



BAPM Strategy

2021 – 2024





FOREWORD

On behalf of my fellow Officers and the Executive committee of BAPM, I am delighted to present our strategy for 2021 - 2024. The priorities for BAPM's work programme were agreed following consultation with our members in a series of virtual focus groups, and I hope that you will find them representative of the ideals of BAPM. While the strategic aims set out four years ago remain the same, we have placed even greater emphasis on perinatal team working and inclusivity. The importance of efficient use of neonatal data is highlighted and we will continue to build upon our rapidly expanding and very popular portfolio of QI and educational resources.

The passing in February of our inaugural President and founder, Professor Peter Dunn, caused me to reflect on the incredible progress made in neonatal practice since BAPM was founded in 1976 (coincidentally the year that I started medical school). Perinatal mortality in the UK was more than double what it is today, with almost half of neonatal deaths occurring in the first 24 hours, neonatal assisted ventilation was in its infancy and parenteral nutrition was virtually unheard of. Paediatric trainees were adept at exchange transfusion and major congenital anomalies were mostly unexpected. Sadly, few had paid attention to Liggins and Howie's seminal paper on the advantages of antenatal corticosteroids and the concepts of perinatal optimisation and family integrated care were yet to be developed. Healthy term newborns spent most of their routine 5 – 10 day stay in the nursery rather than at their mother's bedside, and fathers were rarely, if ever, seen in the labour suite or postnatal wards.

Appalled by "the price of perinatal neglect", Peter Dunn campaigned tirelessly for improved perinatal care. His work in promoting team working, advancing new technologies while combatting over-intervention and supporting the right of parents to make compassionate decisions around their baby's care remains highly pertinent. Just as enduring is the commitment of BAPM to ensure that all babies and their families in the UK receive the highest quality perinatal care, delivered by a well-supported and well-trained professional workforce. We are confident that our strategic plans for the next few years will help to deliver these aims.

“We are delighted to have seen our membership rise by 20% in the last year.”

I am delighted to report that we have successfully achieved a large majority of the aims set out in our last strategy review in 2017, including a much-needed revamp of our website. BAPM's Neonatal Service Quality Indicators was published in 2017, a testament to the late Gopi Menon, and this has been followed by a wealth of Frameworks for Practice, QI and CPD resources and of course our hugely successful webinars. I am especially proud to have seen significantly increased engagement of neonatal nurses, AHPs and LNU/SCU staff in our work programme. BAPM's Annual conference has become the “not-to-be-missed” event in the UK neonatal calendar, and we will be running a mixture of online and in person events in the future. Do keep an eye on BAPM emails and the website to see what is coming up, and if you haven't already done so, check out our Twitter feed @BAPM_Official.

BAPM is hugely grateful to all of our members (and a few non-members) who have contributed to BAPM's work to date, and we are delighted to have seen our membership rise by 20% in the last year. We always have room for more, so I urge you all to spread the word about the benefits, both personally and to perinatal care in its widest sense, of becoming a member of BAPM. Please look for opportunities to become directly involved in our working groups – these days you don't even have to travel to take part!

BAPM's profile has raised significantly in the last few years, giving us even greater opportunity to advocate on behalf of our members as well as the babies and families in our care; thank you for your support and for all that you do to support and improve perinatal practice both in the UK and further afield.

Helen Mactier, President, BAPM

BAPM's Mission

Our mission is to improve standards of perinatal care by supporting all those involved in perinatal care to optimise their skills and knowledge, deliver and share high quality safe and innovative practice, undertake research and promote the needs of babies and their families.

BAPM's Values

Family Centred Care

We believe that involving families in care provision and decision making provides the best outcomes for babies.

Working collaboratively

We believe that a collaborative approach where all health professionals work together provides the safest and most effective service for babies and families.

Trust and transparency

We believe in maintaining the highest standards of integrity and quality in delivering our work on behalf of our members, their patients and families

Strategic Aims

1. To help deliver high quality perinatal care
2. To provide support and advocacy for perinatal professionals
3. To promote research and innovation in perinatal care
4. To provide advocacy for babies and their families

How this strategy was agreed

In 2020 BAPM held a series of focus groups and issued a survey to all members asking what should be BAPM's priorities for the next three years. The BAPM Executive Committee reviewed all the comments received before taking part in workshops to determine BAPM's strategic plans for 2021-2024.

The committee considered which issues were most important to members, what was possible with the resources that BAPM has and where BAPM was most likely to make an impact.

The following document outlines the key themes that were agreed as priorities for BAPM's work programme for the next few years under each of BAPM's strategic aims.

Some actions have already been identified although it is likely that many more actions will be added as this work gets underway. BAPM's work programme is almost entirely run by BAPM members on a voluntary basis.

BAPM Strategic Aim

To help deliver high quality perinatal care

KEY THEMES

Facilitation and support of perinatal team working

BAPM will promote the importance of perinatal team working and also produce practical resources to help units improve their perinatal teamwork culture. This will include the development of a QI toolkit, slide pack and webinar.

We will also continue to work closely with other perinatal organisations to identify clinical priorities and develop joint documents and events. We will join with other organisations to support the implementation of our recommendations and work to ensure consistent messages are promoted across the full perinatal team. These organisations include (but are not exclusive to) RCPCH, RCOG, BMFMS, RCM, NNA, SNG and relevant allied health professional associations.

