
Birthrights strategy 2022-24

**Championing human rights, inclusion
and racial equity in maternity care**



Protecting human rights in childbirth

Our vision and mission

As the World Health Organisation has recognised, too many women and birthing people have their basic rights denied during pregnancy and childbirth, due to gender, race, disability, sexuality or disadvantage. Birthrights exists to challenge these rights abuses and protect everyone's human rights in UK maternity care.

- **Our vision** is to ensure everyone receives the respect and dignity they deserve in pregnancy and childbirth.
- **Our mission** is to equip women and pregnant people with the knowledge and power to advocate for rights-respecting care, and to use our influence to improve services and practice throughout the maternity system.

Our values



Dignity

You matter. Your experience of pregnancy and childbirth matters.



Autonomy

We believe the maternity system doesn't work without you, the women or birthing person, at its heart.



Humanity

Safe, quality, lawful care recognises that you deserve to be treated as an individuals. We listen to you and engage with compassion.



Expertise

Our authority comes from unrivalled understanding of the legal issues in maternity care and insight into your emotional needs at one of the most critical times of your life.



Practicality

We understand how the system works. We want to evolve attitudes and services using innovative and tangible tools and ideas.



Inclusion

Human rights are for everyone. We want to be a safe space and champion for anyone who needs us, particularly those who face the most discrimination and disadvantage in maternity care.

What we do

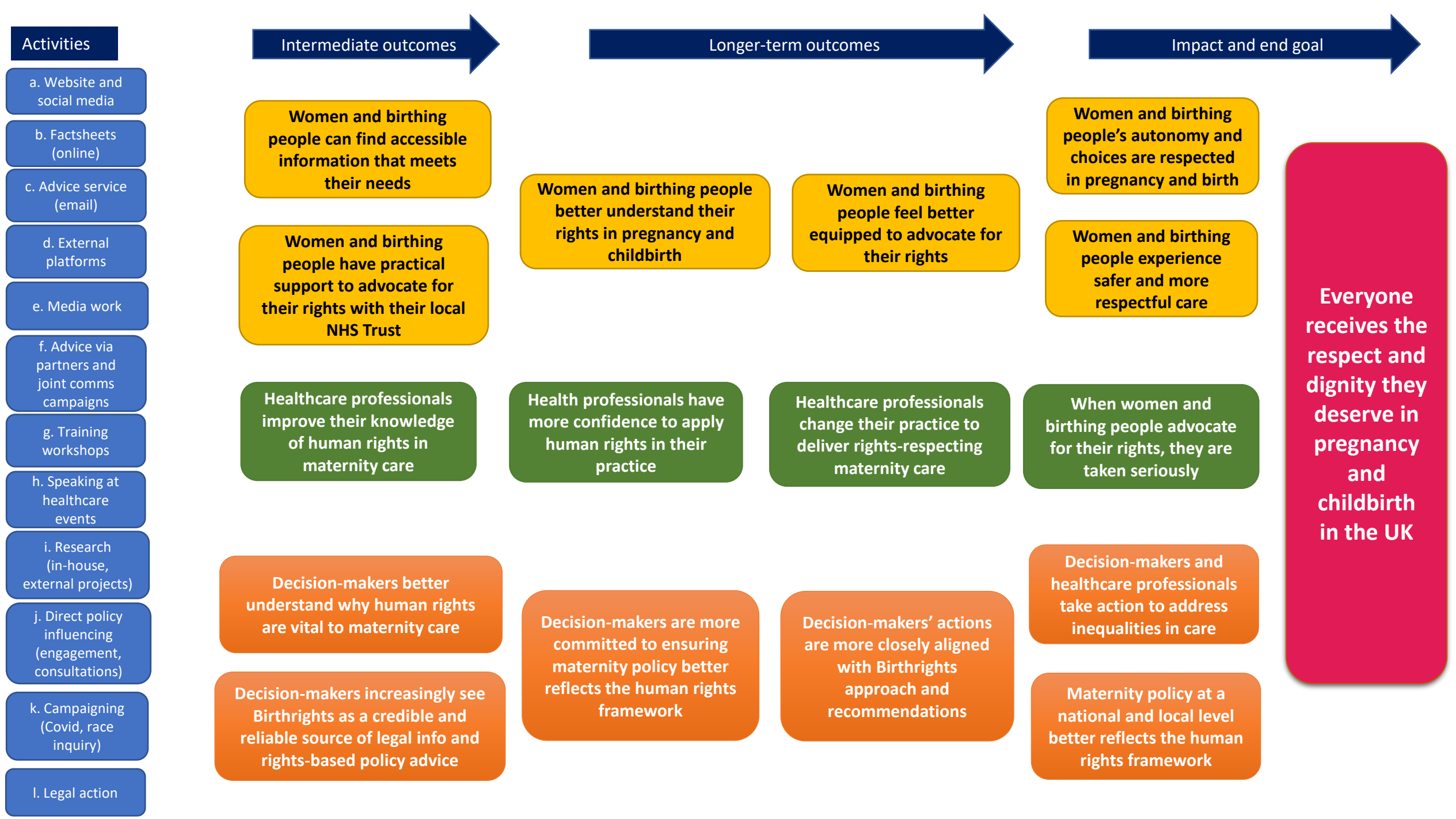
We are the only UK charity dedicated to using the human rights legal framework to improve maternity care, through:

