

Research Process

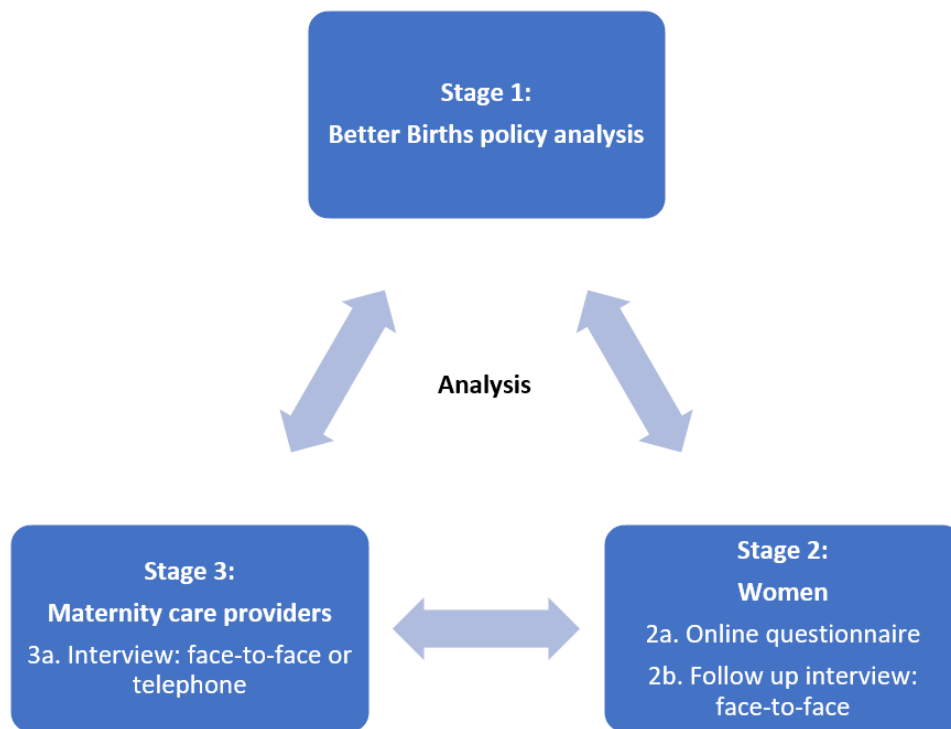


Figure 1 - Overview of the research process

The data for this research was collected in three stages. In Stage 1, I conducted a policy analysis of the *Better Births* (2016) document. In Stage 2, I undertook a mixed methods approach consisting of an online questionnaire and follow up interviews, to sample women who were either currently pregnant or had recently given birth in a *Better Births* early adopter site. In Stage 3, I interviewed a range of maternity care providers, working inside and outside the NHS, from across England. This presents the chronological order in which each stage of research took place. However as Figure 4 shows, ongoing analysis led to an iterative research process in which the design of the next stage of research was informed by my previous findings, and later findings informed the analysis of previously collected data.