Suggested template text for pre-survey article for external media

**Example titles:**

**[NHS Trust name] seeks women’s views**

**Women’s views vital to drive service improvements**

**Your chance to tell [NHS Trust name] about the quality of maternity care**

[NHS Trust name] is carrying out a survey to find out what women think about the maternity care they have received. The trust plans to use this feedback to improve women’s experiences of care. The results will be used to help [NHS Trust name] highlight areas where they perform well and to identify the areas where there is most room for improvement.

Women who had a baby at [Hospital/unit A and Hospital/unit B / and at home] during {January and} February may receive a questionnaire by post between April and August, asking about their experiences. They will be asked about various aspects of their care, including check-ups during pregnancy, care during labour and birth, communication with health professionals, involvement, care in hospital after the birth, infant feeding, and care at home after the birth.

[NHS Trust name] believes that taking account of women’s views and priorities is vital for bringing about improvements in the quality of care. Results from the survey will be used to [insert purpose of survey here*,* e.g. to track women’s experiences of maternity care since the last survey was undertaken in 2015 / to measure the impact of changes made to improve maternity services based on feedback from the 2015 survey / to find out if recent changes made to the service have led to an improvement in women’s experiences].

Every NHS hospital trust in England that provides maternity services is carrying out this survey as part of a national programme led by the Care Quality Commission. This survey is part of a commitment to design a health service around the needs and priorities of patients, and to take account of their feedback and views. It signals the value and importance of listening to the people who use services to drive improvement.

Results from the previous 2015 Maternity Survey helped to identify areas where there was most room for improvement. [a summary of the key findings from the previous survey and how the trust acted on the results can be inserted here]

To ensure confidentiality, the results of the survey will be presented in a form that does not allow any individual's answers to be identified. The results will be published in late 2017 on the Care Quality Commission’s website: <http://www.cqc.org.uk>

[A senior executive at the trust] says “We hope that women will take the time to help us with this survey. Their views are vital in helping us to find out how we are doing and how we can improve. This is an excellent way for women to help shape the services we provide in the future.”

Please contact [NHS trust staff name/us] on [{freephone} telephone number] or email [email address] if you have any queries or concerns about the survey.