We will seek to strengthen the perinatal aspect of BAPM by actively promoting BAPM membership to obstetric and midwifery staff as well as neonatal doctors, nurses, AHPs and advanced neonatal nurse practitioners.

Provision of high quality resources to improve practice

BAPM will continue to publish Frameworks for Practice produced by diverse multidisciplinary working groups based on topics suggested by members.

We will increase our web resources by developing a section on patient safety. We will signpost to existing external resources and develop new resources where gaps are identified. We will also help members to share examples of best practice.

KEY THEMES

Advocate for use of perinatal data to benefit babies and their families

BAPM's data and informatics steering group will enable BAPM members responsible for entering and analysing data on the shop floor to have a voice in the wider neonatal data landscape.

The group will advise the BAPM Executive Committee and working groups on data issues within BAPM's work programme and support perinatal professionals by developing resources and disseminating appropriate informatics knowledge. The group will also form links with external stakeholders with a view to align efforts, thereby minimising confusion and duplication around neonatal data and ensuring that data are easily accessible to relevant clinicians and researchers.



BAPM Strategic Aim

**To provide support and
advocacy for perinatal
professionals**

KEY THEMES

Provide education and resources for perinatal professionals

BAPM will continue to run educational conferences and webinars and will regularly seek member feedback on ideas for innovative content and diverse speakers.

We will continue to develop information on the BAPM website to support members in their continuing professional development. This may include signposting to external resources or developing new resources where gaps are identified.

Represent the multidisciplinary team within all levels of neonatal unit

BAPM is a multidisciplinary organisation and everyone that works in perinatal care is welcome and valued as a member. In the past few years we have actively tried to ensure that BAPM is not just seen as a medical organisation but one that supports the full multidisciplinary team in all neonatal settings. Going forward we will continue this work by running membership recruitment campaigns targeted specifically at groups under-represented in BAPM membership.

We will undertake a review of the way working groups are formed and advertised to ensure that every working group includes a diverse group of members, both experienced and new to neonatal work. We will also review BAPM's current offering of CPD resources and frameworks to identify shortfalls in what we are currently providing for all members within all levels of unit and seek to address these.

KEY THEMES

Supporting the workforce of the future

BAPM will continue to support the workforce of the future by facilitating paediatric trainees to network and share their learning. We will provide CPD opportunities for trainees with an annual conference targeted specifically at trainees and ANNPs as well as provide ongoing opportunities for trainees to contribute to BAPM's work programme. Over the next few years, we plan to increase the CPD resources we have for SPIN trainees as well as neonatal nurses including ENNPs.

We will actively encourage students to join BAPM; we will encourage BAPM members that lecture on university courses to share details of BAPM membership with their students and we will also run an annual essay competition for students to help to foster an interest in neonatology.

Campaigning on behalf of our members

BAPM will continue to campaign to government and other external groups on the issues our members feel strongly about.

BAPM is currently working with RCPCH on the issue of work patterns in later career and/or approaching retirement proving damaging both for individuals working in neonatal care and for senior staff retention.

BAPM Strategic Aim

**To promote research
and innovation in
perinatal care**

KEY THEMES

Provide web resources to help encourage research

BAPM will develop a website section on research. This will follow a similar format to the QI section so likely content will include sections 'Research made easy', 'Research signpost' and 'My Research Story'.

Inclusion of the latest research in the annual conference

We will ensure that up-to-date research is included in the BAPM annual conference by the inclusion of a 'late-breaking research' session.

Development of an 'Introduction to Neonatal Research' programme

BAPM will support those interested in getting started in research by developing a programme of resources that can be undertaken on a flexible basis. We will invite contributions from BAPM members and work with existing trainee research networks, with plans to include a series of recorded video or podcast modules as well as live drop in discussion groups. We will also add a number of research themed 'How To' guides to the CPD resource section.

Advise national bodies on perinatal research priorities

The BAPM research lead will continue to sit on the RCPCH research committee and will write to NIHR advising on research priorities for perinatal care. Priorities will be determined through consultation with members.

BAPM Strategic Aim

**To provide advocacy
for babies and their
families**

KEY THEMES

Form a single perinatal voice collaborative

BAPM will join with other perinatal related professional associations and charities to campaign on behalf of parents and families. We will work with families and ex-preterm children and adults to inform the work of BAPM.

Advocate for consistency of practice between neonatal units

BAPM will use its work programme to continue advocating for consistency of practice between units in order to make things easier for families, particularly those that transfer between units. This will include updating recommendations on parental visiting as restrictions are lifted and developing a framework to support repatriation of families to their local unit.

BAPM will also be promoting the new FICare Framework for Practice and supporting units to offer care and facilities in line with the recommendations.

KEY THEMES

Campaign on inequalities

BAPM will campaign to reduce inequalities in perinatal care such as the inequalities of health outcomes for BAME women and babies born in socially deprived areas in the UK. BAPM will campaign for a national Neonatal Safety champion to be appointed.

BAPM will also help units to learn from each other by facilitating high performing units to share best practice and supporting low performing units to improve by the development of further toolkits based on NNAP measures.

BAPM will work to increase awareness of preterm birth by providing support and education for community midwives and undertaking a public awareness campaign to enable mothers to recognise signs of concern and when to seek help.

BAPM regards all members and patients as equal, regardless of age, disability, gender, race, religion or belief, sex and sexual orientation and will ensure that this is made clear in all BAPM publications. We will undertake a review of the membership of recent BAPM working groups in regard to equality of representation.