

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 January 2019	30 June 2019	20 July 2019

Please ensure you complete and forward this Performance Monitoring Return by 20 July 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: 16/07/19

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

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 January 2019	30 June 2019	333341	Yes
Staffing and budget report	01 January 2019	30 June 2019	311128	Yes

Home Birth Aotearoa Trust

Report to the Ministry of Health

**1st January 2019 – 30th June
2019**

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; and
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

January 2019

- Updates to HBAT Calendar/ Timeline Shape of our Year (Alesha Hobbs, Administration)
- 30th - Zoom Trustee Monthly Meeting

February 2019

- 11th- Harriet Moore resigns as a trustee. Harriet has needed to step back from trusteeship due to an increase in workload however has remained in communication with HBA to be of support where possible until the trustee election process has been completed.

- 27th- Zoom Trustee Monthly Meeting

March 2019

- 16th- Face to face trustee meeting - Christchurch.
Due to the unfortunate events in Christchurch that weekend, several trustees were not able to fly into the city. As a result the attendance was small though much was discussed and passed on to those unable to attend. NZCOM kindly allowed us access to their office for the day, a supportive action which reduced the cost of venue hire. All flights were reimbursed by Air NZ.
- 27th/28th - Trustee Dr Eva Neely attended the NZCOM meeting in Christchurch.
- 30th- Trustee Dr Alison Barret spoke at the Waikato Home Birth Association 40th Anniversary. She reviewed the history of homebirth in New Zealand. Below is a summary of what she shared:

“By the 1950’s women had firmly moved into the hospital to birth and the figures for home birth reached an all-time low in the 70s. However the natural birth movement was growing at the same time. Books such as *Birth without Violence* were considering the birth from the babies’ point of view. Strong sedating drugs given to mothers during labour was often having serious effects on the newborn. Part of the natural birth movement was concerned with protecting the baby from the effects of these drugs. Some advocates wanted fathers in the hospital birth room to ensure mothers didn’t renege on their promise to avoid pain relieving drugs in labour during hospital births. Additionally there was view that if a father was present at the birth of his baby, the relationship with the baby’s mother (invariably his wife—only “legal husbands” were allowed in the birth room) would be solidified and the marriage would remain strong. Many obstetricians didn’t like the idea of the father being present but were also afraid they would lose business if they didn’t keep up to date with modern expectations. So, the father’s presence in the hospital birth room occurred in part as an attempt to prevent mothers from avoiding hospital birth altogether. A recent paper written by Wernham et al with wide media coverage shows that controlling birth and who is in charge of it is never far from the psyche of the NZ public. However the underlying agenda has remained: to discourage women’s choice in birthing outside the hospital.”

- HBA ran a poll in both facebook groups to gauge user experience of the Midwife Database resource. (*To be discussed in more detail later in this report.*)

April 2019

- Preparation is underway for the bi-annual conference and annual hui. Canterbury Home Birth Association is the hosting region this year, with committee member and HBA trustee Kirsty Wilkinson a direct line of communication between the two organisations.
- Sian Hannagan signs on as Web/ Social Media Administration contractor. With Sian's resignation from trusteeship in November 2018 the trust was faced with the loss of Sian's extensive input into the online management of projects and general online presence. Trustee Sharon Knightbridge had also indicated her imminent resignation and being the other half of the voluntary online team there was a need to consider how best to move forward. It was decided that space would need to be made within the budget for a Web/ Social Media contractor as this is now an integral part of how the trust operates. The trust also recognised that it needed to lessen the workload of trustees, who joined the trust in an advisory capacity, to mitigate burn out and ensure continuity of trusteeship. The contract for a Financial/ General Administrator was also taken into account and a minimum amount of hours were allocated to both roles. It was agreed that this would need to be reviewed as the allocated hours were an absolute minimum requirement.
- Trustee election process underway. Alongside the standard application form, this year an online survey has also been trialled.
- 24th- Zoom Trustee Monthly Meeting

