


## CITY WIDE BREAST FEEDING STRATEGY ACTION PLAN

### Objective 1

Establish a Multi-agency/Professional Steering Group to oversee the launch and progression of the Citywide Breast Feeding Strategy

Point	Action	By Whom	Date to Achieve/ comments	Rating (Red/Amber/Green)	Date Achieved/ comments
1.1	Review and agree membership and roles.	City Wide Breastfeeding Steering Group  ↓	June 2007	Green	June 2007
1.2	Set terms of reference		June 2007	Green	June 2007
1.3	Agree a plan as to how to effectively promote the citywide strategy and action plan to key groups, professionals and community		November 2008	Amber	Action plan has been discussed at <ul style="list-style-type: none"> <li>• North of Tyne Maternity HIMP – Dec 07.</li> <li>• Obesity Steering Group To be discussed at</li> <li>• CYPSP April 21<sup>st</sup> 08</li> <li>• Children's Centre 'Be Healthy' Conference.</li> </ul>

1.4	Present an annual report to the Maternity HimP, Acute Trust, Newcastle PCT and Local Authority.	City Wide Breastfeeding Steering Group	September 2008		
1.5	<p>Identify key individuals who will provide the necessary link for breastfeeding in their respective agencies/disciplines</p> <p>Ensure objectives of this Plan are reflected in the Newcastle Obesity Plan</p> <p>Develop links with the NICE public health guidelines on Improving the nutrition of breastfeeding mothers and children in low-income housing (2008)</p>		Ongoing	Amber/Green	

## **Objective 2**

Progress agreement for a citywide full time Infant Feeding Co-ordinator. The aim of such a post would be to provide a recognised strategic lead to ensure that breastfeeding services are developed within the city and Baby Friendly Status achieved within the Acute Trust and **Community Settings**

<b>Point</b>	<b>Action</b>	<b>By Whom</b>	<b>Date to Achieve/ comments</b>	<b>Rating</b>	<b>Date Achieved/ comments</b>
2.1	To progress the issue of funding the post via Acute Trust / Newcastle PCT (Commissioner), Maternity HimP and Children and Young People Strategic Partnership.	Citywide Breastfeeding Steering Group supported by Malathi Natarajan, Public Health, Lead for Breastfeeding, Newcastle PCT. - In conjunction with - <u>Acute Trust</u> Melanie Hornett – Director of Nursing & Patient Services and Chris Wilkinson – Head of	Has been tabled at Maternity HimP in December 2007. To be tabled at CYPSP on April 21 <sup>st</sup> 2008.	<b>Amber</b>	

2.2	Prepare a business case for an Infant Feeding Co-ordinator ( If required )	<p>Midwifery/Directorate Manager</p> <p><u>Maternity HimP/ (PCT)</u> Aileen Fitzgerald – Children and Young Peoples Commissioner</p> <p>Moira Hodgson, Midwifery Manager, Community Services and Specialist Midwives.</p>	Discussions ongoing		
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### **Objective 3**

Promote exclusive breastfeeding for the first six months and alongside solids thereafter, whilst acknowledging parental wishes.

Encourage the continuance of breastfeeding in-line with WHO recommendations and its global strategy.

<b>Point</b>	<b>Action</b>	<b>By Whom</b>	<b>Date to Achieve/ comments</b>	<b>Rating</b>	<b>Date Achieved/ comments</b>
3.1	Identify and review on a regular basis current support groups and other community initiatives offered citywide.	Breastfeeding Steering Group	May 2008 (Review date)	<b>Green</b>	Initial assessment completed Feb 07 – to be reviewed as indicated
3.2	To continue agreement for a citywide Peer Support Co-ordinator to advise, co-ordinate and support the local breastfeeding peer supporters.	Local Authority (on behalf of Childrens Centres) and Sure Start/Children's Centre Midwife	Natasha Moulding appointed as Peer Support Co-ordinator on 25hpw in Nov 2007. (↑ to 30hpw – April 1 <sup>st</sup> 08)	<b>Green</b> <u>Risk</u> – this post will only be funded until March 31 <sup>st</sup> 2009	

