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PERFORMANCE MONITORING RETURN

Home Birth Aotearoa Trust

Provider Number: 651241
Agreement Number: 353296/01 National Home Birth Services
Agreement Term: 01 July 2015 to 30 June 2019
Agreement Manager: Nohopuku Williams
Agreement Deputy Manager: Megan Williams (Wellington)
Agreement Funder: Ministry of Health

Reporting Period		
Start Date	End Date	Due Date
01 July 2018	31 December 2018	20 January 2019

Please ensure you complete and forward this Performance Monitoring Return by 20 January 2019. This completed Performance Monitoring Return should be forwarded to:

Performance Reporting
Sector Services
Ministry of Health
Private Bag 1942
DUNEDIN 9054

I, the duly authorised person, confirm that the information provided in this report is accurate:

Print Name: Alesha Hobbs

Signature
Position: Administration

Date: 20/01/19

Please assist Sector Services in maintaining accurate records:

Please print clearly the name of the person within your organisation to whom Performance Monitoring-related correspondence should be addressed for this agreement:

First Name: Alesha

Family Name: Hobbs

Email address: admin@homebirth.org.nz

For Sector Services use only

Date Received	Date Processed
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Instructions

If you would prefer to send and receive these templates electronically via email, please forward your email address to performance_reporting@moh.govt.nz and we will email these templates to you (please include your agreement number in the email).

Under the terms of this agreement you are required to provide information on all of the reporting requirements. Please note that your Agreement Manager will be advised if these requirements are not met, and payments may be withheld.

Front Page

The reporting period of each template and the date for return is specified on the front page of the template.

Additional Information Section

This section is to advise us of any issues you have, other information you would like us to know or any queries you may have. We will respond to these issues directly or pass them on to your Agreement Manager for resolution. You may also use this section to explain aspects of the reported data, if you believe further clarification is necessary.

Reporting for each service within the agreement

You should enter your information into the 'Actual Data' column. If the number you are reporting is '0' this should be entered in the relevant field. Please provide an explanation in the Additional Information section for any requested data you are unable to supply as we routinely follow up missing information.

Narrative Reports

If you are required to submit a narrative report and you are unsure what to write, please refer to the Service Specification section of your agreement. Under the heading Reporting Requirements you will find instructions about the information you should include in your narrative report. If you need further assistance, please contact your Agreement Manager.

Sending your Performance Monitoring Return to Sector Services

You can return your templates by mail, email or fax to the addresses below. Please note that we only require one copy of your Performance Monitoring Return (for example, if you are sending your return by email or fax, then you do not need to mail a hard copy as well).

Mail:	Performance Reporting Ministry of Health Private Bag 1942 DUNEDIN 9054
Email:	performance_reporting@moh.govt.nz
Fax:	(03) 474 8582

ADDITIONAL INFORMATION

Please use this page for any issues you would like to discuss.

Important

If you are required to supply reporting which is not in the form of numerical data, such as a narrative (written) report, strategic plan, financial report or data spreadsheet, please enter 'Yes' or 'Y' in the 'Actual Data' column and attach your report to this template. For further information on narrative reports, please refer to the instructions on page 2 of this template.

Reporting for each service within the contract

1. Liason & Consumer Services				
Purchase Unit: W08001 Special Maternity Project				
Purchase Unit Measure: Project				
Facility:				
Reporting Unit	Start Date	End Date	ID	Actual Data
Six monthly reporting as specified in service specification	01 July 2018	31 December 2018	333341	Yes
Staffing and budget report	01 July 2018	31 December 2018	311128	Yes

Home Birth Aotearoa Trust

Report to the Ministry of Health

1 July 2018 – 31 December 2018

We are pleased to take this opportunity to reflect on the objectives of our contract and to ensure we are meeting the needs of local Home Birth Associations and home birth women and families/whanau throughout New Zealand as well as other service users including LMCs, maternity service providers and government agencies.