- **empowering women and birthing people to know and act on their rights through our information resources and email advice service**
- **training doctors, midwives and other birth workers to improve their practice and influence wider NHS culture**
- **campaigning for systemic change on a national and local level**

Led by people with lived experience of childbirth across our Board of Trustees and senior team, we put the voices of women and birthing people at the heart of our work. We shine a spotlight on the experiences of those most at risk of having their rights denied in maternity care due to structural discrimination.

Our theory of change

Revised with NCVO March 2021



Strategic goals and objectives 2022-24



Protecting human rights in childbirth

Strategic goals

- 1. Consolidate and grow the reach, inclusivity and impact of our information, advice and training**, working in partnership to target new audiences
- 2. Influence maternity care systems, policy and practice** to safeguard basic rights and champion inclusion, with a focus on racial equity
- 3. Be a sustainable, inclusive and anti-racist charity**, where staff are supported to thrive and lived experience shapes all we do

1. Consolidate and grow the reach, inclusivity and impact of our information, advice and training, working in partnership to target new audiences

- **Triple the reach of the advice service** through increased and targeted marketing, while maintaining a high-quality, tailored and timely response to individuals – directly support **3,000 people a year** by the end of 2023
- **Partner with specialist charities** to upskill their staff on basic birth rights, reach their networks with our core information, and co-create new resources
- **Develop a Content Strategy, creating new accessible, inclusive resources** in a range of formats across factsheets, website and media – **reach 500,000 people**
- **Grow our training and speaker engagement offer** through a sustainable infrastructure, maintaining and building on our excellent standards and reputation – **deliver 50 training events and 30 speaking engagements** in Y1

2. Influence maternity care systems, policy and practice to safeguard basic rights and champion inclusion, with a focus on racial equity

- **Deliver phase two of the race inquiry:** dissemination and influencing in partnership to drive anti-racist action across the maternity system
- **Uphold autonomy, choice and consent** in the post-COVID, post-Ockenden landscape, including mode and place of birth, out of guidelines care, declining interventions, midwifery-led care, rights-based decision-making by Trusts
- **Celebrate 10 years of Birthrights and 25 years of the Human Rights Act** through an integrated communications and policy campaign in 2023, new Human Rights in Childbirth Awards, and Big Give fundraising appeal
- **Engage with and amplify the sector movement to transform maternity care** investment, staffing and culture, bringing rights lens but letting others lead

3. Be a sustainable, inclusive and anti-racist charity, where staff are supported to thrive and lived experience shapes all we do

- **Develop and implement more robust, efficient systems and processes** to strengthen: data management and security; IT tech and software; employment and governance policies; insights and evaluation
- **Consolidate income of at least £450k per year** from restricted and non-restricted grants, training and fundraising
- **Scope and implement a meaningful, proportionate participation model** to embed lived experience throughout our work
- **Design, resource and implement an internal race equity action plan** to tackle systemic racism at all levels of our organisation