May 2019

- 5th International Day of the Midwife online promotion. The theme for this years IDM was; Midwives: Defenders of Women's Rights. HBA took the opportunity to promote the Code of Health and Disability Services Consumers Rights, with a focus on how midwives uphold it in their care of women in a home birth environment. The community was asked to comment on any of the 10 points of the code with a personal story of how their midwife supported and upheld them. Select quotes were then chosen and coupled with beautiful home birth images from HBAs photo competitions. 10 of these heartwarming collaborations were scheduled for release over the course of the day and shared widely on social media.

- Trustee Dr Eva Neely delivered a workshop at the Wellington Parents Centre with a focus on helping them understand research, broad methodologies behind research and how the media misuses research; particularly twisting pregnancy, birthing and parenting realities. She then shared what HBAT does, how their CBE's can connect with local home birth communities and how HBAT can link them locally to have home birthing whanau come and share home birth stories, as well as how they can support home birth in their local area.
- Custom rack cards and stickers printed for the Wellington Home Birth Association. The offer to do a print run with regional details has been extended to all regions, post discussion at Hui 2018.

June 2019

- 26th- Zoom Trustee Monthly Meeting
- 30th- Trustee Nominations Close

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 discussion and communication with regions via our Regional Group facebook page. More in depth feedback will be collated in November when regional representatives will attend and report at the annual HBAT hui. This will be included in the next HBAT report to the MOH.

Nelson - After a period of dormancy, Choice Baby was re-established in early 2019 as a volunteer led, positive and natural birth group. They are continuing to operate under the Choice Baby name, with the intention of appealing to a wider demographic of families. They hope to plant the seeds of home birth through the sharing of positive birth stories and experiences. The group meets monthly and is currently being organised by Marta

Willis, originally a Hungarian trained midwife, who now lives and works in the field of birth in Nelson. Marta reports that around 8-16 women have been attending the meetings and that she arranges for a guest speaker each time to encourage interest. She would like to have more support and connection with local home birth midwives and has requested funding from HBAT to print and disperse advertising material. She has added the group information to the local Plunket annual publication. Marta is well connected within the Home Birth Aotearoa community and it is an absolute asset to have her skills and passion as a regional coordinator.

Golden Bay /Mohua - Birth Wisdom - Empowered and Home Birth in Golden Bay continues to operate as a small, established community group. The group meets monthly.

Motueka - Motueka Home Birth continues to operate as a well established community group with regular meetings.

Taupo Home Birth - Taupo home birth group is quiet for the winter. However they have quite a bit of interest in their facebook page, with new followers daily. Their magazine is still going with the 4th issue currently being worked on. They get pool hire enquiries monthly and the library borrowing is still active.

Waikato - Waikato Home Birth Association are feeling positive about their year to date. Their core group and committee members are strong and have actively achieved a number of things this year, the highlight being the 40th anniversary of the WHBA, attended by over 50 people. Membership is steady and their Support Circle and Natural Birth Series continue each month. This year they have managed to have home birth represented by core group members in talks with the Wintec Midwifery Students, as invited by tutors, and saw it as a wonderful opportunity to reach training midwives who will shape our maternity care system.

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.

In March of this year HBAT ran a poll on it's facebook pages to gauge user experience of the Home Birth Midwives Database. The results showed that the database requires some

promotion to increase user uptake. It is a great resource to be able to direct our community towards, with regular inquiries from people looking for midwives in their area as well as student midwives looking for placements.

The task of maintaining the database is timely and in the past the work has been taken up by trustees who act in a voluntary capacity. HBAT now has 2 consistent administrative contractors on board, who will be managing the promotion and updates to the database. The current feeling is that the budget is thin for contractors, and that the hours are stretched across that which needs to be done to keep HBAT thriving.

