

## **Public consultation on proposed changes to maternity, neonatal, and children's surgical services in North Central London**

### **Communications toolkit - updated 9 February 2024**

This toolkit is to support communication colleagues and stakeholders across North Central London and neighbouring areas during the public consultation on proposed changes to maternity, neonatal, and children's surgical services in North Central London.

The proposals relate to how and where some maternity, neonatal, and children's surgical services could be provided in the future. More information including consultation materials in a range of formats and languages, FAQs, and an animation are available at [nclhealthandcare.org.uk/start-well](https://nclhealthandcare.org.uk/start-well)

The 14-week consultation runs until Sunday 17 March 2024. Views are sought from as wide a range of people as possible including patients, residents, staff and community, voluntary and professional groups.

This toolkit provides you with content to help inform people about the consultation and how to share their feedback. Thank you for your support in encouraging people to participate. If there are additional materials that you would find helpful, please contact the Start Well programme team at [nclicb.startwell@nhs.net](mailto:nclicb.startwell@nhs.net)

### **Contents**

- Short newsletter/intranet/website article: Page 2
- Longer newsletter/intranet/website article: Page 2
- Whats App content Page 4
- Drop in sessions Page 5
- Posters: Page 6
- Social media content: Page 6
- Links: Page 7
- Contact details: Page 7

**Short article for newsletter/intranet/website**

**Share your views on the future of maternity, neonatal and children's surgical services in North Central London**

There are just a few weeks left to share your views as part of a public consultation on proposed changes to how and where maternity, neonatal, and children's surgical services could be provided in North Central London. These proposals aim to improve access, experience and outcomes for pregnant women and people and their babies, but need your input.

There are a series of drop-in events happening across North London between 20 February and 6 March. Why not attend one to find out more, ask questions and tell us what you think? The events are listed here <https://bit.ly/StartWellDrop-ins>

The proposals have been developed by NHS doctors, midwives, nurses, and other health professionals, working together with families with experience of these services. Hundreds of staff and local residents have already shared their views and we are keen to hear from as many people as possible about their experiences and views.

North Central London Integrated Care Board, on behalf of the local integrated care system, and NHS England (London) Specialised Commissioning are consulting with an open mind. No decision has been made yet and it would be some years before any of the proposed changes are implemented. Until then all services are running as normal.

You can [view the proposals and complete a questionnaire](#) online. You can also:

- Email: [StartWellConsultation@ors.org.uk](mailto:StartWellConsultation@ors.org.uk)
- Post: Opinion Research Services, FREEPOST SS1018, PO Box 530, Swansea, SA1 1ZL
- Phone: 0800 324 7005.

You can request a printed questionnaire, or information in a different format or language, using the details above.

You have until Sunday 17 March 2024 to share your views.

**Longer article for newsletter/intranet/website**

**Share your views on the future of maternity, neonatal, and children's surgical services in North Central London**

Everyone is invited to share their views on the future of maternity, neonatal, and children's surgical services in North Central London in public consultation running until 17 March.

The Start Well consultation is being jointly run by NHS [North Central London \(NCL\) Integrated Care Board](#), and [NHS England \(London\) Specialised Commissioning](#). No decision has been made yet and the NHS is consulting with an open mind. If a decision is taken later this year, it would be some years before any of the proposed changes are

implemented and until then all services are running as normal.

The proposals relate to how and where maternity, neonatal, and children's surgical services could be provided in North Central London and aim to improve experience, access, and outcomes for both patients and staff and make services sustainable in the long term. They have been developed by doctors, midwives, nurses, and other health professionals, working together with families with experience of maternity, neonatal, and children's surgical services.

The proposals include reducing the number of hospitals in NCL delivering maternity and neonatal care from five to four and closing the birth suites at Edgware Birth Centre. These proposed changes could help to create more resilient services and co-locate midwife and obstetric led units with neonatal units that are able to look after premature or unwell babies. Home birth services would be available across all NCL boroughs. Whichever option is selected, there is a commitment to investing an additional £40 million in maternity and neonatal hospital buildings and facilities to provide the best possible environments for parents and babies, as well as staff.

For children's surgery, the proposals include creating two 'centres of expertise' at Great Ormond Street Hospital and UCLH which could mean quicker and better-quality care for babies and small children who need operations.

Hundreds of staff and local residents have already shared their views and we are keen to hear how the proposals could impact you and your family before any decision is made.

Anna Stewart, Programme Director for Start Well, said 'We want to hear from as many people as possible during the consultation, to help make the right decisions for this area so that everybody can access the very highest quality NHS care.'

We need to understand what the impact of these proposals would be on local people. It's really important you talk to us. So please do take this opportunity to feed back your thoughts so we can hear the widest possible range of voices during the consultation period."

