Equality, Diversity and Inclusion in a Rural Maternity Setting – Improving Data Quality to Develop Local Services

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Involving others throughout the project

Stakeholder group

- Diverse Cymru
- Perinatal Safety Champion
- Assistant Head of Midwifery
- Digital Informaticist Midwife
- Clinical Supervisor for Midwives
- Midwife
- Maternity Support Worker

Understanding the Problem

Model for Improvement

- What are we trying to accomplish?
- How will we know that a change is an improvement?
- What change can we make that will result in improvement?

Act · Plan · Study · Do

Our Problem – Over the last 10 years we have recognised the poor quality in our ethnicity data recording. There has been a trend over the last 10 years that shows on average 54% of our ethnicity data is always 'unknown'. It is extremely important that we improve this data to understand our population in Powys and to develop services to meet the needs of local people and ensure our maternity environments are inclusive for all.

We utilised the model for improvement and PDSA cycles to progress this work. This enabled us to have a structured approach to guide and enhance improvement efforts.

Aim: What are you trying to accomplish?

SMART AIM – To reduce 'unknown or not stated' maternity ethnicity data from 54% (current % for 2024) to 20% by the end of 2024 to enable the service to understand our population and meet local need.
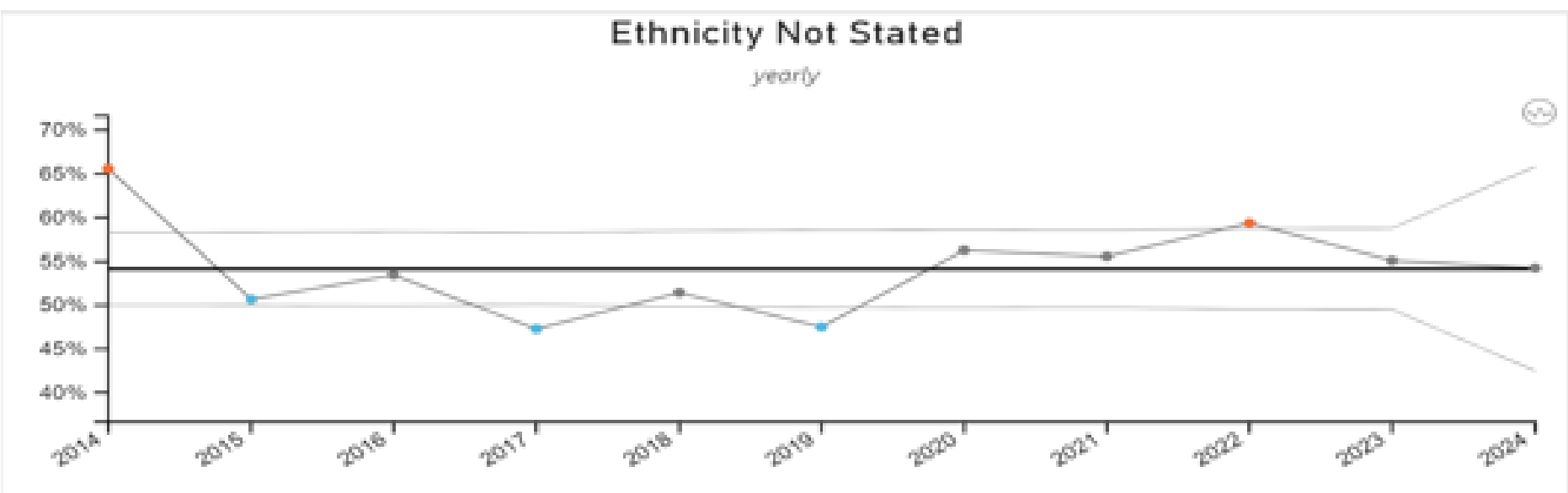
We used a range of quality improvement tools throughout the process, and our driver diagram is displayed below.