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 is steadily increasing and now totals 7244 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
- Share up to date resources and studies
- Conduct poll based research
- Get feedback on specific activities
- Collaborate on shared vision projects

Our Facebook Groups -

Homebirth in Aotearoa New Zealand: this group has been running for many years, and has been gifted into the hands of the trust 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>

Student Midwives Need Home Births: The intention of this group is to start a conversation about how we can connect student midwives and home birthing whanau. One of the recurring themes that arise at our Home Birth conferences and hui is that if we want to have a future generation of midwives who are confident and competent to attend home births then students need to see home births. This group connects student midwives, women, whanau, HBA trustees and others with an interest in making this happen. The group has been recently linked to the HBA facebook page and as a result the number of requests has increased. Students have been able to directly find births to follow via this group. There are currently 489 members - a mix of students, midwives, educators & birthing whanau.

https://www.facebook.com/groups/StudentMidwivesNeedHomebirth/?hc_location=ufi

HBA Regional Group Coordination: This group is a space for members in home birth groups across Aotearoa to share thoughts, ideas and inspirations. The idea came from a desire to increase group participation, get the word out, increase membership, seek guidance on challenges and share delight on successes. We hope this will lead to collaboration, helping hands and no longer reinventing the wheel. Anyone who is involved with a HBA affiliated group is welcome to join.

There are 113 members. Members seem to be variously active and possibly a few no longer are involved with a group in their region, however they still have a role in advising and guiding currently active members. There is a lot of knowledge held here in how a regional group functions, guidance for events, resources etc and it is great when someone reaches out for information and gets knowledgeable responses from around the country.

Again - since this group is now directly linked to the HBA facebook page - the number of membership requests has increased. We have a set of questions to be answered before a new member is accepted unless the person is known.

This group also fulfils a function for the HBA trust as a place to share national info, campaigns and offers and to gather info from regional groups, and also respond to requests.

<https://www.facebook.com/groups/HBARegionalGroups/>

Facebook report summary - the main Facebook page is performing very well, as are the 3 additional facebook pages for the smaller more specific groups. In addition to these pages there are 16 groups specific to our regions, that we use to connect with our membership. These are linked to our main facebook page and through these we maintain communication pathways directly with our regional groups and communities. Our main Facebook Group "Homebirth in Aotearoa" remains a core part of our social media strategy, with 2543 members it is a robust community. With the changing face of social media, the main challenge is ensuring our membership are genuine in their intent. Which requires both paid and voluntary admin resource. These pages are currently being managed by the administrators in a voluntary capacity and the sustainability of this arrangement is coming into question within the trust. It is likely that these hours will need to be incorporated into contractor roles.

Our HBA Website - the website is a beautiful and rich resource for our home birth community in Aotearoa, as well as the international home birth community. It is also great for the wider birthing community as it contains information that is valid in all birth settings. Part of our job is to ensure the website continues to be maintained and updated to ensure it is relevant for our communities and is consistently updated with emerging data.

Home Birth Aotearoa is committed to promoting and supporting home birth in Aotearoa. MOH funding enabled us to build a rich and valuable resource in 2014, our vision is to complete further updates to keep the website relevant and up to date as well as further our functionality. Our end goal, creating a resource that our regional groups can use practically to assist with fundraising and awareness raising.

5 Years have passed since this body of work has been completed and in this time we have continued to work on keeping our website relevant, accessible and up to date. Our latest work has included building a student midwife referral component to improve value to our new and studying midwives.

Updates to the website are being performed by our contract web administrator who is currently working on updates to Trello, the platform on which the project is being managed.

The overall vision of the website being a "one stop shop" of information and links for our home birth community remain as the core of the site.

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

What we do with the website:

Online resource

- Stories
- Links
- Magazine
- Collaboration
- Articles
- Calendar of events
- Research

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. We use it specifically during our social media activities that relate to our key dates and events through the year

<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 had been going for 4 years, and was published almost every quarter according to the seasons. The magazine has been viewed in excess of our expectations and has travelled around the globe. With the

resignation of one of our trustees who contracted as editor for the magazine, it is currently in hiatus. The magazine can still be accessed from the website as it's articles remain valid and inspirational. The trust will look into a print run and to renew the publication in the future should funds allow.

