

## PERFORMANCE MONITORING RETURN

### Home Birth Aotearoa Trust

**Provider Number:** 651241

**Agreement Number:** 353296/00 National Home Birth Services

**Agreement Term:** 01 July 2015 to 30 June 2018

**Agreement Manager:** Nohopuku Williams

**Agreement Deputy Manager:** Christine Stewart (Wellington)

**Agreement Funder:** Ministry of Health

#### Reporting Period

Start Date	End Date	Due Date
<b>01 July 2017</b>	<b>30 June 2018</b>	<b>10 August 2018</b>

Please ensure you complete and forward this Performance Monitoring Return by 10 August 2018. 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: 14/12/18

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](mailto: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@moh.govt.nz](mailto: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:	<a href="mailto:performance_reporting@moh.govt.nz">performance_reporting@moh.govt.nz</a>
Fax:	(03) 474 8582

## ADDITIONAL INFORMATION

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

I would like to offer my apologies for the lateness of this report. The trust has recently appointed a new administrator and the date had been missed during that transition. We will endeavour to not let this happen again.

### 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. Liaison & Consumer Services Purchase Unit: W08001 Special Maternity Project Purchase Unit Measure: Project Facility:				
Reporting Unit	Start Date	End Date	ID	Actual Data
Annual report as per reporting requirements	01 July 2017	30 June 2018	310682	Yes

# Home Birth Aotearoa Trust

## Report to the Ministry of Health

### 1 July 2017 – 30 June 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 (2015-2018) 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.

#### **Reporting requirements**

Provide a narrative each year of the contract that will include numbers and narrative on:

1. Attendance at National forums
2. Contacts with Home Birth Associations
3. Contact with other providers, agencies or professional individuals
4. Summary of the Home Birth LMC workforce (ideally including total number, by ethnicity and geographic location)
5. Utilisation and feedback regarding the Home Birth Aotearoa website and social media linkages

## Highlights of the past year

### September 2017

- Home Birth Matters magazine published
- New design rack cards and home birth heart stickers printed. Posted to and available as resources for regional groups.
- 19th. Suffrage to Birth. Article written by Sian Hannagan and published in Home Birth Matters, discussing the links between the anniversary of 124 years of women's suffrage and women having agency in their birth care experience.  
<https://homebirth.org.nz/magazine/article/from-suffrage-to-birth-rights/>

### Oct 2017

- 7th Home Birth Conference. Hosted by the Auckland Home Birth Association.  
<https://homebirth.org.nz/magazine/article/home-birth-conference-2017/> Attended by 130-140 approximately.
- 8th HBA National Hui. Auckland. Approximately 52 attendees.
- 23rd-29th Home Birth Awareness Week, including a HBA book pack giveaway and our #HBAW2017 campaign. This included the design of a profile picture and cover picture that individuals and regions could use on their facebook pages to spread awareness visually.
- Fb engagement (over 100 new fb likers)

### November 2017

- Website review & update
- 2 new trustees appointed. Kirsty Wilkinson, Christchurch based mother of 5, currently a student midwife at Ara Institute and Karen Walker, Taumaranui based mother of 8, midwife of 20 years.
- Alesha Hobbs was welcomed to the contractor role of Financial Administrator and later added some General Administrator tasks as well.

### Dec 2017

- NZCOM National Committee Meeting. Attended by HBA trustee Eva Neely, current HBAT Consumer Representative.
- The Midwifery News December 2017 edition (NZCOM quarterly magazine) had a Primary birth focus and following a letter from Auckland HBC the March 2018 edition was focused on Home Birth including articles from AHBC and Eva Neely.

### January 2018

- Beyond Cultural Care. Article written by Sian Hannagan and published in Home Birth Matters, discussing Maori and Pasifika birthcare within the current model.  
<https://homebirth.org.nz/magazine/article/5444/>

### February 2018

- We contributed \$5000 towards a research study led by Annabel Farry around ARM (artificial rupture of membranes). Annabel reports that initial presentations have been well received and the movie release date is imminent.