Under our current contract (1st July 2018- 30th June 2019) the service objectives are to:

1. Provide a national focus for women and families and whanau in providing information and raising awareness of home birth options; and
2. Provide representation at national forums affecting pregnant and childbearing women to supply up to date information on the home birth option and home birth Lead Maternity Carers(LMCs); and
3. Maintain a database, to be accessible from the website, of Home Birth Associations and groups and Home Birth LMCs, including Maori and Pacific home birth networks and LMCs; and
4. Be an accessible contact point and information source for District Health Boards, Ministry of Health and other government agencies; and
5. Provide support to Home Birth Associations and groups, particularly newly forming groups, by providing up to date and relevant home birth information.

The service components are to:

1. Maintain a database of Home Birth Associations and Home Birth LMCs, including Maori and Pacific home birth networks and LMCs
2. Consider the information on the database in the context of ongoing discussions about the definition of a home birth midwife and the availability of other information on midwife availability; and
3. Support Home Birth Associations and home birth support groups and provide opportunities for them to actively contribute to the national network and
4. Facilitate communication between regional Home Birth Associations; and
5. Establish a contact point and forum for a national voice on home birth issues on behalf of Home Birth Associations and groups and individuals, families and whanau; and
6. Update and maintain the Homebirth Aotearoa website to ensure the site is current and user friendly and provides access to home birth information and LMC information for individuals, families and whanau, agency and government stakeholders; and supports the Regional Associations, and
7. Develop quantitative measures of service performance.

Reporting requirements

Six monthly report which will include, but not be limited to, numbers and narrative on:

- a) Attendance at National forums
- b) Contacts with Home Birth Associations, other providers, agencies or professional individuals
- c) Summary of the Home Birth LMC workforce (ideally including total number, by ethnicity and geographic location)
- d) Utilisation and feedback regarding the Homebirth Aotearoa website and social media linkages.
- e) And other significant services delivered under the contract.

Staffing and annual budget

You will report actual staffing levels and actual expenditure each six months with commentary on material variances.

Highlights of the past 6 months

July 2018

- Signed Variation of Agreement with MOH
- 19th - Maternity Whole of System workshop (attended by Eva Neely)
- 25th - Trustee meeting (zoom)
- Update to Hui and Conference planning guidelines (Alesha Hobbs)

August 2018

- 23rd - NZCOM National Committee Meeting, attended by Sian Hannagan (trustee) Secured interview with Hannah Dahlen
- 24-25th NZCOM Conference, attended by Sian Hannagan (trustee). HBA Trade table attended by Sandy McGivern Butler (Auckland region)
- 22nd - Trustee meeting (zoom)
- Review of HB midwife database underway (Alesha Hobbs, administration)

September 2018

- 26th - Trustee meeting (zoom)
- New Zealand Breastfeeding Alliance Member survey, completed by Alison Barrett (trustee)

October 2018

- Web updates & development (Sian Hannagan)
Robust audit of web needs. Tasks set. Series of social media posts seeking input to web design. Backing up of all photographic data and files. Categorising relevant documents. Training Admin to complete essential web tasks. Updating links, data, older articles. Resources – more info on trello.
- 24th - Trustee meeting (zoom)

- 22nd -29th - HB Awareness Week
- 30th - Kāhuarau: Pregnancy, Birth and the Making of a Mother. Home Birth Canterbury received a contribution of \$1200 (HBAT grant) towards their now annual fundraising and awareness raising event.
- Update conference kete - for trade tables/exhibitions.
- Printing of business cards, rack cards and postcards.
- New trade table set up coordinated.

November 2018

- 3rd -4th - HBA National Hui, Horouta Marae, Porirua. 30 attendees.
- Sian Hannagan has resigned as a trustee, but with a transition period and Sharon Knightbridge has indicated her intention to resign in 2019.
- Survey to gain feedback from Hui
- 28th - Trustee meeting (zoom)

December 2018

- Planning towards Conf/Hui 2019, contacting regional groups to host.
- Discussion around employing Sian Hannagan in a contracting role to continue with her online input as she resigns from trusteeship.

