

EAST AYRSHIRE COMMUNITY HEALTH PARTNERSHIP

COMMITTEE

4th October 2010

BREASTFEEDING ACTION/ IMPROVEMENT PLAN

1. PURPOSE OF THE REPORT

1.1 To inform East Ayrshire CHP Committee of actions that will be taken by East Ayrshire Council, in partnership with others, to improve breastfeeding rates within East Ayrshire.

2. BACKGROUND

2.1 Improving breastfeeding rates is a key priority, both nationally and locally.

- HEAT Target: Increase the proportion of newborn children exclusively breastfed at 6-8 weeks from 26.6% in 2006/07 to 33.3% in 2010/11.
- SOA Targets: 1) Exclusive breastfeeding rate at 6-8 weeks increased- 2% sustained increase per annum. 2) Exclusive breastfeeding rates at 6-8 weeks in areas displaying the lowest rates increased by 4% per year.

2.2 It has been recognised that all of the Council areas within Ayrshire and Arran will fall significantly short of achieving the targets set for breastfeeding. The NHS has undertaken a Critical Issue Review, outlining priority actions that they will take to drive forward this agenda.

2.3 East Ayrshire Council also has a role to play in contributing to the breastfeeding agenda and have therefore identified a range of actions which may be taken to redouble our efforts in this priority area.

3. THE ACTION PLAN

3.1 All actions relating to breastfeeding correspond with AIM 1 of the Improving Health and Wellbeing Action Plan: *To ensure that information is available in a suitable format and that services are provided when and where required for those who need them to enable people to make healthy lifestyle choices.*

3.2 The aim is supported by Action 1.4: *Provide information on the benefits of breastfeeding across all population groups and provide support for breastfeeding women and families;* and Action 2.3: *Target breastfeeding support to the most deprived areas displaying the lowest rates.*

3.3 There are a number of outputs within Actions 1.4 and 2.3, to which East Ayrshire Council have already committed:

- National Breastfeeding Awareness Week supported each year.
- Breastfeeding return to work policy implemented in East Ayrshire Council.
- A Breastfeed Happily Here initiative developed and implemented.
- Breastfeeding Friendly nursery approach piloted in 2 Family Centres.

3.4 The Actions proposed in the Appendix therefore link directly to the existing Improving Health and Wellbeing Theme of the Community Plan and would provide further impetus in this priority area.

4. RESOURCE IMPLICATIONS

4.1 Funding for this action plan will be met within existing resources, with the exception of the resource packs for nurseries and schools, for which funding from the national allocation for infant feeding (held by the NHS) would be sought.

4.2 Estimated cost of resources for Nurseries= £2200.00 (£1100.00 proposed to be met from within existing Council resources).

4.3 Estimated cost of resources for Primary Schools= £3650.00

5. PERFORMANCE MANAGEMENT / REPORTING

5.1 The monitoring and reporting for this action plan would be subsumed within the Improving Health and Wellbeing Theme of the Community Plan, led by Cathy Roarty, Lead Public Health Practitioner.

6. RECOMMENDATIONS

6.1 The Children and Young People's Officer Locality Group have supported this Action Plan and now refer it to the CHP Committee for consideration and final approval to implement.

April Masson

Community Health and Wellbeing Co-ordinator

East Ayrshire Council

(Updated by CHP Facilitator September 2010)

APPENDIX

East Ayrshire Council Breastfeeding DRAFT Action Plan

Actions (What needs to be done?)	Projected Outputs (What do we propose to do?)	Timescale (When will the action be completed?)	Partners (Which organisations are involved?)	Action relevant to other themes
<p>1.4 Provide information on the benefits of breastfeeding across all population groups and provide support for breastfeeding women and families.</p>	<p>National Breastfeeding Awareness Week supported each year.</p> <ul style="list-style-type: none"> • Pilot and evaluate a pack of information, including breastfeeding, to 40 pregnant staff within EAC. • Place a message during the campaign week, linking to information about breastfeeding on the Council's intranet and internet sites. • Provide and display campaign materials within the CHIP Van, 5 Family Centres and 22 Libraries throughout East Ayrshire. <p>Breastfeeding Return to Work Policy implemented in East Ayrshire Council.</p> <ul style="list-style-type: none"> • Develop and implement the policy, including training and awareness-raising for relevant HR and management staff. • Ensure that all pregnant women working for EAC receive an information pack, including information about breastfeeding, once they hand in their MatB1 form. 	<p>June 2010</p> <p>June 2010</p> <p>June 2010</p> <p>March 2011</p> <p>March 2011</p>	<p>EAC</p> <p>EAC</p> <p>NHS/EAC</p> <p>EAC</p> <p>EAC</p>	<p>Promoting Lifelong Learning</p>

	<p>A Breastfeed Happily Here initiative developed and implemented.</p> <ul style="list-style-type: none"> • Ensure that the 32 EAC premises already signed up are participating effectively in the scheme. • Roll out BFHH further to 33 early years' establishments, 57 schools and 30 community centres. <p>Promote breastfeeding through educational establishments.</p> <ul style="list-style-type: none"> • Provide a checklist and a pack of educational materials to enable 33 nursery and 44 primary schools staff to promote breastfeeding within their establishments. • Provide training for the remaining 4 Family Centres to increase staff's awareness of breastfeeding and to enable them to promote breastfeeding with vulnerable families in their home environment. • Develop an approach which will assist schools to integrate breastfeeding into the primary and secondary school curriculum, using the Curriculum for Excellence framework. Test this approach in one primary and one secondary before rolling out to all 57 schools in East Ayrshire. 	<p>July 2011</p> <p>January 2011</p> <p>September 2010</p> <p>March 2011</p> <p>March 2011</p>	<p>EAC</p> <p>EAC/NHS</p> <p>EAC/NHS</p> <p>NHS/EAC</p> <p>NHS/EAC</p>	
--	---	--	---	--

	<p>Integrate breastfeeding throughout the C'mon Catrine Healthy Weight Communities Project.</p> <ul style="list-style-type: none"> • Ensure that all breastfeeding initiatives, e.g. Breastfeed Happily Here, Resource provision for nurseries/schools, are intensively implemented through the Project. • Use a social marketing approach to target a sector of the population with breastfeeding messages within the Project. <p>Contribute to relevant actions arising from the breastfeeding social marketing project in Northwest Kilmarnock.</p>	<p>March 2011</p> <p>March 2011</p> <p>March 2011</p>	<p>EAC/NHS</p> <p>EAC/NHS</p> <p>NHS Health Scotland/NHS/EAC</p>	
--	--	---	---	--