### **April 2018**

- Dear David Campaign. Following the groundswell of support for midwifery with the Dear David campaign, HBAT designed a postcard that could be sent to Minister Clark from families in the HB community to show our support of midwifery and our desire to continue to be able to have the choice to birth at home that the LMC model allows. The card politely invited Minister Clark to invest in families by supporting and implementing the new model of maternity care proposal developed by NZCOM & other parties.

### **May 2018**

- 5th International Day of the Midwife. Online presence, focused around the Dear David campaign.

### **June 2018**

- 20th & 21st. Home Birth Midwives Aotearoa Hui. Held in Taupo with the support of a grant from HBAT. HBA received feedback from that hui including thoughts around the HB midwife information on our website with suggested updates.

## **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.*

**Wellington** - At the end of 2017, Wellington decided upon the following things to move the group forwards:

Revive the birth pool hire Connect with local midwives Be more seen in the community. Keep the website current and use social media more effectively Work with other groups to reduce workload and achieve goals Attract more volunteers/active committee members.

These things went on hold as the group organised the 2018 hui and they will look into them again in the new year.

March - April 2018, set up an online store to sell tshirts and raise money for the Dear David campaign and for making up 5 hampers that were given away at the March to Parliament and showed their support for International Day of the Midwife.

**Auckland (AHBC)** - The Chair reports “This first year since our initial AGM has been full. Full of ideas and plans. Full of enthusiasm and action. And full of heart and passion for encouraging and supporting home as a place of birth in the Auckland region.”

AHBC have monthly meetings and hire out birth pools. In October 2017, in conjunction with HBAT they ran the national HBAT Conference and Hui at Jet Park Conference Centre, in Mangere. They have decided to run an annual AHBC one day conference, providing a regular place for midwives and consumers both to improve their understanding on topics related to pregnancy, homebirth and supporting the mother of a new baby. AHBC wrote a letter to the NZ College of Midwives in December 2017, resulting in the following addition being entirely home focussed, and AHBC were asked to contribute an article. AHBC have engaged with AUT School of Midwifery to improve their connection with them, and with student midwives. AHBC have made connections with the scientific research world, with a representative attending both the ON TRACK maternity research programme’s workshop and the Symposium for the Centre of Midwifery and Women’s Health Research at AUT, and from those has sprung a research project to address the lack of scientific evidence around home birth outcomes. They sent representatives to the recent HBAT funded Home Birth Midwives of Aotearoa hui. They had a visible and vocal presence at the 2018 Auckland Dear David march. They hold an annual Midwives’ Pamper Evening.

**Hawkes Bay** – strong community relations. Work still carrying through. High percentage of home births. A lot of community support.

**Hamilton** – night courses, sharing birth stories etc. Monthly Natural Birth Series is well supported. Considering videoing these as it could be good for people to watch and share these with other groups and on social media. Parents Place who has supported the group is losing their building, so this will have an impact on the group.

**Tauranga** – reported by others, currently no group but possibly some who are interested in getting one off the ground again.

**Taupo** – a small but passionate group which strives to hold monthly support circles. Core members have started having informal get together on a weekly basis. Currently have a book library and a resource library. Contains about 30 to 40 books, but quite outdated. Taupo has a birth pool and it is completely booked out, the hire of which, funds the group. A dad has offered to make them a framed pool, quoted at \$2000 but looking for other quotes. Need to apply for some funding. Held a fundraiser but no support, particularly from midwives from which there is little uptake.

**Golden Bay** – the group has been running for over 3 years. They meet monthly and take a break over winter. They have built good relationships with local midwives, who support the group and refer new mums. They have a great connection with Well Child, with one of the nurses having been a previous group member and home birthing mum.

**Nelson** – the group has been quiet for a few years. A home birth passionate birth worker moved to the region in March 2018 and is looking into reviving the group.

**Motueka** - meet once a month for the last 7.5 years. The group is thriving and evolving with new women coming nearly every month. The number of people coming to the meet ups changes, it can be up to 15 plus kids or an intimate 3-4. The group has a special grandfather, Lawrence, that attends each month rain or shine, lighting the fire in the winter, holding babies for Mama's and reading books to the kids. Often someone brings their mother, their husband or another relative. The group is alive and thriving.