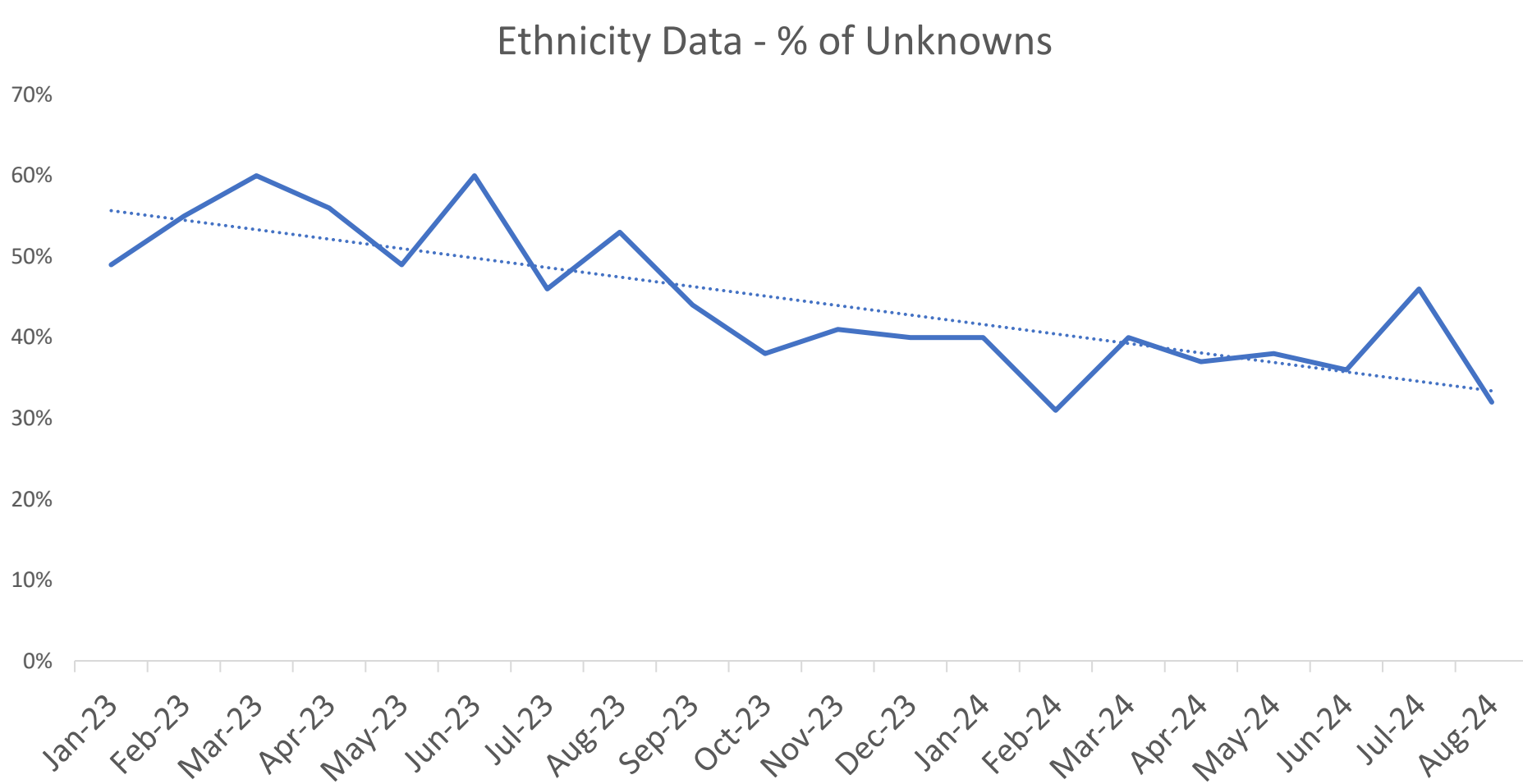## Measures: How will we know a change is an improvement?

Process measure – % of 'unknown or not stated' ethnicity data per month in 2024
Outcome measure – Overall increase in % of known ethnicity data for 2024
Baseline Data

