CQC maternity services campaign:

Case study recruitment

#### Would you be happy to share your experience of recently using maternity services?

#### Background

The [Care Quality Commission](http://www.cqc.org.uk/) (CQC) is the independent regulator of health and adult social care in England. We are responsible for monitoring and inspecting services to ensure they are providing care that is safe, effective, caring, responsive to people’s needs and well-led. This includes all NHS services, hospitals, GP practices, dentists, independent providers, care homes and domiciliary care agencies.

# CQC is planning a new campaign aimed at raising awareness of CQC amongst women who are pregnant, are looking to be pregnant, or have recently used maternity services in England. CQC wants more women to be aware that if you’re pregnant and choosing where to have a baby, CQC can help you make that decision. CQC also wants to encourage women to:

# Use the free, independent CQC inspection reports to compare maternity services near them

# If they’ve recently had a baby to share their experiences with CQC, whether good or bad

#### How you can help

# We are looking for 3 – 5 new mothers, aged between 18 and 45, who would be happy to share their recent experience of using maternity services, to help support the campaign. Ideally we are looking for women with a variety of experiences of hospital births – for example maybe you:

# Changed your mind at the last minute about where to give birth

# Had particularly brilliant or poor experiences of maternity services

# Forgot to do something important when planning for your birth

# Were unaware you had a choice about where to give birth or disagreed with your partner or family about your hospital choice

# Maybe your midwives went the extra mile to ensure you had a really positive experience at your chosen hospital

# **Filming**

# We would like to film short video clips (approx. 1 minute) of you talking about your experiences preparing for the birth of your child. This could range from what you did at home to get ready for the birth, to how you chose the hospital and any key advice you have for other mothers. The edited and approved version will be used on CQC’s social media channels e.g. Facebook and Twitter and offered to online and broadcast media.

# [You can view here](http://www.cqc.org.uk/help-advice/your-stories/invisible-conditions-experiences) how we have used case studies in a previous campaign.

# **Written stories**

# We will also interview you and write up a summary of your experience. This will be shared with you for approval and once approved offered to media as supporting material alongside the campaign press release.

#### Getting in touch

# If you are interested in participating please get in touch with the following information:

# Name, age, when you gave birth, where you are from and a short summary of your experiences, highlighting anything you think would be particularly interesting to other mothers.

# If you are interested in participating or would like any further information please contact: [engagementandinvolvement@cqc.org.uk](mailto:engagementandinvolvement@cqc.org.uk)