3.3	Evaluate effectiveness of citywide peer support programmer / and benefits of Peer Support Coordinator.	Sure Start/Childrens Centre Midwife	May 2008		
3.4	Develop a pro-active system for contacting newly delivered B/F women so that they receive optimal peer support.	Sure Start/Childrens Centre Midwife and Peer support Co-ordinator	December 2008	Amber	
3.5	Explore issues impacting on areas of the city where low breastfeeding rates exist and develop proposals as to how best to address these	Citywide Breastfeeding Steering Group	To consider work that has previously been undertaken	Red	
3.6	Increase promotion of and provide support for existing Baby Café's in both the West and North of the city.	Sure Start/Children's Centres Midwife/Moira Hodgson, Midwifery Manager	<ul style="list-style-type: none"> <li>Additional midwifery support provided to existing baby café's in west and north.</li> <li>Baby café currently being developed in the east of the city.</li> </ul>	Green	<p><u>Risk</u> Existing additional midwifery support is only funded until August 31<sup>st</sup> 2008</p>
3.7	Ensure that women whose children require care within the neonatal unit and paediatric wards are actively supported in their choice to breastfeed.	Citywide Breastfeeding Steering Group in collaboration with Nick Embleton, Consultant Neonatologist and Helen Gray, Post-natal Liaison	<p>On-going (<i>See also objective 9</i>) Need to identify key link for paediatric wards.</p>	Amber	Women whose babies are receiving care in the Neonatal unit have access to peer support

3.8	Implement appropriate ways in which to best provide expectant mothers, fathers and their families with relevant and realistic advice in relation to breastfeeding to better prepare them for parenthood and infant feeding. Continue to provide support and advice following birth of baby	Nurse. Citywide Breastfeeding Steering Group – supported by - Citywide Sure Start/ Children’s Centre Midwife and staff & Parent Education Coordinator (Acute Trust)  Parent Education Steering Group ( Acute Trust )	December 2008	Amber	
3.9	Encourage fathers to take an active role in the delivery of Sure Start/Parent Education Programmes (particularly when they have experience of caring for an infant who has been breastfed).	Local Parenting Providers’ Groups  Support Groups_for Fathers  Health Visitors  Sue Miller, Lead for Parenting Support / Citywide Parenting Advisory Group.	March 2009		
3.10	Consider ways of engaging existing local media services to best promote breastfeeding.	Identify appropriate local websites and media services.  Citywide Breastfeeding Steering Group to liaise with Acute Trust, PCT and LA communication leads.  Invite Publicity/marketing	On-going  1. Recent launch of ‘Angels of the North’ quarterly newsletter by peer supporters (March 2008) 2. Considering ways of sustaining	Green	

		officers to be part of steering group.	Newcastle B/F Resource website. 3. Compilation and promotion of breastfeeding calendar for 2008 by Breastfeeding Advocacy Peer Support (BAPS) 4. Preparing for National Breastfeeding Awareness week – w/b May 11 <sup>th</sup> 08 5. Advertising groups within Children and Young People Directory.		
3.11	Maintain accurate database within Local Authority of La Leche administrators and Peer Supporters. Agree system for co-ordination of peer supporters across the city.	Sure Start/Children's Centres Midwife in conjunction with Peer Supporter Coordinator	April 2008 (Review date)	Green	Dec 2007
3.12	Review and if necessary develop relevant literature to inform mothers/parents about the benefits of breastfeeding.	Members of the Steering Group to review existing literature available and make recommendations to ensure standardisation to prevent parental confusion.	July 2008	Amber	
3.13	Ensure that all literature and/or		July 2008	Amber	

	training material utilised does not promote infant formula and manufacturer details.				
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**Objective 4**

Monitor breastfeeding rates in accordance with Local Area Agreement

Point	Action	By Whom	Date to Achieve/ comments	Rating	Date Achieved/ comments
4.1	Consider the benefits of developing a data sub-group which will report to the main Steering Group  Review and if necessary revise current system for breastfeeding data collection between Acute Trust, Newcastle PCT and Local Authority.  Ensure that data collated can be directly compared with existing national surveys.	Data sub-group membership agreed and initial meeting undertaken  City Wide Breastfeeding Steering Group – supported by – Data Sub Group and Public Health Intelligence Team (PHIT  ↓	Ongoing	Green  Amber	Jan 2008
4.2	Agree a process for regular dissemination and publication of breastfeeding rates.		June 2008	Amber	
4.3	Monitor supplementation rates both in hospital and community and stage at which solids are introduced.	Data sub-group and <u>Acute Trust links:</u> Matron Neonates and Post Natal Services. Lead Midwife, Postnatal Services. Postnatal Liaison Nurse.	September 2008		

## Objective 5

Work towards the implementation of UNICEF Baby Friendly Status in both the hospital and community settings