Ethnicity Not Stated — yearly

Live Data so far in 2024 demonstrating improvement

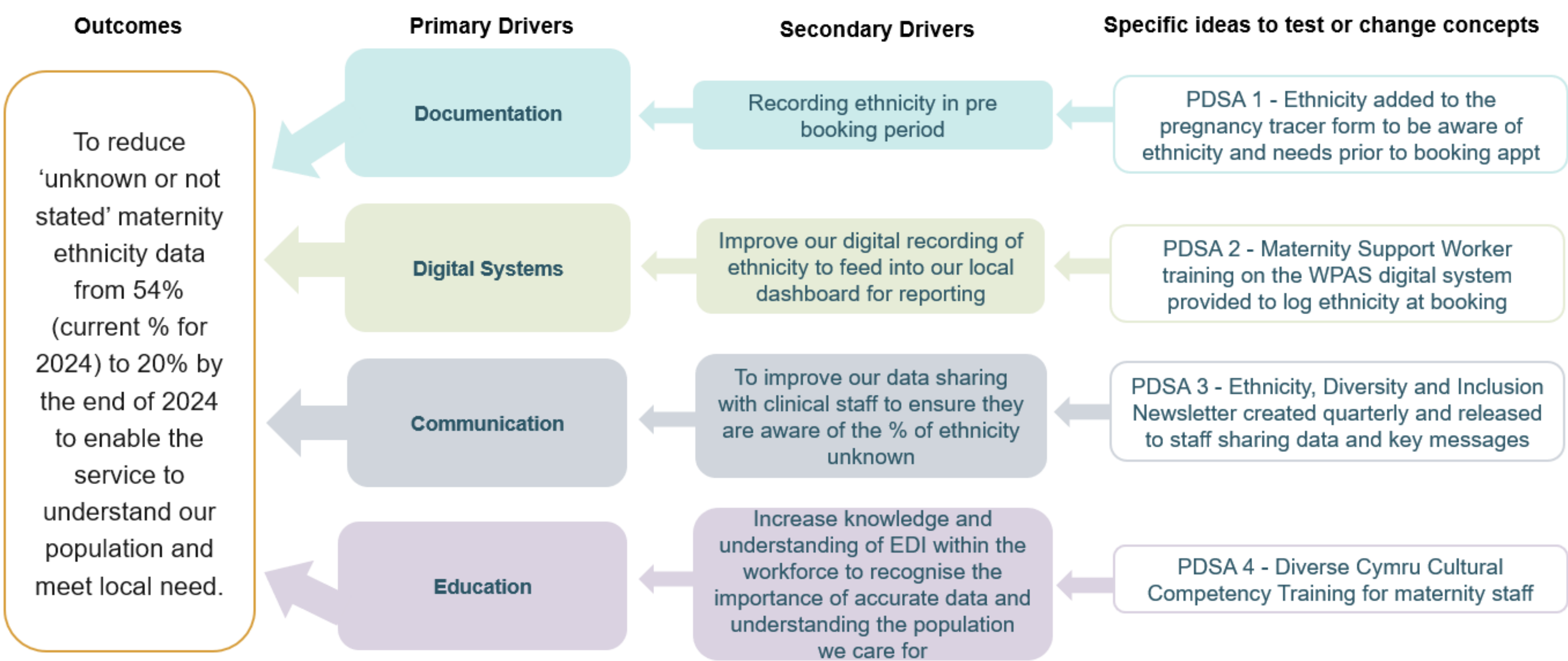Ethnicity Data - % of Unknowns

Review, Evaluation and Reflection

Review Process – Our data will be reviewed monthly via our local dashboard to track progress following implementation of PDSA cycles

Evaluation – Our stakeholder team will review progress as part of the EDI maternity stakeholder group meetings. We will share our efforts and progress quarterly with the workforce via our EDI newsletter.

Reflection – We will reflect on ethnicity data recorded to influence:

- Maternity and Neonatal Voices/ Service User Representation
- Patient information, leaflets and social media
- Equality, Diversity and Inclusion education for the workforce
- Person-centred care

Driver Diagram

Outcomes	Primary Drivers	Secondary Drivers	Specific ideas to test or change concepts
To reduce 'unknown or not stated' maternity ethnicity data from 54% (current % for 2024) to 20% by the end of 2024 to enable the service to understand our population and meet local need.	Documentation	Recording ethnicity in pre booking period	PDSA 1 - Ethnicity added to the pregnancy tracer form to be aware of ethnicity and needs prior to booking appt
	Digital Systems	Improve our digital recording of ethnicity to feed into our local dashboard for reporting	PDSA 2 - Maternity Support Worker training on the WPAS digital system provided to log ethnicity at booking
	Communication	To improve our data sharing with clinical staff to ensure they are aware of the % of ethnicity unknown	PDSA 3 - Ethnicity, Diversity and Inclusion Newsletter created quarterly and released to staff sharing data and key messages
	Education	Increase knowledge and understanding of EDI within the workforce to recognise the importance of accurate data and understanding the population we care for	PDSA 4 - Diverse Cymru Cultural Competency Training for maternity staff

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