

AGENDA MANAGEMENT SHEET

<i>Name of Committee</i>	Health Overview & Scrutiny Committee
<i>Date of Committee</i>	19th July 2006
<i>Report Title</i>	Coventry and Warwickshire Breastfeeding Review - Responses
<i>Summary</i>	The responses from the three Warwickshire Primary Care Trusts and from Cabinet on the review are attached.
<i>For further information please contact:</i>	Phil Maull Senior Committee Administrator Tel: 01926 412834 philmaull@warwickshire.gov.uk

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Dear Mr. Maull,

Re: A summary of the Draft Report produced by Coventry City Council on the Coventry & Warwickshire Breastfeeding Review Document

Thank you for your letter asking for our response to the recommendations in this report. I will detail the recommendations relevant to us and then set out our comment underneath.

Recommendation 1:

- 1.2 North Warwickshire PCT, South Warwickshire PCT and Rugby PCT (and successor organisation(s)) are recommended to consider the results of the breastfeeding data pilot in Wood End to determine whether a similar approach would be appropriate in their areas.
- 1.3 All NHS organisations are recommended that current performance in breastfeeding outcomes should use agreed definitions and periods to enhance comparisons, with data broken down by geographic, socio economic and ethnic variables to determine if rates vary in line with national findings.
- 1.4 All NHS organisations are recommended to use targets for improved breastfeeding outcomes that reflect a verified baseline, and include targets to differentially improve breast feeding in those least likely to breastfeed, and with an element of realism and stretch.

Response:

South Warwickshire PCT has developed a strategy and action plan to improve breast-feeding rates and this is led by a Breast Feeding Strategy Group. An important element of the strategy is to ensure that performance is appropriately monitored and assessed. The points made in 1.3 and 1.4 above are accepted and are being addressed within the action plan. The Strategy Group is also very keen to ensure that best practice that has been developed elsewhere is adopted locally, so the PCT will be happy to consider the outcome of the Wood End pilot.

Recommendation 3.1

Local NHS organisations and their partners are recommended to seek to improve ante-natal and post-natal support for mothers who wish to breast feed by adopting BFI standards.

Response:

South Warwickshire PCT supports this recommendation and is endeavouring to implement it through its Breast Feeding Action Plan, as follows:

Midwives and health visitors are key providers of breast-feeding support and adequate training is felt to be essential. South Warwickshire PCT has commissioned from Coventry University the development of a Breast Feeding Workbook for use by midwives and health visitors to improve the quality of breast-feeding advice and support. The focus of effort is now on ensuring it is fully implemented.

The PCT has also reviewed its parent craft classes to ensure they meet the needs of mothers who wish to breast feed and take into account their views. Pilot classes have been established to trial new approaches prior to wider implementation. Closer liaison between midwives and health visitors in the provision of classes is also being encouraged.

Postnatal support has recently been improved through the provision of breast-feeding support on the postnatal ward at Warwick Hospital. A number of breast-feeding cafes have also been established in community locations (e.g. Brunswick Healthy Living Centre).

Finally work is being undertaken through the Sure Start Programme with the appointment of a breast-feeding coordinator to establish peer support programmes.

Recommendation 4

- 4.1 All NHS organisations are recommended to ensure that actions planned to improve breastfeeding should link to evidence based guidance and plans for resources.
- 4.2 All NHS organisations are recommended to ensure that actions should include links to LSPS and Work Force Plans where they involve changes in staffing and skills required.
- 4.3 All NHS organisations are recommended to ensure that innovations in practice and service delivery should be evaluated, and that networks across PCT's should harness opportunities for larger multi site evaluations through Research and Development networks across PCT's should harness opportunities for larger multi site evaluations through Research and Development networks.
- 4.4 West Midlands South SHA (and any successor) is recommended to set up a Task Force to determine how it can provide leadership in public health to support breastfeeding, including using its performance review function to achieve locally appropriate change across health economies.

Response:

South Warwickshire PCT supports these recommendations. The Breast Feeding Strategy Group works very closely with Coventry University (and previously with the Maternal and Child Nutrition Collaborating Centre as a 'sentinel site'), which helps to ensure that its work is evidence based and provides opportunity for research and evaluation (e.g. the development and evaluation of the Workbook).

Recommendations 5

- 5.1 All NHS organisations are recommended to ensure that the exact role of each type of support worker is reviewed so that their work is most appropriate to the client group. In relation to breastfeeding, the skills and support they need should be reviewed, and in most cases, more training and support is needed.

Response:

South Warwickshire PCT supports this recommendation and this is being undertaken for professional staff through the provision of the Workbook (see above) and its associated assessment tool ('CUBA'). The Sure Start project (as described above) will take account of this recommendation in the development of lay support workers.

