

# A 90-day rollout blueprint

## Making improvement feel achievable

For maternity and neonatal services under pressure, improvement approaches must feel realistic and proportionate. A clear, time-bound structure helps teams focus effort, build momentum and demonstrate early impact without overwhelming staff.

This 90 day blueprint provides a practical starting point that services can adapt to their local context.

### Weeks 1 to 2: Laying the foundations

The initial phase focuses on clarity, trust and shared purpose.

#### Key actions include:

- Identifying local champions across maternity and neonatal teams, including a mix of clinical and non-clinical roles
- Agreeing feedback categories and escalation routes, aligned with existing Freedom to Speak Up and governance processes
- Communicating the purpose clearly, emphasising support, listening and improvement rather than scrutiny

This stage is critical for building confidence and setting expectations.

### Weeks 3 to 6: Focused listening and early action

Once foundations are in place, teams can begin listening at pace.

#### Key actions include:

- Run prompts on national priorities like safety, continuity, workforce wellbeing and documentation
- Review feedback for themes and risks
- Act early on visible improvements
- Share actions to demonstrate learning, responsiveness and trust

Early action helps demonstrate that feedback leads to change, reinforcing engagement and trust.

### Weeks 7 to 12: Embedding learning and assurance

The final phase focuses on sustainability and assurance.

#### Key actions include:

- Publishing regular “you said, we did” updates to close the feedback loop
- Recognising and celebrating implemented ideas in team and leadership forums
- Reporting themes, actions and outcomes through Governance and Assurance structures

Regional experience, including the Black Country maternity collaboration, shows that this combination of listening, action and visibility helps embed improvement into routine practice.