Point	Action	By Whom	Date to Achieve/ comments	Rating	Date Achieved/ comments
5.1	Implement the elements within the 10-step plan in Maternity Services and the 7-point plan for the Protection, Promotion and Support of Breastfeeding in Community Health Care Settings.	Citywide Breastfeeding Steering Group in conjunction with relevant professionals and agencies.	On-going	Amber	
5.2	Ensure all health premises promote and appropriately display the above alongside the existing breastfeeding policy.	↓	Nov 2008		
5.3	Agree content and introduction of an annual audit of relevant premises to ensure compliance.		June 2009		
5.4	Raise awareness of the World Health Organisation (WHO) International Code of Marketing Breast Milk Substitutes amongst all health professionals / agencies.	Citywide Breastfeeding Steering Group in conjunction with Acute Trust (Maternity and Children's Services,) Children and Young People's Strategic Partnership, PCT and	On-going	Amber	

		Local Authority.  All facilitators of breastfeeding workshops for professionals  UNN  Key staff in Children's Centres			
5.5	Consider how best to monitor any contact between health professionals and infant formula salespersons to ensure contact is regulated in accordance with the appropriate sections of the WHO code.	City Wide Breastfeeding Steering Group	On-going	Red	
5.6	Secure funding to work towards UNICEF Baby Friendly accreditation in both the Acute Trust, Newcastle PCT and Local Authority	City Wide Breastfeeding Steering Group in collaboration with partners outlined.		Red	

## **Objective 6**

Provide appropriate breastfeeding training to all levels of staff who have contact with pregnant women, breastfeeding mothers and families.

<b>Point</b>	<b>Action</b>	<b>By Whom</b>	<b>Date to Achieve/ comments</b>	<b>Rating</b>	<b>Date Achieved/ comments</b>
6.1	Using the recommended UNICEF training tool undertake audit of all staff who could potentially influence breastfeeding practice to establish base line data in regard to current breastfeeding awareness.	The City Wide Breastfeeding Steering Group feel that to take forward the issues pertaining to this objective requires a dedicated individual to facilitate effectively. The group believe this would be a key aspect of the role of an Infant Feeding Coordinator		Amber	UNICEF training packs have been purchased for Paediatricians and GP's. Need to clarify how and who could progress the necessary training programme  UNICEF Training tool also purchased
6.2	Devise a comprehensive training needs analysis for all staff involved in breastfeeding management.			Red	

6.3	Explore ways of delivering effective training programmes to all staff involved in breastfeeding management. This would also include the co-ordination and evaluation of such programmes.			Red	
6.4	Consider ways in which to deliver refresher programmes for recognised staff who have previously received breastfeeding training, but who may not utilise this knowledge on a daily basis.			Red	
6.5	Produce an annual training report and training plan for the Acute Trust, Newcastle PCT and Local Authority (LA)			Red	
6.6	Monitor attendance of health professionals at mandatory breastfeeding training/workshops within both the hospital and community settings.	This currently happens for the breast feeding workshops held every 2 weeks in the Acute Trust (Maternity Dept) Need to ascertain current system in PCT and LA.		Amber	
6.7	Liaise with Northumbria University to ensure that UNICEF accredited breastfeeding training is incorporated into existing study programmes			Amber	Peer supporters currently attend UNN to speak to

	for midwifery, health visiting, school nursing and practice nursing.				Student Midwives. Lecturers have shared curriculum with SS/CC Midwife
6.8	Explore the feasibility of midwifery lecturers attending breastfeeding workshops to update their knowledge.			Red	
6.9	Access and/or develop appropriate training/Educational resources for all staff.	Citywide Steering Group in conjunction with local partners.	Increased resources have become available as a consequence of recent 'Lean East' monies  Additional funding received from the PCT (£5k) towards 'peer support' provision. The resources purchased will ensure more equitable access to resources citywide.	Green	Dec 07  April 08
6.10	Develop a citywide approach in regard to delivering training and developing peer support programmes linked to Children's Centres.	Sure start/ Children's Centre Midwife	On-going		Seven individuals have undertaken La Leche Admin training.

