



EXCELLENCE IN MIDWIFERY FOR PUBLIC HEALTH

ENTRY CRITERIA

Eligible: Any RCM member

Individual or team category: You can submit an entry for either an individual or for a team

Entry or nominated: Entrants can either self nominate or submit a nomination for a colleague

Category description:

With every contact counting, maternity staff all have a role to play in influencing and maximising the health and wellbeing of women, babies, families and communities throughout pregnancy, birth and the postnatal period. This award recognises a midwife, student midwife, maternity support worker or maternity team who deliver innovative, evidence based, cost-effective high-quality care aimed at contributing to the public health agenda.

The nominated individuals or teams will be able to demonstrate how they have met the challenges of reducing health inequalities through improving maternal and population health, ensuring the best start in life.

The judges are looking for:

- A clear description of the initiative/project and the rationale for its development
- The evidence base underpinning the initiative/project, and identification of any evidence being generated by the initiative/project
- A description of the implementation of the strategy/initiative
- An outline of strategy used to evaluate the impact of the project

Submission rules:

In order to ensure a smooth and efficient entry process we ask that you follow some simple rules:

- Your entry form **must be anonymous**. If the judges can identify your entry, it may be disqualified.
- The word count for entries is **750 words** (This includes all sections of the entry form). References are not included in this word count. If your entry does exceed this word limit, you run the risk of being disqualified.
- You must complete the official entry form. Other documents cannot be accepted.
- As part of the entry, you can supply supporting documentation. It must be supplied as one, separate document and limit it to 3 single sided A4 pages. Any additional material may not be reviewed.
- All shortlisted entrants are expected to attend an individual judging day in Central London to present their project to a panel of judges.

Please note: all entries must be submitted online via the RCM Awards website: www.rcmawards.com

***PLEASE DO NOT INCLUDE ANY NAMES OR NHS TRUST/BOARD OR UNIVERSITY NAMES ON THIS FORM. THIS ENTRY MUST BE ANONYMOUS**

DESCRIBE THE INITIATIVE/PROJECT AND THE RATIONALE FOR ITS DEVELOPMENT

EXPLAIN THE PLANNING AND IMPLEMENTATION PROCESS INCLUDING ANY CHALLENGES THAT WERE IDENTIFIED

OUTLINE THE EVIDENCE BASE UNDERPINNING THE INITIATIVE/PROJECT AND WHAT EVIDENCE HAS BEEN GENERATED BY THE INITIATIVE/PROJECT TO CONTRIBUTE TO THE MIDWIFERY BODY OF KNOWLEDGE

OUTLINE THE STRATEGY USED TO EVALUATE THE IMPACT OF THE INITIATIVE/PROJECT

EXPLAIN HOW THIS INITIATIVE MIGHT BENEFIT AND BE DISSEMINATED TO THE WIDER MIDWIFERY COMMUNITY