Setting up a homebirth service

Gradual evolution

Core support from community teams

New groups developed

Enthusiasm harnessed

3m/ws

Along came Brierley

experienced committed supported

teachers

Critical mass

Grasped chances

Managing change

- Have a vision – stick to it
- Argue from the woman's point of view
- Use the evidence
- Value what you have
- Set realistic timescales
- Take opportunities
- Be prepared to fail
- Have an active T&D programme
- Engage the multidisciplinary team
- Engage the women