Regional Home Birth Groups

Home Birth Aotearoa is the umbrella organisation for a variety of small, medium and large support groups and associations across New Zealand. Our work supports these groups to nurture localised home birth communities through meetings, pool hire, antenatal classes, newsletters and other activities that promote homebirth.

The following information has been collated from the regional group annual reports requested for the HBAT hui. Most of the information from the regional reports was included in the previous HBAT report to the MOH. The information below is additional and relates more specifically to the current reporting period.

Far North – Jessica White recently moved to the region and set up a new group in October 2018. Through discussion with a local midwife she gathered the following information: Normal physiological birth stats are high in the region. 92% of 1st time birthing women are home birth or birthing units. 76% are Maori. A lot of the antenatal education is done on the marae. There is a Maori home birth group that we were not aware of and are trying to connect with.

Taupo -1st magazine was published in December. Taupo funded the publication through home birth related advertising and have made copies available to other regional groups. They are currently gathering content for the next publication.

Manawatu – There was a hiatus of about 3 years though the group had been going well for the last 2. There is a slump again with committee members moving away and priorities changing. The birthing pools are solidly booked out with a good turnover. Looking to get

things back on track next year with a focus on regular meetings with new support and committee members.

Wellington – WHBA have been putting their focus into hosting the annual HBAT Hui. They have a small committee of 4-6 members, who have limited time and energy. Next year they hope to focus on birth pool hire, as it is now the only form of income for the group, as well as getting in touch and increasing connection with student and home birth midwives. They have become members of NZCOM for \$54p/a to show their support. They would also like to build their committee up, so as to achieve these goals.

Oct 2018 – Held AGM and some office holders positions changed hands.

Nov 2018– Hosted national Hui.

Home Birth Midwives Database

HBA maintains a database of homebirth midwives on our website. It is accessed by women looking for homebirth specific midwives based near to them.

The task of updating the database listings has been assigned to the trusts administrator who is working on contacting all the midwives listed to check that their details are up to date. We are finding that many independent midwives have left the profession due to the toll it is taking on their financial and personal lives. We will need to remove a large number of our listings and intend to run a social media campaign to attract new current listings. Home birth midwives can send in their details directly via the website or contact us on admin@homebirth.org.nz to be added to the database.

Website and Social Media

Our HBA Facebook Page – social media is an effective way of engaging with our community. Our membership totals 5438 members. Posts have been reaching across the globe with some achieving viewings of over 240,000. We use this platform for sharing expert opinion, current research, women's stories and images, as well as local, regional and national events. It has been integral to our Home Birth Awareness week initiatives and our International Day of The Midwife initiatives. We can post queries from women seeking advice from the community about many things related to home birth and maternity. We receive approximately 2-3 queries a week to our page via direct message.

<https://www.facebook.com/homebirthaotearoa/>

What we do with Facebook:

- Daily posts (mostly)
- Special events (Home Birth Awareness Week, International Day of the Midwife)
- Regional news, events
- Queries from the community (answered and shared for additional input)
- International news, events

Our HBA Website - which has performed robustly, is scheduled for some essential updates to bring it up to date including ensuring our referenced reports are up to date with current research and all of our links are relevant. An audit has taken place where we have identified areas to update. This is being project managed via trello.

We have added a segment where homebirth whanau can request a student midwife to attend their birth. Testing on this has gone positively and we are looking to extend this to all tertiary institutes with midwifery education. We feel this will robustly meet a core directive within Home birth Aotearoa as well as the School of Midwifery. We believe it is essential that midwives graduating are able to experience home birth.

We also plan to update our resources and directory to make it a broader and more functional part of the site. We envision this will make necessary resources more accessible to our Home Birth community.

Currently the website is frequently referenced by women and whanau planning their home births.

We are in the process of updating the homebirth facts to reflect the most recent studies and NZ based stats.