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. At the request of some of our larger regional groups, we are now offering the option for regions to customise a print run so that their localised details come printed on the cards.

Other social media:

YouTube

Summary of Website and Social Media Report

Our MOH contract is based around supporting and promoting home birth in Aotearoa. We have built a great foundation but we now need to build upon this foundation with current information to better support the purpose. We can do this best with paid contract hours to ensure timely and accurate updates that support the credibility of our organisation and the premise that home birth is a real option in Aotearoa, with real resources.

The website is a valuable archive and is honouring of our organisation and those that have preceded it. Tangible resources allow us to support the home birth community, regional groups and sister/cousin organisations.

Content updates are required to reference more recent research and statistics, the functionality of which will require regular updating and again impacts the credibility of our kaupapa.

We also need to look at the way in which the next generation uses social media and how this will affect the activities of the trust.

The current contract income allows us to meet our commitments to the home birth community and the MOH, but it relies on large amounts of volunteer time and our paid contractor hours are not sufficient to cover development to the next stage. Costs have increased and technology has moved forward. We intend to review how and if this can

be managed in our next budget, alongside establishing what costs would be involved to continue to meet this higher demand of online presence into the future. We believe our website can become an even richer resource, and a valued hub of up to date research and relevant content. **It is our intention to seek further one off funding as for 2014, to further our accessibility and functionality within the website.**

Te Tiriti and Te Ao Maori

We would like to make some progress with our commitment to Te Tiriti and Te Ao Maori - ideally this would be done best with assistance from individuals or organisation who are skilled and knowledgeable and willing to walk alongside our organisation in this process. There is only so much that can be achieved with volunteer hours and we need to be mindful of respecting both those who may walk with us and those who will be benefiting from this enrichment. **A key focus is to look at releasing our print and online documents in Te Reo Maori and adding more Te Ao Maori content into our website.**

Staffing and Annual Budget

The Trustees for Home Birth Aotearoa are as follows:

Tammi Heap of Manawatu/ Whanganui

Karen Walker of Taumarunui.

Kirsty Wilkinson of Canterbury.

Dr Eva Neely of Wellington.

Harriet Catherine Moore of Dunedin.

Dr Alison Barrett of Waikato.

Sharon Knightbridge of Hokitika.

Changes within the board.

Trustee elections are currently underway with applications having closed on the 30th of June. Applications exceeded the number of available seats within the board and are now being vetted before a voting process within the regions will decide the results.

Dr Alison Barrett and Karen Walker will remain on the board. Sharon Knightbridge, Harriet Moir and Sian Hannagan have stepped down. Dr Eva Neely and Tammi Heap will need to reapply for their seats, should they choose to, as their terms are up. Kirsty Wilkinson will remain on in an apprentice position, with the intention of returning to her seat at the conclusion of her studies in midwifery.

In all, 6 seats will be reviewed/filled.

Staffing/Contractors

Sian Hannagan - Web Administration

Alesha Hobbs- Financial and general Administrator

Green Grass Accounting, Robert Hewison - 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-

The first half of the year is consistently the quieter period for HBAT, with activities and funds being, for the most part, online and administrative, as reflected in the highest expense being \$3118.00 for Contractors - Non GST.

This is followed by a \$1530.00 expense to cover the face to face trustee meeting held in Christchurch.

It is projected that the second half of 2019 will see the budget used to cover the expenses of the annual hui, with expenditure being higher than usual, with both

outgoing and incoming trustee flights to cover this year.

Website upgrades, database maintenance and increased contractor hours are also anticipated for the year ahead, and will be reported on in the following report.

Prepared by Alesha Hobbs

On behalf of the trustees of Home Birth Aotearoa Trust