

30 September 2004

Dear Colleague,

### **Birmingham and the Black Country Project on Reducing Perinatal Mortality**

A Project Initiation Document has been agreed by the Chief Executives of BBC PCTs and this project is now well underway. A major issue will be the availability of midwifery staff to establish an enhanced service, and this raises questions about the causes of midwifery shortages and whether they can be addressed or indeed avoided.

The Project Board has agreed to hold a special seminar on this topic, to be hosted by the Perinatal Institute. There has been a substantial amount of relevant work in this area, and we are fortunate to have been able to secure two key speakers to stimulate the discussion. The programme will be as follows:

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#### **SEMINAR**

### **MATERNITY CARE AND MIDWIFERY STAFFING**

**Monday 15 November 2004, 13:00 – 16:00**

(lunch available from 12:15)

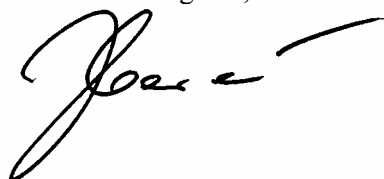
**at the Perinatal Institute**

- Chair: Bridget Nisbet - Non-Executive Director, BBC SHA
- 13:00 Chair's Welcome and Introduction
- 13:15 **Midwifery views and their relevance to recruitment, retention and return**  
Mavis Kirkham - Professor of Midwifery, Sheffield University
- 13:45 Discussion
- 14:15 Coffee / Tea
- 14:45 **Implementing and maintaining an enhanced model of maternity care**  
Lynne Leyshon - Head of Midwifery, Torbay Hospital, Torquay
- 15:15 Discussion
- 16:00 Close

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We look forward to seeing you at this important meeting. Attendance is free but limited to those directly involved with the BBC Project, as listed below. Please register with Amanda Harrison to confirm availability and allow catering for numbers ([harrison@perinatal.nhs.uk](mailto:harrison@perinatal.nhs.uk); Tel 0121 687 3450).

With sincere regards,



Professor Jason Gardosi  
Director, Perinatal Institute

Distribution: Project Board, Project Team; Birmingham and the Black Country Heads of Midwifery, Community Midwifery Managers and Directors of Public Health.