**Christchurch (CHBA)** – they offer a \$50 per annum midwives membership. When midwives deliver a home birth they get given a gift. CHBA also have a directory and are reviewing what that includes and the pricing. Currently meet for a holiday coffee group and looking to hold a weekly coffee group. They have monthly meetings available to anyone. Cluster of talks held annually, with support of grants from HBAT. Attendance has dropped but they still looking to hold and improve these in the future. They have created a homebirth resource, distributed to midwives and at the college. They ran a table at the La Leche conference, which was not as successful as desired. Will look to share a table with other organisations

**West Coast** – the region has a good home birth rate. 2 home birth midwives from Gloriavale Community also practice outside in the community as well. Midwife practice newly formed. A lot of focus on homebirth. Wanting to connect with new midwives and reinstate monthly meetings. They have an email list and facebook page. The regions geography provides challenges in that it is spread out and has a low population. (5 hours drive from north to south)

**Southland Home Birth Association (SHBA)** - SHBA have both a library and pools to hire. They have gift hampers for members and monthly meetings. They have a representative on the Southland region NZ College of Midwives and are currently focusing on reconnecting with midwives and women in the region.

**Central Lakes** - have volunteer chairperson, secretary, treasurer & pool co-ordinator. They have committee meetings as necessary and the group meets every 4-6 weeks. 3 to 5 attend. They are trying to attract and keep new Mums involved, though acknowledge the high demand in Queenstown for mothers to return to work in order to remain living here, thus not always possible to remain involved in the gatherings which ultimately keep the group going. Projects include baking or meals going to new home birth families, Home Birth Week acknowledgement by email, movie screening, Tully, at Dorothy Browns picture Theatre, involvement in local march in Queenstown central to support Midwives on 3rd May, their inflated pool was on show at our local Plunket Trash n Treasure event. Pamela Rogers (Midwife LMC attends all gatherings if not with labouring women) Local Midwives are aware of our group. Unfortunately no one available to go to the 2018 Conference/Hui.

**Waikato (WHBA)** - Waikato has a library to hire and meet monthly for support circles and have occasional social picnic events (in summer time and for Home Birth Awareness Week.) They run a monthly Natural Birth Series, promote Home Birth in the community at various expo events/markets as possible, attended NZCOM in Rotorua for a little presence on the HBA stall, were involved in the Dear David campaign and screened documentaries on natural birth topics like Microbirth and Why not home?



*In reflection, HBAT are feeling really positive about the strength and growth within our home birthing community groups. The online presence of each region enables us to connect, share and support one another's endeavours, which has been most apparent in this past reporting period in regards to the regional actions within the Dear David campaign. We have regular requests for advice, information and funding from our regions and feel that the structure of HBAT as an umbrella organisation has become well understood and solidified within our community.*

## **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.*

Currently the database is in need of a complete update. Although we do have the option for midwives to update their details via our website, this is not utilised enough to be relied upon. The task is to be assigned.

## **Website and Social Media**

**Our HBA Facebook Page** – social media has been incredibly effective in engaging with our community. Our membership has increased by close to 2000 members in the last 18 months totalling 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 directed to our page via PM.

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.

What we do with the website:

- Online resource
- Stories
- Links
- Magazine
- Inspiration

**Our facebook group** - this group has been running for many years, recently it was gifted into trust 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.

**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.

**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.

**Our Online Magazine** – *Home Birth Matters* has been going now for 4 years, and has had 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 are extremely fortunate to have the talent, skill and passion of one of our trustees who contracts her editorial services for well below the market rate. Our future goals for the magazine are to be able to continue to provide this resource to the home birth community. We would like to ensure 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. We are in the process of seeking a new editor.

**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. We have also printed a new lot of stickers for our home birth community to distribute. We have printed business cards for our admin and editor to increase our accessibility. Another run of our newer rack cards has been completed to meet demand.

Other social media:

- YouTube

*Prepared by Alesha Hobbs*

*On behalf of the trustees of Home Birth Aotearoa Trust*