The aims of the programme are:

- To provide safe, high quality, equitable maternity services.
- To reduce variation across maternity services and improve outcomes.
- To offer informed choices for antenatal, birth and postnatal care.
- To deliver excellent experiences for women, babies and their families.
- To align with other reviews and NHS priorities which promote localised service delivery and support individuals in prioritising their own health and wellbeing.

IMPROVING ME

- Women
- Men
- Baby
- Siblings
- Future generations
- Workforce
- Communities

CCGs in partnership for the programme include:

NHS Halton CCG
NHS Knowsley CCG
NHS Liverpool CCG
NHS Southport & Formby CCG
NHS South Sefton CCG
NHS Warrington CCG
NHS West Lancashire CCG
NHS Wirral CCG
NHS St Helens CCG

Nationally over 7,000,000 births per year

Number of births has increased by 25% in last 10 Years

Number of births at highest level for 40 Years

£11.7 million = the gap between payment and cost of maternity service in 2014/15 (Cheshire and Merseyside)

Deficit increased by 47% from £7.9 million in 2013/14 to £11.7 million in 2014/15 (Cheshire and Merseyside)

Maternity Care spend by NHS is £2.6 Billion

20% of £482 million of budget spent on Clinical Negligence cover

Claims increased 80% in past 5 years
In Merseyside only about half of pregnant women have the whooping cough vaccination.

Cheshire and Merseyside has the highest unexpected admissions to Neonatal Intensive Care.

10% Dads suffer from Postnatal depression

73% men are worried or concerned about their partners' mental health during the perinatal period.

Population Figures
Mid-year estimates for 2013 for women aged 15–44 (normally considered the 'child bearing age group'). (Figures from CHAMPS 2015)

- West Lancashire: 20,378
- Knowsley: 29,090
- Liverpool: 106,989
- St Helens: 32,656
- Sefton: 46,639
- Wirral: 57,335
- Halton: 24,255
- Warrington: 38,751

IME Area Total: 355,893

Cheshire
Cheshire East = 64,032
CWAC = 60,709
IME Area Total: 124,741

C&M Total: 480,634

Number of births 2013–2014

- Countess of Chester NHS Trust: 3092
- East Cheshire NHS Trust: 1903
- Mid Cheshire Hospitals NHS Foundation Trust: 2759
- Southport and Ormskirk Hospitals NHS Trust: 2857
- One to One Midwifery: 859

29,730 births in Cheshire and Merseyside
Gestational diabetes affects 1:5, babies born to mothers with GD 6x more likely to get diabetes themselves

Perinatal mental health problems cost £8.1 billion. This is 5 times the cost of improving services

1:29 recommended ratio of midwives to birth (RCM), Average achieved 1:31

3200 shortage of midwives estimated by Royal College of Midwives

25-30% gaps in Obstetrics and Gynaecology rotas

73% of units provided 60 hours of consultant cover on delivery suite, half of all units not meeting the recommended level

1 in every 200 births in the UK ends in stillbirth

1 in 10,000 maternal deaths

1 in 11 deaths flu related and could have been prevented by flu jab

Suicide is leading cause of death for women during pregnancy and within 1 year of giving birth

Up to 20% develop a mental health problem during pregnancy. Only 50% are formally diagnosed

Increase in Complexity of birth

87% Births in Obstetric Units

9% births in Alongside Maternity Units

25% Women want to deliver in Obstetric Units

2% births in Freestanding midwife led unit

2% births at home

Birthplace study (65,000 births) concluded midwife-led care as safe as hospital care for low-risk pregnancies (45%)