

Maternal Reducing Inequalities Care Bundle (MRICB)

Information for Primary Care (*Non-participating Pilot Sites*)



Briefing for Primary Care: MRICB Pilot (For Non-participating Pilot Sites)

Purpose of This Briefing

This briefing is to inform primary care staff in areas **not directly involved** in the Maternal Reducing Inequalities Care Bundle (MRICB) pilot. It outlines what the pilot is, what patients may ask about, and what (if anything) primary care teams need to do differently.

What Is the MRICB Pilot?

The Maternal Reducing Inequalities Care Bundle is a targeted initiative being tested at a small number of selected maternity sites across London. It aims to reduce inequalities experienced by **Black and South Asian women and birthing people and birthing people** by focusing on:

- Improving early access to care
- Strengthening communication and use of interpretation
- Increasing awareness of vitamin D supplementation in pregnancy
- Ensuring a consistent response to reduced fetal movements

The pilot is being evaluated across 2026 at the participating maternity sites only, which are Guy's and St. Thomas, Newham, Whipps Cross, Royal London, Chelsea and West Middlesex Hospitals.

Why Are We Telling You About This?

Although your local maternity site is **not** piloting MRICB, women and birthing people may still:

- Hear about the pilot through family, community networks, social media, or participating hospitals
- Ask about the increased vitamin D dosage being offered at pilot sites only
- Ask about the Pan London maternity self-referral form
- Seek clarification on differences between standard care and the pilot offer

This briefing is therefore to support clear, consistent messaging.



What Primary Care Staff in Non-participating Areas Need to Know

1. There is no change to routine clinical practice in your area

Continue to follow:

- Standard NHS guidance on vitamin D
- Usual maternity pathways
- Usual local maternity referral routes (although the Pan London self referral form is available to all maternity sites who choose to adopt it). Please continue to signpost early and encourage referral **before 10 weeks' gestation**.

2. Some women and birthing people may ask about higher dose vitamin D offered at pilot sites


You can reassure them that:

- This is part of a time limited pilot, available only at selected maternity sites
- It is being evaluated and is not yet part of London wide or national practice
- They should continue to follow routine vitamin D advice unless they attend a participating site

3. Your communication role remains vital

You can help by:

- Promoting early access to maternity care
- Using professional interpreters where needed
- Encouraging women and birthing people to seek help promptly for reduced fetal movements
- Offering consistent messages about vitamin D
- Supporting informed choice and equitable access



These principles are shared across London, even if your site is not piloting MRICB.

4. What Happens Next

- The pilot will run summer 2026.
 - Non-participating sites will not be required to make changes during this period.
 - We will share updates and any emerging learning if relevant to primary care.
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5. Support and Resources

- If you would like FAQ sheets, posters, or scripts for reception teams, please contact: england.maternity.londonregion@nhs.net
- The MRICB Digital Hub also contains useful resources for awareness and signposting.



Appendix A: Pan-London Self-referral form

Please click on the icon below to access the Pan-London self-referral form:



Pregnancy Care
Self-referral Form (M:



Appendix B – FAQs

Frequently Asked Questions (For Non-Participating Sites)

1. Do we need to offer the increased vitamin D dose?

- No. The higher dose offer is provided **only at the pilot maternity sites**.

2. Will our site be expected to implement the Care Bundle?

- Not at this stage. The pilot will be evaluated first, and any future roll-out will be communicated with adequate notice.

3. Are we expected to collect data for the pilot?

- No. Only participating maternity sites are contributing to the pilot evaluation.

4. Should we refer patients to a pilot site if they ask?

- You should support patient choice as usual. If a woman chooses to give birth at a participating site, she can self-refer using the Pan London form. There is no requirement to direct women and birthing people to pilot sites.

5. How should reception or admin staff respond to questions?

- You can provide reassurance that:
- The pilot is being tested only in specific hospitals
- Their usual care remains unchanged
- They are free to choose their preferred maternity service
We can provide reception friendly scripts if helpful.

6. **Who can I contact if I have questions?**

Please contact: england.maternity.londonregion@nhs.net