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Email: performance_reporting@health.govt.nz

PERFORMANCE MONITORING RETURN

Home Birth Aotearoa Trust

Provider Number: 651241
Agreement Number: 366582/00 National Home Birth Services
Agreement Term: 01 July 2020 to 30 June 2023
Agreement Manager: Neonila Panko
Agreement Deputy Manager: Nicky Smith
Agreement Funder: Ministry of Health

Reporting Period		
Start Date	End Date	Due Date
01 July 2020	30 June 2021	10 August 2021

Please ensure you complete and forward this Performance Monitoring Return by 10 August 2021. 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:

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

For Sector Services use only

Date Received	Date Processed
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Position: Secretary

Date: 08/08/21

Family Name: Hobbs

Email address: admin@homebirth.org.nz

Instructions

If you would prefer to send and receive these templates electronically via email, please forward your email address to performance_reporting@health.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@health.govt.nz
Fax:	(03) 474 8582

ADDITIONAL INFORMATION

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

It is noted that our annual grant has remained at the same rate \$33,081.32 for 14 years, failing to consider annual inflation trends. We ask that the Ministry of Health take into account the projected annual inflation rates projected by the Treasury (~1-2% p/a) in our next funding round.

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. Special Maternity Project Purchase Unit: W08001 Special Maternity Project Purchase Unit Measure: Project Facility:				
Reporting Unit	Start Date	End Date	ID	Actual Data
Annual Report as per Service Specification	01 July 2020	30 June 2021	183842	Y

Home Birth Aotearoa Trust

Report to the Ministry of Health

1 July 2020 – 30 June 2021

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 people and whānau throughout New Zealand, as well as other service users including LMCs, maternity service providers and government agencies.

Under our current contract (1st July 2020- 30th June 2023) the service objectives are to:

1. Provide a national contact and online presence to promote home birth, and work in partnership with women, whānau and midwives by raising awareness of home birth; and
2. Provide voice and representation at national maternity fora to ensure home birth consumer voices have the opportunity to provide input into maternity policy and practice; and
3. Provide a contact point for women and regional groups in Aotearoa for home birth matters by providing home birth information, accessing recommendations for home birth midwives, access to birth pools, and support for antenatal education on home birth; and
4. Connect with like-minded and relevant community and government organisations across Aotearoa to share home birth information, and be a reliable contact point on home birth for the media; and
5. Provide support to regional Home Birth Associations and groups, particularly newly forming local home birth groups, by providing establishment support, grants, resources, and networking.

The service components are to:

1. Provide access and refer consumers to the New Zealand College of Midwives website which provides information about midwife availability, place of birth options and other information; and
2. Support Home Birth Associations and groups throughout Aotearoa through funding, resourcing, networking, and provide opportunities for them to actively contribute to the national network; and
3. Facilitate communication and networking opportunities amongst regional Home Birth Associations and Home Birth support groups; and
4. Establish a contact point and forum for a national consumer voice on home birth issues on behalf of Home Birth Associations and groups, individuals and whānau; and
5. Update and maintain the Homebirth Aotearoa website to ensure the site is current, user friendly, provides access to home birth and midwife information for individuals and whānau, agency and

government stakeholders; and supports the Regional Associations; and
6. Collaborate with the Ministry to design and undertake a project contributing to the Maternity Action Plan workstream *Delivering whānau-centred maternity care*.

Reporting requirements

1. Summary of Home Birth Aotearoa social media presence and engagement [Service Objectives 1 and 3]

Social media is an extremely effective way of engaging with our community. Our website, Instagram and Facebook pages are where women, birthing people and their whānau go to for support and information.

Whilst our pages are Aotearoa focused, we also attract international attention by way of likes, comments and shares from birth photographers, doulas, midwives and other birthing folk. We use these platforms to create a community where everyone can come together and feel safe and supported no matter their gender, identity, race or background. On all of our social media platforms we share photos, images, memes, birth stories', factual information and statistics, as well as advocating for informed choice and consent.

During this reporting period we have solidified the role of Social Media Administrator within our charity, recognising that it has become integral to the work of Home Birth Aotearoa Trust (HBAT). Lala McCarthy, trustee, home birther and mother of 5, has worked in this role since December 2020, bringing significant consistency and engagement across the HBAT social media platforms.

