

# NMPA

National Maternity & Perinatal Audit

Celebrating public impact  
March 2021- February 2022



## NMPA WEBSITE ANALYTICS

- 63,387 page views; 9,134 users (8,987 new users)
- Overall: 12,760 sessions; 4.97 pages per session; 3min13sec average session duration
- 84.8% new visitor; 15.2% returning visitor
- Devices used: 70% desktop; 29% mobile; 1% tablet

## SOCIAL MEDIA ANALYTICS

- @nmpa\_audit
- 116 tweets
- 102.2k impressions
- 2.9k engagements

- 813 views of short video to advertise webinar on inequalities in maternity care
- over 100 attendees to inequalities webinar

The Women and Families Involvement Group is the NMPA's overarching patient and public involvement group and has been in place since the start of the audit. The NMPA also works with other lay advisors for specific topic work such as sprint audits and the Family Gateway

38

quotes from lay advisors across 3 NMPA outputs

23

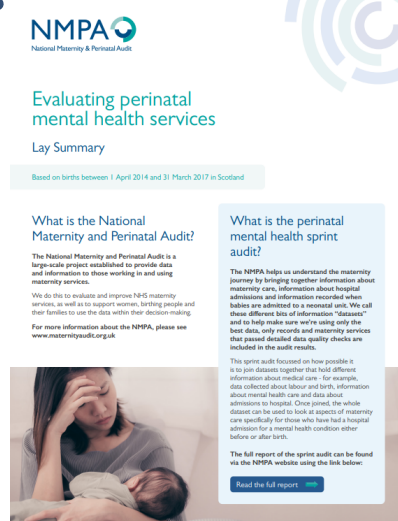
lay advisors involved in the NMPA this year

3

lay summary documents coproduced with specific lay advisors

1

accessible animation created to introduce the NMPA



**Dr Sarah E Seaton** @SarahESeaton · 8 Dec 2021  
Enjoying this discussion on #MaternityInequalities, thanks to the @nmpa\_audit for organising!



**Anne Kavanagh** @AnnamKavanagh · 8 Dec 2021  
In other news, important findings from @nmpa\_audit on #MaternityInequalities and #Maternityoutcomes being discussed on webinar now.



**FAMILY GATEWAY**

Making maternity information accessible

The Family Gateway has been coproduced with a lay group. Its overall aim is to produce an online resource, with printable content, aimed at women and birthing people, with the purpose of improving access to NMPA information.

[www.maternityaudit.org.uk/pages/familygateway](http://www.maternityaudit.org.uk/pages/familygateway)

**BLOG**

## The National Maternity and Perinatal Audit: inequalities through COVID-19

The effects of the COVID-19 pandemic on many walks of life are slowly coming into the public domain. In this article Kirstin Webster, ANNP and NMPA Neonatal Clinical Fellow, describes the role of the National Maternity and Perinatal Audit, presenting results from research using the audit's data on births during.....

[Read more](#)

<https://www.maternityandmidwifery.co.uk/the-national-maternity-and-perinatal-audit-inequalities-through-covid-19/>



"It is important to remember, with a big data project like this, that each data point is a woman, birthing person or baby, and while their experience is a tiny contribution to the NMPA it's likely a huge and life-changing event for them."

(Kirsty Sharrock, WFIG member)