



# The Iolanthe Midwifery Trust

## Guidance for completing applications for the Elizabeth Duff Award for relationship-based care

### Introduction to the Elizabeth Duff Award

This award has been created in honour of Elizabeth Duff, a long-standing supporter of the Iolanthe Midwifery Trust. She joined as a Trustee in 1999, before becoming Executive Director of the Trust in 2007 and holding that post for 10 years. Elizabeth's drive and commitment to Iolanthe ensured that it flourished under her stewardship. In line with Elizabeth's particular interests, this award supports midwives to further develop practice or knowledge that focuses on the implementation of relationship-based midwifery care. **In this guidance, the term women or mothers also includes individuals having babies who do not identify as women or mothers.**

The Elizabeth Duff Award at a glance	
Amount Granted	Maximum £1,500 (single award)
When to Apply	Applications open in early Dec 2018 and <b>close on 31<sup>st</sup> January 2019</b> . The award winner will be announced in April 2019.
Eligibility Criteria	Midwives registered with the UK NMC
Timing	For projects starting after 1 January 2019 and completed by April 2020

### What type of projects and research are suitable?

- Projects/research focusing on case loading, small teams and continuity of midwifery care. Specifically, care that is designed to improve and build the relationship between mother and midwife.
- Projects/research involving women as an integral part of service delivery and development.
- Projects/research specifically addressing issues of equality or supporting vulnerable women and marginalised women such as travellers and asylum seekers, working from a woman/family centred ethos for service provision.
- Projects/research supporting maternal and infant mental health through relationship based care.
- Projects/research focusing on community and integrated care, grass roots provision of compassionate maternity care by a midwife known to the woman.
- Projects/research offering an innovative or new model/ framework that also demonstrates personalised care.
- Projects/research offering integrated, 'joined up' midwifery care to women with complex medical or mental health needs, as women under the medical/obstetric team have, in the past, experienced lower levels of continuity of midwifery care.

It is acceptable to apply for more than one award, for instance a Midwives Award and the Elizabeth Duff Award, at the same time. You may do this for the same project or for different projects. However, we advise that you think carefully about the nature of your project and about the amount you wish to apply for before making multiple applications. Please tailor your applications to be appropriate for each award.



## A Guide to Writing a Good Application

	What goes wrong?	What do good applications have?
The purpose of the application	Applications which give little information about the proposed project or research tend to do less well.	A clear justification is given for the choice of project and what makes it innovative. The applicant has identified how this will support midwives to further develop practice of knowledge that focuses on the implementation of relationship-based midwifery care. The applicant has clearly stated how their project will improve women's experiences by focusing on the midwife/mother relationship. This may include projects to further continuity of carer, user-led or collaborative projects, community and integrated care projects and midwives' support needs for relationship-based care.
Is the application going to lead somewhere for the applicant?	Poor applications tend to read as if little thought has been given as to what the applicant, the employer, the profession, service and women will benefit.	A good application makes it very clear to the reviewer the value that the applicant and others (mothers/parents and babies, other midwives, and the profession and/or employer) will get from the award. Good applications are written with feeling and are persuasive. The Trustees also want to know how you will share your experience or the knowledge that you gain.
Costs	No details are given – a lump sum is stated. Applications which have excessive costs, or include costs for items which do not appear to be relevant, do less well.	A good application gives detailed, well researched costs and has a brief justification for why these are included. Projects that appear to provide value for money tend to better. Evidence of additional attempts at fund raising is also viewed positively.  Please do not include personal costs which you are not expecting to have funded (e.g. holiday excursion)
The overall quality of the application	Applications which are too long or have missing sections tend to score less well. The form has word counts where you might need guidance as to an appropriate length.	A good application should be complete, well presented and readable. It is important to keep to the correct length and comply with word counts. The best applicants reference their application, using current policy or research to justify it. Applications which exceed the word counts will not be forwarded to the judging panel.
Support and commitment.	Applications which give little or no information about the support they have are viewed less positively. Applications which state that their employer does not support them raise concerns and are less likely to be funded.	A supporting letter from the applicant's manager/academic lead is included. Evidence of other support or funding (no matter how small) is acknowledged. This might be time off to attend the course or part funding. There is evidence that the applicant is committed to undertaking the project and will be able to complete it.  Please ensure you give those people providing a supporting letter enough notice. <b>Supporting information cannot be added after the application deadline</b>