<https://homebirth.org.nz/>

What we do with the website:

- Online resource
- Stories
- Links
- Magazine
- Inspiration

Our Facebook Group - this group has been running for many years, and has been gifted into the trusts hands for us to act as kaitiaki. It has become a very large group and for many of our whanau is the key source of support, information and korero about home birth. We have volunteer admins who keep the group strong to the homebirth kaupapa. We have recently undertaken a process of vetting join requests to ensure the kaupapa remains Aotearoa and Homebirth centered. The Facebook group is a core part of our communication network.

<https://www.facebook.com/groups/homebirthaotearoa/?ref=bookmarks>

Our HBA Pinterest Page – we are collating a range of home birth maternity resources on this page. We are endeavouring to make this as New Zealand based as possible. Our followers are increasing steadily.

<https://www.pinterest.nz/haotearoa/>

Our Instagram page – this page has been set up since our website update. It has recently become more active and is gaining some great engagement through a visual medium.

<https://www.instagram.com/homebirthaotearoa/>

Our twitter page – this has been set up since our website update, and we are currently planning to make it a platform for sharing relevant articles and important home birth information.

<https://twitter.com/homebirthnz?lang=en>

Our Online Magazine – *Home Birth Matters* has been going now for 4 years, and has been published almost every quarter according to the seasons. The magazine has been viewed in excess of our expectations and has travelled around the globe. We continue to receive very complimentary comments about the excellent, informative and inspiring content and free availability of this resource along with many requests to make this available as a hard copy publication. We are overwhelmed with the generosity of our contributors who gift the articles and artwork that make up much of the magazines content.

We would like to be able to continue to provide this resource to the home birth community, ensuring the magazine is sustainable and relevant. We would like to print a hard copy Annual Edition featuring the best articles of the year. This Annual Edition would be available as merchandise used to raise funds for our regional Home Birth Groups.

Unfortunately we are losing one of our trustees who contracts her editorial services to us for well below the market rate. As she was integral to the publication of the magazine we are having to put it on hold and are uncertain we could find and afford to fund a replacement with her skill set.

Our Printed Resources – we have continued to freely distribute printed rack cards, postcards, bookmarks and stickers to regional home birth groups, midwives, health centres, libraries, parents centres, Plunket rooms and anywhere there are likely to be pregnant women or young families. Our latest rack card includes updated information to make it relevant to current statistics and data.

Other social media:

- YouTube

Staffing and annual budget

The Trustees for Home Birth Aotearoa are as follows:

Tammi Heap of Feilding.
Karen Walker of Taumarunui.
Kirsty Wilkinson of Canterbury.
Dr Eva Neely of Wellington.
Harriet Catherine Moore of Dunedin.
Dr Alison Barrett of Dunedin.
Sharon Knightbridge of Hokitika.

Changes within the board.

Sian Hannagan has resigned as a trustee but will remain in contact through a transition period. Sian has been a trustee since 2013.

Sharon Knightbridge has indicated her intention to resign in 2019. Sharon has been a trustee since 2009.

We are looking into running a Trustee Election Process in 2019.

Staffing/Contractors

Sian Hannagan - contracts for web related work and as editor for the Home Birth Matters magazine. She is stepping down from the editing though we may be able to retain her services for some of her online work, specifically related to our social media presence.

Alesha Hobbs- contracts as the Financial Administrator for HBAT. In July we increased her contract hours to take on more general administrative tasks.

Green Grass Accounting - acts as the accountant for HBAT.

Budget

Please find attached accounts of profit and loss for the reporting period and for the 6 months prior to this for comparative measures.

Notable variances-

You will note there is income of \$7,482 from Conference tickets in the January 2018 accounts. This offsets some of the expenses that went towards the conference and were paid out in 2017.

Grants in the first half total \$6659 compared with \$1200 in the second. This relates to a \$5000 grant towards a research study led by Annabel Farry around ARM (artificial rupture of membranes).

In the second half of 2018 the most notable expenses relate to our annual hui, which included a trustee meeting and came to a total of \$6,531.

Prepared by Alesha Hobbs

On behalf of the trustees of Home Birth Aotearoa Trust