What we do on social media

- We post almost daily across all of our platforms, though occasionally take an intentional break as the social media algorithms generate larger engagements when we do so.
- Focus on special events to share, advertise and gain traction for things we feel are important to the HBAT objectives. These include but are not limited to: home birth awareness week, breastfeeding week, Matariki, Te Wiki o te reo Māori, the International Day of the Midwife, International Women's Day and equity campaigns for midwives.
- Share news and events from our regional home birth groups and members, as well as discussing queries from our community. These can be directly posted to our group by members or shared anonymously by us if received as a private message.
- Collect and edit home birth stories. These are used throughout our work online; we plan to publish a printed magazine with them which will be distributed to our regional groups, midwives and birth centres across the motu.



Examples of some recent social media campaigns include: The Home Birth Awareness Week online campaign and give away. This year HBAT gathered images and content from prominent home birth midwives past and present, and shared a number of posts each day. These posts offered some of Aotearoa’s midwifery “herstory”, from a home birth perspective, as well as highlighting the great work our home birth midwives do in our communities today. We gave away an Intex birth pool, by way of engaging the community to comment and share our facebook posts and to share stories of their own home birth experiences. On International Women’s Day we shared an image of and piece of personal writing from each of our trustees, stories celebrating the wonder of the “everyday woman/ mother/ home birth mother” . On International Day of the Midwife we ran a give away of 2 artisan gift hampers for midwives. People were asked to comment and nominate a home birth midwife that they would like to honour. These campaigns are a means of high lighting home birth as an option in Aotearoa and increasing engagement with our social media platforms.

Facebook

The HBAT public facebook page has 9,371 followers and on a regular basis gain upwards of 16,000, 20,000, 25,000 likes/engagements on our posts. We respond to private messages on a weekly basis, helping women and birthing people connect with home birth midwives, birth pools and home birth groups in their region.

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

Additionally to the page, our facebook group has been running for many years and has been gifted into HBAT’s hands for us to act as kaitiaki. The group has a current membership of 2,800+ people. and grows by the day. People use this group to ask more personal questions, korero, gain more information and to create support groups for themselves and their whānau among other things.

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

Instagram

We currently have an Instagram page with a following of 1,374 and regularly grow that number. We receive around 6-10 messages a day as well as many other interactions, likes, comments and shares etc.

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

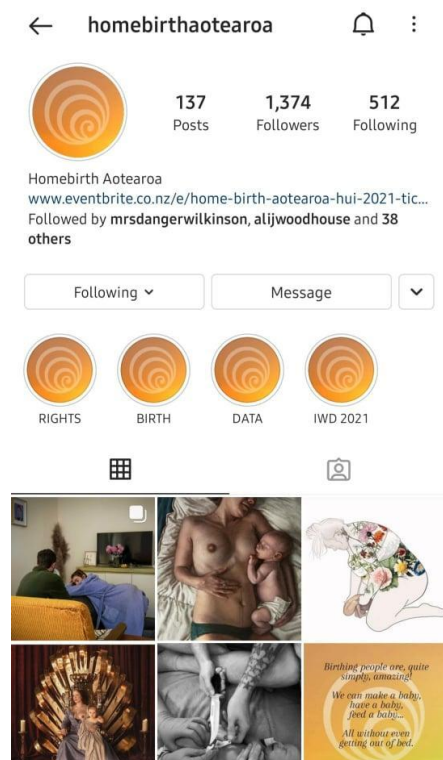
Pinterest

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.

<http://www.pinterest.com/haotearoa/>

Twitter, YouTube, FlickrR,

These accounts have been used sporadically and are not being actively managed, therefore as part of the website upgrade the account will be closed. This will allow us to focus the social media contractor budget allocation on the platforms that generate the best engagement.



Our HBA Website

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

Our website is frequently visited by women and whānau curious about or planning their home births.

What we do with the website:

- Provide pregnancy and birth information from a natural and home birth perspective for those researching or planning a home birth
- Educate whānau about informed choice and consumer rights
- Share home birth stories
- Share links to other useful information, publications
- Link to our Home Birth Matters magazine
- Information for home birth or positive birth groups around Aotearoa

We have budgeted funds to go towards a website upgrade. Our main focus for this project is to:

- Improve the functionality and navigation of the website
- Include more Te reo content and Te whare tapa whā health model
- Update New Zealand based statistics and ensure relevant information is current
- Update the overall design and appearance
- Research if e-commerce and analytic plug-ins would be of benefit to the trust and it's community and if so build this into the website
- Rebuild the website, so more aspects can be managed by the web administrator so that we are not so heavily reliant on the services of a web developer for minor changes
- Ensure it is securely hosted and security is up to date.