- 5.2 All NHS organisations are recommended to clarify the role of professionally qualified practitioners in Sure Start posts, and their role and skills developed to support other complementary workers in relation to breastfeeding.

Response:

South Warwickshire PCT supports this recommendation; Leamington Sure Start has appointed a breast-feeding coordinator and a peer support programme is being developed. These issues are being addresses through this project.

- 5.3 All NHS organisations are recommended to put in place initiatives and targets recognising that supporting the initiation and duration of breastfeeding is at least as important as other public health objectives, and provide evidence to the health scrutiny board of ongoing development of support in this area.

Response:

South Warwickshire PCT supports this recommendation and has included breast-feeding in its LDP, and Choosing Health Delivery Plan.

- 5.4 All NHS organisations are recommended to take steps to support the further development of peer support for breastfeeding mothers, ensuring that appropriate evidence based techniques and knowledge support is in place.

Response:

South Warwickshire PCT supports this recommendation; it is being addressed through the Leamington Sure Start project as described above.

- 5.5 All NHS organisations, Coventry City Council and Warwickshire County Council are recommended to report how they might further facilitate the development of more breastfeeding cafés as a vehicle for professional, expert and peer support for breastfeeding mothers.

Response:

South Warwickshire PCT supports this recommendation and would welcome further discussion with local authorities on how breastfeeding in public places can be facilitated. The involvement of professional support would need to be assessed in the light of local needs and resource availability.

Recommendation 6

- 6.1 All NHS organisations, WCC and Coventry City Council are recommended to develop local media campaigns, designed using best practice methods from social marketing, to shape messages relating to breastfeeding, evaluated by public opinion polling methods. This should include posters and other media available to all local organisations to display in public places.

Response:

South Warwickshire PCT supports the development of positive public messages to encourage breast-feeding and would welcome the involvement of local authorities in this. Warwickshire Specialist Health Promotion Service is supporting this aspect of the Breast-feeding Strategy.

- 6.3 All NHS organisations, Coventry City Council and WCC are recommended to promote in their premises, and to work with local businesses, to establish breastfeeding friendly premises, using a badging scheme to give it a quality standard and publicity for achievement. This should include specific standards to support breastfeeding (e.g. provision of a supportive chair for breastfeeding), and baby friendly signage, to promote breastfeeding in private areas as well as in public areas of these premises. A unified standard should be applied across all premises.

Response:

South Warwickshire PCT supports this recommendation and would welcome the opportunity to work with partners to establish a scheme such as this. Consideration should be given to incorporating this approach within existing schemes (e.g. Heartbeat Award). The PCT is endeavouring to ensure that its own premises are breast-feeding friendly.

Recommendation 7

- 7.1 Coventry City Council, WCC and all NHS organisations are recommended to develop and publicise policies to support

breastfeeding in addition to those for maternity and paternity leave, containing the following elements:

- 7.2 Employees should have a better access to information on support that might be offered to enable breastfeeding to continue after returning to work.
- 7.3 Suitable (private, secure, comfortable and stress free) facilities to express and store breast milk should be provided.
- 7.4 More flexible working hours are necessary to give mothers opportunity to express breast milk or breast feed their baby at nursery/ home.
- 7.5 Free loans of electric pumps and flasks.

Response:

South Warwickshire PCT is developing a return to work policy with regard to supporting breast-feeding and will take account of the elements listed in this recommendation.

Recommendation 8

- 8.1 All NHS organisations and other organisations with important service provision roles in breastfeeding, such as Sure Start, should establish posts with a clear remit, funding and time as breastfeeding co-ordinators or champions, supported by operational and strategic structures.
- 8.2 Local health economies should establish and refresh strategic inter-agency and cross community partnerships to support breastfeeding, supported by local operational structures that are designed to take “joined up” action.
- 8.3 West Midlands South SHA (or successor) should seek to influence a new focus in the emerging Regional structures to provide clear and evidence based public health leadership in the Region, to ensure resources are prioritised towards supporting breastfeeding.
- 8.4 All NHS organisations, Warwickshire County Council and Coventry City Council, should utilise their research skills, and those of the wider research community, to establish an evaluative culture for improving breastfeeding services, meaning that when new practices and policies are introduced, there is appropriate evaluation and feedback.

Response:

South Warwickshire PCT supports the principles of this recommendation and will attempt to incorporate them within its Strategy and Action Plan.

Finally, the PCT would like to congratulate the Overview and Scrutiny Committee on producing a useful report; it will be further considered at the next meeting of the PCT Breast Feeding Strategy Group.

Yours sincerely,

Dr Stephen Munday
Director of Public Health