## Guide to Completing the Online Application Form

We have designed the form to be as easy as possible to fill in. If you have any difficulties understanding what is required please contact [awards@iolanthe.org](mailto:awards@iolanthe.org) and we will be able to help you.

You can apply for the award at <https://www.iolanthe.org/elizabeth-duff-award>. Below are some further explanations to help you fill in the form.

**\* indicates essential reading**

Field	Explanation
<b>*Data protection</b>	Applying for an award will require you to go to our online application system on an external website based in the USA. By entering data in the application form, you are agreeing to have your data stored and processed outside of the EU as well as by Iolanthe Midwifery Trust. Further details about what this means and the rights you have over the data can be found in our <a href="#">Privacy Policy</a>
<b>*Saving the application</b>	You can save the application at any time by clicking on Save at the end of the form. You can then continue entering data or choose to resume later. If you want to come back later, you will be given a link (or choose to have the link sent to you in an email) so you can return to the form at another time. <b>Please note:</b> The form does not save automatically if you use the back button or close the browser tab or window.
Applicant's name	You must be a midwife with an NMC pin to apply for this award
Email addresses	We request two email addresses in case your preferred email address is linked with a job or place of study which expires when you move on. This is particularly difficult if it happens in the course of the award administration.
1. Abridged CV of applicant	The reviewers will be looking for evidence that you have the capacity to undertake and complete the work. Please include in the additional information section any relevant exceptional performance in training or a job. Please be honest about your CV and explain any gaps in the additional information section.
2. Details of Proposed Project	Please ensure that your project is eligible for funding in this award category. The Elizabeth Duff Award is given for projects focusing on relationship-based midwifery care which support the midwife-mother relationship.
Start and end date	Projects are only eligible for an award if they start on or after 1 January 2019 and are due to finish by 30 April 2020. (You will be informed if you have been successful in April 2019)
Commitment to course/project	Enter brief but comprehensive details here about what time you will have available for the project, and any previous or current work which demonstrates your commitment to this project.
Manager's support	Your manager's support will add weight to your application. Please add a supporting letter at the end of the online application form (section 8)
3. Outline of proposed project	This section should clearly demonstrate how the project will focus on relationship-based care.
Project outline	The project outline should be explicit about how the project will focus on supporting the midwife-mother relationship and include details about the



	background, methods and the value to yourself and others of undertaking the project. Read the above information about what makes a good application. The maximum word count is 1000 words including references. The text should be referenced where relevant (but not excessively referenced). You can make this box bigger by dragging on the bottom right hand corner.
4. Cost of the project	The total cost requested should be £1,500 maximum. Please provide detailed costs with justification. Please do not include personal costs which you are not expecting to have funded (e.g. holiday excursion)
8. Additional documents	Please upload supporting statements from your employer and details of ethical approval. Additional supporting statements should be provided where relevant for academic courses, conferences or ethical approval for research.
<b>*Save/Submit</b>	<p>You can save this application and return to it later. You will be given or sent a link to find it again. When you are ready to submit your application, click on Submit. You will be able to download a pdf of your application. You will receive an email acknowledgment of your submission. If you do not receive this, please contact <a href="mailto:awards@iolanthe.org">awards@iolanthe.org</a></p> <p>Only submitted applications will be judged. Saved but unsubmitted awards will be deleted shortly after the closing date.</p> <p>By entering data on the application form you are accepting that your data will be stored and processed electronically for the purpose of awards administration and judging. More details about how your data will be stored and processed can be found in our <a href="#">Privacy Policy</a></p>

**The closing date for this award is 31 January 2019**