This project has remained on hold for the majority of this reporting period due to ongoing communication issues with the website administrator and their inability to fulfil their contract obligations. This has required us to find a replacement web administrator who will also project manage the upgrade. This project has been reinstated and is on track for timely progress and completion.

A new website administrator, Vivienne Oliver, was appointed on 26th of May 2021. She is contracted to work an average of 12 hours per month. Additionally, she will also project manage the upgrade until completed. Vivienne reports that during May-June of 2021 the handover of the web administrator role and gaining access to the website and other resources has been slow. This has played a part in the delay of developing a project management plan for the website upgrade. However, in this time she has: detailed tasks and allocations, compiled digital resources available, sourced design resources and website development, and regularly fed back to the trustees.

She has spent considerable time doing basic maintenance to the website that had lapsed previously. This included: creating a record of all links and files within the website, checking these, repairing, or deleting broken links and updating the record, contacting regional groups and updating their information on the website, updating and adding events to the online calendar, adding posts to the blog regarding our 2020 National Conference and Hui and our upcoming Hui in November 2021.

Email

The admin@homebirth.org.nz address remains a consistent point of contact for home birth enquiries and is managed by our contract administrator. We receive regular emails from people looking for home birth midwives, home birth groups and birth pool hire, as well as media enquiries and requests of support from regional groups.

Print 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 and anywhere there are likely to be pregnant women and people or young families. In October 2020 we extended our print resources to include a set of birth affirmation cards in te reo Māori. These cards are sold at cost only.

2. Summary of engagement with professional organisations, community providers, agencies and professional individuals; including a summary of attendance at forums, hui and professional meetings [Service Objectives 2 and 4]

Below include some of the ways in which HBAT met the above service objectives for the reporting period:

- Trustee Dr Eva Neely joined the advisory group for the Aotearoa Midwifery Project which aims to revise the Midwifery competencies with the Midwifery Council. The group is ongoing for the following year (May 2020)
- HBAT has a representative seat at the NZCOM national board meetings and our trustees have attended several meetings over this period.
- Provided home birth quotes and content to the Southern DHB as they updated their website to include a home birth section and link to the HBAT website
- Providing quotes and imagery to support a home birth presence for the NZCOM's 30 Year of Midwifery Autonomy celebration
- Eva Neely spoke on behalf of HBAT at Bronwyn Pelvin's retirement farewell
- October/ November 2020 held Te Whare Tangata - Home Birth Aotearoa Conference and Hui. Acknowledging 30 Years of Midwifery Autonomy, reflections on birth during the lockdown, International Year of the Midwife celebration, kaupapa Māori speakers, Rongoā Rob and Arianna Nisa-Waller, AGM
- Trustee Karen Walker has contacted Ara to offer 10 Scholarship tickets to Māori and/or Pasifika students to the annual HBA Hui to be held in November 2021.
- Planning and ticket sales are underway for the 2021 HBAT Hui, to be held in Christchurch in November.

3. Summary of Home Birth Aotearoa funding supplied to regional Home Birth Associations and groups [Service Objective 5]

As reported in the previous year, HBAT was able to supply several regional groups with birth pools and equipment to support them during a period of increased demand to the birth pool hire services during the nationwide lockdown. Through this engagement, HBAT became aware that several regions were in need of further and greater upgrades to their birth pool hire equipment. As the New Zealand supplier had sold out of birth pools, trustee Vivienne Oliver enquired with overseas vendors about their ability to ship internationally. Delays were experienced due to some items selling out and being placed on back order and international shipping was experiencing major delays as a result of Covid-19. All orders were fulfilled by the end of December 2020. Regional groups who benefited from the birth pools and equipment include: Auckland, Waikato, Taupo, Wellington, Golden Bay, Nelson and Southland.

Additionally, funds were granted to the following regions in this reporting period at a combined total of \$1,446.22 :

- Canterbury Home Birth Association - Women's Expo fees
- Waikato Home Birth Association - Merchandise/ branded keep cups to sell and cover the cost of their venue hire
- Birth Wisdom - Empowered and Home Birth in Golden Bay- additional funds to cover set up costs in relation to their birth pool hire service.

4. Summary of any project work undertaken with the Ministry contributing to the Maternity Action Plan [Service Component 6]

HBAT has not received invitations from the Ministry regarding the Maternity Action Plan though maintains a willingness to engage if requested.

Prepared by Alesha Hobbs

On behalf of the trustees of Home Birth Aotearoa Trust