Staff from the Start Well programme have been out and about talking to staff, families and communities across North Central London to hear their views. There are also a series of drop-in sessions where you can come along and ask questions. Find out more here: <https://bit.ly/StartWellDrop-ins>

Visit [nclhealthandcare.org.uk/start-well](https://nclhealthandcare.org.uk/start-well) to view the consultation documents and complete a questionnaire. Alternatively, you can:

- Email [StartWellConsultation@ors.org.uk](mailto:StartWellConsultation@ors.org.uk)
- Phone: 0800 324 7005
- Opinion Research Services, FREEPOST SS1018, PO Box 530, Swansea SA1 1ZL.

The consultation runs until Sunday 17 March 2024.

## WhatsApp content

Please feel free to share the below messages and image to your networks. You can use the image above with any of the messages below



The NHS is consulting on proposed changes to how and where maternity services are delivered that could impact people living in Barnet, Brent, Camden, Enfield, Haringey, Harrow and Islington and other neighbouring boroughs. Your voice can help make sure that everyone gets quality, safe care and that every baby gets the best start in life. Find out more about these proposals, the drop-in sessions, and feed back what you think about these proposals and how they could impact you and your family. Visit <https://bit.ly/StartWellDrop-ins> Please share this widely

OR

The NHS wants to hear your views on proposals to change how maternity, neonatal and children's surgery services are organised in North London. We are running drop-in sessions in each affected area where you can find out more and ask questions. You can find dates, times and locations of drop-ins at <https://bit.ly/StartWellDrop-ins> The sessions are running from 20 February – 6 March. Please share this widely with your communities.

OR

The NHS is running drop-in sessions where you can find out more and ask questions about the Start public consultation. You can find dates, times and locations of the drop-ins at <https://bit.ly/StartWellDrop-ins>

OR

If you have recently had a baby, or are due to have a baby soon, the NHS would like to hear your views about proposed changes to how and where maternity services are delivered. Your voice can help make sure that everyone gets quality, safe care and that

every baby gets the best start in life. Find out more about these proposals, the drop-in sessions, and how to take part at [nclhealthandcare.org.uk/start-well](https://nclhealthandcare.org.uk/start-well)

OR

If your baby or child has had emergency or planned surgery, the NHS would love to hear what you think about proposed changes to services in North Central London. Your voice can help ensure that babies and young children get fast, expert care. Find out more about these proposals, the drop-in sessions, and how to take part at [nclhealthandcare.org.uk/start-well](https://nclhealthandcare.org.uk/start-well)

## Drop-in Sessions

In addition to all the other [ways you can share your views](#), we are holding drop-in sessions at community venues in Barnet, Brent, Camden, Enfield, Haringey, and Islington in February and early March. Please share this widely.

At the drop-in sessions you can meet senior clinicians from local NHS Trusts and the Start Well programme team, ask any questions you may have about the proposals, and share your feedback.

The sessions are informal – everyone is welcome and you can drop-in any time during the event.

Borough	Date	Time	Venue	Address	Google maps link
Islington	20/02/2024	12:30 – 3pm	The Finsbury Park Trust	225-229 Seven Sisters Road, Finsbury Park, London N4 2DA	<a href="https://maps.app.goo.gl/sGzs8PiaT961JWqe7">https://maps.app.goo.gl/sGzs8PiaT961JWqe7</a>
Camden	23/02/2024	10:30am – 1pm	Belsize Community Library	Antrim Road, Belsize Park, London NW3 4XN	<a href="https://maps.app.goo.gl/WTmneS8rR9Ff9Sv27">https://maps.app.goo.gl/WTmneS8rR9Ff9Sv27</a>
Haringey	28/02/2024	11:30am – 2pm	Tottenham Community Sports Centre	701-703 High Road London N17 8AD	<a href="https://maps.app.goo.gl/gsjD9HUc84morH1H6">https://maps.app.goo.gl/gsjD9HUc84morH1H6</a>



Barnet	29/02/2024	2:30 – 5pm	Watling Community Association	Watling Community Centre, 145 Orange Hill Rd, Edgware HA8 0TR	<a href="https://maps.app.goo.gl/EjYFu1ioFPD9s4oi9">https://maps.app.goo.gl/EjYFu1ioFPD9s4oi9</a>
Enfield	04/03/2024	4:30 – 7pm	Edmonton Green Library Hub	36-44 South Mall, London N9 0TN	<a href="https://maps.app.goo.gl/tdkTAxf2mEgZc1Wt9">https://maps.app.goo.gl/tdkTAxf2mEgZc1Wt9</a>
Brent	06/03/2024	10am – 12:30pm	Harlesden Library	49A Craven Park Rd, London NW10 8SE	<a href="https://maps.app.goo.gl/J8LXsY5JhSXwG8ak9">https://maps.app.goo.gl/J8LXsY5JhSXwG8ak9</a>

## Posters






A range of posters are available to download from the [Communication resources for partners](#) page of the NCL health and care website under the Start Well section.

