

[Name]
[Address Line 1]
[Address Line 2]
[Address Line 3]
[Address Line 4]
[Postcode]

Dear [Name],

Please help us to understand the quality of NHS maternity care services in your area by taking part in the Maternity Care Survey.

You can complete the survey:

- **online** at **[weblink]** using the login details provided:
Username: [Username] **Password:** [Password]
- by **phoning the helpline** on **XXXX XXX XXX**

The survey asks about your **most recent** experience of maternity care. **Your views are very important to us.** They help us to understand more about the quality of NHS maternity care services across Scotland and what needs to be improved. You will be asked to skip any questions that do not apply to you. More information on the survey can be found at www.gov.scot/MaternitySurvey.

Taking part is **voluntary** and your responses will be completely **confidential**. None of the health care professionals involved in your care will know whether or not you have responded.

A paper questionnaire will be posted to those who have not responded in around 2 weeks. If you do not wish to be contacted about this survey again, please call the survey helpline and request that you are not sent anything further about this survey.

Please complete your questionnaire **as soon as possible**. We hope that you are able to help us and thank you very much for your time.

Yours sincerely,



John Froggatt
Head of Child and Maternal Health
Scottish Government



Ann Holmes
Chief Midwifery Advisor
Scottish Government

Please turn over for Frequently Asked Questions

Do I have to answer every question?

No – taking part is voluntary and you don't have to answer every question if you don't want to. Please fill in as much as possible though because your opinion is important to us.



Can someone help me with the survey?

Yes – a relative, friend or carer may help you to fill in the survey, but please remember that the answers should all be from your own point of view.

Which pregnancy / birth should I refer to?

As far as possible, please answer the questions based on your most recent pregnancy, delivery and postnatal experience.

How did you get my name and address?

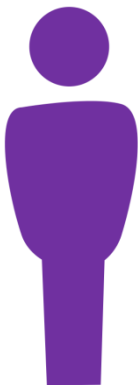
National Records of Scotland analysts picked names and addresses at random from all births registered on the Statutory Register of Births in February and March 2018.

Your name and address have been passed to Quality Health, only so that they can send you this letter. They are required to destroy this information once the survey mail out has been completed. They do not have access to any other information about you.

Why this survey is needed

The survey responses **inform local services**, including NHS Boards, about your experiences of maternity care and the differences between local areas, highlighting where things are going well and where they could be improved.

The survey responses will be analysed by Scottish Government analysts who will **produce a national report of the results in December 2018**. This report, alongside hospital and NHS Board level results, will be available at www.gov.scot/MaternitySurvey. No individuals will be identifiable in the reported results.



Who can access my survey responses and how will they be used?

Access to your anonymised individual responses is very tightly controlled and is restricted to authorised individuals within the Scottish Government and Quality Health. They will be stored securely and confidentially.

The survey dataset – containing anonymised individual responses linked to the hospital you gave birth in, your occupation, the area of Scotland you live in and an estimate of time since birth when you respond – will be analysed by Scottish Government analysts. No individuals will be identifiable in the survey dataset. Any additional comments you make within the survey are anonymised and shared with Health Boards for service improvement.

The survey dataset or anonymised comments will sometimes be shared with a third party for additional analysis or to be linked to other data sources. This will only be done with the approval of the relevant NHS research, ethics, and governance groups.

Our full **Privacy Notice** is available at www.gov.scot/MaternitySurveyPrivacyNotice.