co-ordinating patient surveys at a national level on behalf of the Care Quality Commission (CQC). This is the third in a series of e-bulletins designed to keep you up-to-date with key survey developments. In this e-bulletin, we inform you of important actions you need to take now in preparation for the survey.

Please note that you are receiving this message because you are a named contact either for the maternity survey or for the 2012 adult inpatient survey: we would be grateful if you could let us know if you will **not** be involved in the maternity survey so that we can remove you from our database for the survey.

Keeping you informed

For the 2013 Maternity Survey, a standard core questionnaire will be provided which covers the issues that have been found to be most important to women. The question bank tool containing additional questions will not be made available for this national survey.

One of the reasons for this decision is to try to improve the response rate to the survey as extended questionnaires tend to lead to lower response rates. Good response rates are essential for trusts' results to be representative of all women who gave birth at the trust during the sample period; the more respondents a trust has, the more statistically certain they can be about the survey findings. Low response rates raise concerns about the reliability of the findings because responders may differ from non-responders.

Some of the items in the question bank do not relate to all potential respondents, such as questions on antenatal classes or neonatal care. The sampling procedure for the national survey does not capture sufficient numbers of women to enable the results to such questions to be reported at trust level. To get valuable survey data on such topics, we would advise trusts that a 'local' survey would be most appropriate. The maternity survey question bank tool will be made available to trusts at the end of the national survey for use in local maternity surveys.

Action for you to take

1. Inform 16-17 year old mothers about the survey

Approval for the Maternity Survey 2013 was sought under section 251 of the NHS Act 2006. The survey methodology was reviewed by the National Information Governance Board (NIGB) for approval. Their Ethics and Confidentiality Committee (ECC) granted provisional support, on the condition that 16 and 17 year old women are informed directly of the survey and given the opportunity to opt out. This is because the cohort of patients aged 16 and 17 are legally considered to be children and the response rate from this group is particularly low. Trust staff (midwives) should therefore inform any 16 or 17 year old women who give birth in their trust during the sample period about the survey and provide them with details on how they can opt out if they so wish. The sample data from the 2010 survey shows that there were between one and six young mothers aged between 16 and 17 at each trust. We believe it is therefore manageable for staff at trusts to approach each individual about the survey and provide them with an information sheet. Ideally, women should not be asked for a decision on opting out at that stage, and should be advised to read the information sheet in their own time and call the number provided by end March if they do not wish to be sent a questionnaire. Please add a contact telephone number at the bottom of the information sheet for women to call if they wish to

opt out of the survey or require any further information.

Please see the briefing note for staff carrying out this process and an information sheet on the NHS Surveys website: <http://www.nhssurveys.org/surveys/676>

2. Display Posters

As mentioned in the previous e-bulletin, CQC has designed a poster that can be used to help publicise the survey to women in antenatal care settings and in postnatal wards. The poster should be displayed in appropriate wards or units in your trust. Please add a contact telephone number at the bottom of the poster for women to call if they wish to opt out of the survey or require any further information. The poster is available on the NHS Surveys website: <http://www.nhssurveys.org/survey/1200>

Please note: If a caller wishes to opt out of the survey you will need to record their contact details so that they can be removed from the sample before the survey starts. You should make the caller aware that if they plan to give birth at a different NHS Trust then their details will need to be passed on to that trust. If the caller does not wish their details to be passed on to another trust then they should be made aware that they may receive a questionnaire, but that they do not have to take part and can opt out when they receive a questionnaire by calling the survey helpline number or returning a blank questionnaire.

3. Contact details

We will be communicating directly with all NHS organisations on a regular basis so please, if any contact details change during the course of the survey, inform both your approved survey contractor and the Coordination Centre (maternity.data@pickereurope.ac.uk). Please let us know if you will not be involved in the maternity survey so that we can remove you from our database for the survey

We look forward to working with you on the 2013 maternity survey.

Best wishes,
Esther

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