## Social media

Social media graphics (1080x 1080 and 1200 x 600) are available to download from the [Communication resources for partners](#) page of the NCL health and care website under the Start Well section.

Image	Suggested copy
	<p>Find out more about the proposed changes to maternity, neonatal and children's surgery services in @NHS_NCLICB. Attend one of our drop-in sessions and ask questions and share your views</p> <p><a href="https://nclhealthandcare.org.uk/get-involved/start-well-2/start-well-drop-in-sessions/">https://nclhealthandcare.org.uk/get-involved/start-well-2/start-well-drop-in-sessions/</a></p>
	<p>@NHS_NCLICB is consulting with @NHSEnglandLDN on proposed changes to maternity, neonatal &amp; children's surgery and want to hear your views. Come to one of our drop-in sessions where you can find out more and ask questions about the Start public consultation. You can find dates, times and locations of the drop-ins at <a href="https://nclhealthandcare.org.uk/start-well">nclhealthandcare.org.uk/start-well</a></p>



 <p><b>START WELL</b> <b>Have your say</b></p> <p>North Central London Integrated Care Board and NHS England (specialised commissioning) are consulting on proposed changes to how and where some maternity, neonatal, and children's surgical services are provided in North Central London.</p> <p><a href="https://nclhealthandcare.org.uk/start-well">nclhealthandcare.org.uk/start-well</a></p>	<p>North Central London Integrated Care Board is consulting with NHS England London specialised commissioning on proposed changes to maternity, neonatal &amp; children's surgical services and want to hear your views. You have until Sunday 17 March 2024 to share your views.</p> <p><a href="https://nclhealthandcare.org.uk/start-well">nclhealthandcare.org.uk/start-well</a></p>
 <p><b>START WELL</b> <b>Consultation</b></p> <p>Have your say on proposed changes to how and where some maternity and neonatal services are provided in North Central London.</p> <p><a href="https://nclhealthandcare.org.uk/start-well">nclhealthandcare.org.uk/start-well</a></p>	<p>Share your views about proposed changes to maternity &amp; neonatal services in North Central London. Read the proposals and have your say at</p> <p><a href="https://nclhealthandcare.org.uk/start-well">nclhealthandcare.org.uk/start-well</a></p>
 <p><b>START WELL</b> <b>Consultation</b></p> <p>Have your say on proposed changes to how and where some children's surgical services are provided in North Central London.</p> <p><a href="https://nclhealthandcare.org.uk/start-well">nclhealthandcare.org.uk/start-well</a></p>	<p>Feedback on proposals for the future of children's surgical services in North Central London. Find out why changes are proposed and have your say at</p> <p><a href="https://nclhealthandcare.org.uk/start-well">nclhealthandcare.org.uk/start-well</a></p>
 <p><b>START WELL</b> <b>Consultation</b></p> <p>Have your say on proposed changes to how and where some maternity, neonatal, and children's surgical services are provided in North Central London.</p> <p><a href="https://nclhealthandcare.org.uk/start-well">nclhealthandcare.org.uk/start-well</a></p>	<p>Your views are wanted on proposed changes to maternity, neonatal &amp; children's surgical services in North Central London. Visit <a href="https://nclhealthandcare.org.uk/start-well">nclhealthandcare.org.uk/start-well</a> to view the proposals and have your say.</p>
 <p><b>START WELL</b></p> <p>Find out more and have your say at: <a href="https://nclhealthandcare.org.uk/start-well">nclhealthandcare.org.uk/start-well</a></p> <p>StartWellConsultations@nhs.uk 0800 324 7005</p> <p>Opinion Research Services, FREEPOST 551038, PO Box 530, Swansea SA1 1ZL</p> <p>11 December 2023 to 17 March 2024</p>	<p>Have you fed back on proposed changes to maternity, neonatal &amp; children's surgery in North Central London? There are lots of ways to share your views. Visit</p> <p><a href="https://nclhealthandcare.org.uk/start-well">nclhealthandcare.org.uk/start-well</a></p>

## Website links

[nclhealthandcare.org.uk/start-well](https://nclhealthandcare.org.uk/start-well)



## Contact details

Please contact the Start Well programme team if you have any questions about promoting the consultation or receive any media enquiries at [nclibc.startwell@nhs.net](mailto:nclibc.startwell@nhs.net)