## **Objective 7**

Consider how best to promote the benefits (and social and cultural acceptance) of breastfeeding amongst the population where social exclusion and disadvantage may influence their decision to breastfeed

<b>Point</b>	<b>Action</b>	<b>By Whom</b>	<b>Date to Achieve/ comments</b>	<b>Rating</b>	<b>Date Achieved/ comments</b>
7.1	Review service provision in relation to breastfeeding for: a) Minority ethnic groups and families where English is not their first language  b) Pregnant teenage women/mothers and their partners  c) Pregnant women/mothers known to have a dependence on drugs and / or alcohol	Malathi Natarajan to liaise with Ann McNulty at HAREF (Health and Race Equality Forum)  The City Wide Breastfeeding Steering Group feel that we need to develop a sub-group to co-ordinate this particular objective  Moira Hodgson to liaise with Justina Hansom, Lead Midwife, Teenage Pregnancy  Moira Hodgson to liaise with Maddy Findlay, Lead Midwife, Drug & Alcohol	June 08   Ongoing  Ongoing	   Amber  Amber	

7.2	<p>d) Pregnant women/mothers with special needs whether they be physical, mental and/or educational</p> <p>Look at funding opportunities for literature translation into languages relevant to our population. Ensure that all literature and/or training material utilised does not promote infant formula and infant formula companies.</p>	<p>To identify key individual from Learning Disabilities Team who may be able to provide this link</p> <p>City Wide Breastfeeding Steering Group in conjunction with Maternity HimP, Acute Trust, PCT and LA</p>	Ongoing	Red	Purchased UNICEF pack for parents with Learning Difficulties
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**Objective 8**

Raise awareness of the benefits of breastfeeding within existing mainstream education programmes.

<b>Point</b>	<b>Action</b>	<b>By Whom</b>	<b>Date to Achieve/ comments</b>	<b>Rating</b>	<b>Date Achieved/ comments</b>
8.1	Consider the potential for developing, promoting and providing appropriate materials and information commencing in nursery schools progressing through the recognised educational pathway.	Nursery Nurses, Children's Centres, Early Years Team at the Council	December 2008		
8.2	Liaise with relevant Head Teachers to establish their requirements in respect of national and local PHSE targets.	Malathi Najarajan to liaise with Judith MacMorran, Healthy Schools lead at the PCT as to how best to progress this	June 2008		

**Objective 9**

Promote, support and encourage local research pertaining to breastfeeding

<b>Point</b>	<b>Action</b>	<b>By Whom</b>	<b>Date to Achieve/ comments</b>	<b>Rating</b>	<b>Date Achieved/ comments</b>
9.1	Establish potential opportunities for research studies and consider ways in which to support this.	Citywide Steering Group – supported by - Nick Embleton, Consultant Neonatologist. (Advisor to Group/Group member)	Proposal currently being explored by Acute Trust to appoint a full time lead (neonatal nurse/midwife) for one year to look at breast feeding practices and support for breastfeeding within the post-natal wards and neonatal unit. It is hoped that Tiny Lives may consider funding such a proposal. Nick Embleton to prepare a business case.	Have not attached a rating to this as at present we utilise existing research studies published both nationally and globally.	

**Objective 10**

To develop citywide “Breastfeeding Welcome” environments

<b>Point</b>	<b>Action</b>	<b>By Whom</b>	<b>Date to Achieve/ comments</b>	<b>Rating</b>	<b>Date Achieved/ comments</b>
10.1	Undertake further citywide audit to establish baseline of current breastfeeding welcome venues.	Peer Support Co-ordinator in conjunction with Sure Start/Children’s Centre Midwife	Nov 2008 (Review date)	Green	
10.2	Consider ways in which to promote availability of breastfeeding welcome venues, how to reward their commitment and monitor their ability to sustain.	Citywide Breastfeeding Steering Group	August 2008		
10.3	Undertake awareness raising with key retailers within the city to promote breastfeeding welcome scheme where this has not been supported previously.	Citywide Breastfeeding Steering Group	August 2008		

**Objective 11**

Promote and develop human resource policies and facilities to support staff who return to work who wish to continue breastfeeding

<b>Point</b>	<b>Action</b>	<b>By Whom</b>	<b>Date to Achieve/ comments</b>	<b>Rating</b>	<b>Date Achieved/ comments</b>
11.1	Promote the development of consistent human resource policies and appropriate facilities citywide to support women who return to work while breastfeeding.	Citywide Breastfeeding Steering Group to ascertain existing policies within Acute Trust/PCT and Local Authority	December 2008	Amber	Local Authority have been working on such a policy
11.2	Encourage all employers to endorse and promote the benefits of breastfeeding to their workforce.	Link in with Liz Roe, Health Improvement Lead for Workplace Health		Amber	Some progress has been made in respect of this re: development of policy and guidelines