

Improving health together

NHS

North Yorkshire and York



Public Health Factsheet

www.northyorkshireandYork.nhs.uk/stayinghealthy

Welcome to the breastfeeding factsheet, which explores some of the issues and contains information, news, tools and tips to support frontline practitioners in delivering effective key messages in relation to this campaign, with signposts to available resources.

The Seven Point Plan for Sustaining Breastfeeding in the Community. Revised September 2008.

The Baby Friendly Initiative came to the UK in 1994 and, in 1998, its principles were extended to cover the work of community health-care services in the Seven Point Plan for the Promotion, Protection and Support of Breastfeeding in Community Health-Care Settings.

These revised standards were formally launched in November 2008 and assessments will be carried out with reference to them from March 2009.

Breastfeeding

Issue 13 — May/June 2009



NHS North Yorkshire and York has been successful in securing funding from the Department of Health to achieve Baby Friendly Accreditation. The project will have an overall focus on improving breastfeeding rates across the whole PCT, but work will be focused on narrowing the gap in those areas that have the lowest rates.

UK breastfeeding rates over the succeeding 10 years indicate that, while there have been significant increases in breastfeeding initiation, early discontinuation rates remain unacceptably high.

Nationally the initiation rate for breastfeeding in 2005 was 77%. However in some areas of North Yorkshire rates are substantially lower. In York the initiation rates are as low as 66.4% and in Scarborough 57.6%.

The Seven Point Plan is a comprehensive document which sets out clearly the criteria for accreditation of community health-care settings. The aim of this factsheet is not to cover these in detail, but to give all community settings, who are not in the front line of promoting breastfeeding, an indication of how they can be involved. For more information on this go to www.babyfriendly.org.uk/pdfs/The_Seven_Point_Plan_September_2008.pdf. Those health-care staff with responsibility for caring for new mothers and babies should be fully aware of and implement in full the Seven Point Plan.

National Breastfeeding Awareness Week

10-16 May 2009

www.breastfeeding.nhs.uk

Achieving Baby Friendly status in North Yorkshire and York

The revised criteria

This section sets out the criteria for accreditation of community health-care facilities, effective from March 2009. The required standards are summarised as many are quite specific. However it is hoped that all practitioners will be able to find something they will be able to implement within the Seven Point Plan, which will provide a consistent message.



Point 1: Have a written breastfeeding policy that is routinely communicated to all health-care staff

- ◆ A breastfeeding policy is currently being developed and will be available to view on the PCT breastfeeding web pages, see: www.northyorkshireandyork.nhs.uk/stayinghealthy/breastfeeding.
- ◆ We would like all community practitioners to remove from display and distribution any materials that promote breastmilk substitutes. For information on breastfeeding friendly materials please refer to the resources section of this factsheet and/or the website.
- ◆ We are aware that formula milk will need to be sold but all written materials should promote breastfeeding.

Point 2: Train all staff in the skills necessary to implement the breastfeeding policy

- ◆ All key staff will be provided with training to implement the breastfeeding policy, according to their role.
- ◆ All other staff who have contact with pregnant women and breastfeeding mothers will receive training to enable them to provide information and to uphold the breastfeeding policy, as appropriate to their role.

Point 3: Inform all pregnant women about the benefits and management of breastfeeding

- ◆ Before 32 weeks of pregnancy all pregnant women should receive full and clear information about the health benefits of breastfeeding, and the importance of:
 - skin contact after delivery
 - positioning and attachment
 - rooming-in

- feeding on demand
- avoiding supplements and teats.
- ◆ All written materials intended for pregnant women should be accurate and effective, and free from the promotion of breastmilk substitutes, bottles, teats and dummies. (For resources see page 4 and www.northyorkshireandyork.nhs.uk/StayingHealthy/breastfeeding/resources.htm).
- ◆ Pregnant women should not be given instruction on how to prepare bottles of infant formula as part of ante-natal group sessions.

Point 4: Support mothers to initiate and maintain breastfeeding

Mothers should have information on:

- ◆ Signs in the baby that indicate sufficient milk intake (urine output, stooling, weight gain and general condition of the baby).
- ◆ Signs in the mother that indicate effective feeding (comfortable breasts, no evidence of nipple pain or damage).
- ◆ The importance of effective positioning and attachment for breastfeeding and confidence in managing this.
- ◆ How to recognise effective milk transfer—and what the mother should do if she suspects it is inadequate.
- ◆ Demand feeding and how to recognise feeding cues.
- ◆ Strategies for coping with night-time feeds.
- ◆ The appropriate use of teats and dummies.
- ◆ All written materials intended for new mothers should be accurate and effective, and free from the promotion of breastmilk substitutes, bottles, teats and dummies.

Achieving Baby Friendly status in North Yorkshire and York

Point 5: Encourage exclusive and continued breastfeeding, with appropriately timed introduction of complementary food

- ◆ All breastfeeding mothers should be encouraged to breastfeed exclusively for around 6 months.
- ◆ All breastfeeding mothers should be informed about the appropriate age for introducing complementary foods and drinks, alongside breastmilk, and be able to describe why these are not recommended before six months.
- ◆ All health-care staff should be able to state correctly for how long breastfeeding is beneficial to mothers and babies.
- ◆ No promotion for infant food or drink other than breastmilk should be displayed or distributed to mothers or staff in or by the facility.

Point 6: Provide a welcoming atmosphere for breastfeeding families

- ◆ All health-care facilities should welcome breastfeeding in all public areas and this should be indicated by appropriately-worded signs.
- ◆ All staff, including reception staff, should be aware that mothers are welcome to breastfeed in all public areas.

- ◆ All breastfeeding mothers should be given the opportunity to discuss breastfeeding in public places.
- ◆ The health-care facility should provide mothers with information about places locally where breastfeeding is known to be welcomed.
www.breastfeeding.nhs.uk

Point 7: Promote co-operation between health-care staff, breastfeeding support groups and local community

- ◆ All breastfeeding mothers should be informed which health professional(s) to contact for breastfeeding support and how to access this help.
- ◆ All breastfeeding mothers should be informed about how to contact a breastfeeding counsellor or support group for help with breastfeeding.
- ◆ All breastfeeding mothers should be informed how to access help with breastfeeding outside surgery/office hours.
- ◆ Be aware of support locally.

Mothers who are formula feeding

The purpose of the Seven Point Plan is to support mothers to sustain breastfeeding. For this reason, there are no criteria that relate specifically to formula feeding and the care provided to mothers who are not breastfeeding is not formally assessed as part of the accreditation process. Many of the criteria for the care of breastfeeding mothers and babies are equally applicable to mothers and babies who are formula feeding. The Baby Friendly Initiative therefore strongly recommends that the following points should be given appropriate emphasis in the care of these mothers (or fathers):

Teaching and supervision as necessary to ensure that feeding equipment is sterilised effectively and feeds made up correctly

Information about the benefits of babies being kept near their partners.

Information to enable safe night-time care of babies.

Information about how to recognise feeding cues and ensure babies are fed at appropriate intervals, with an appropriate balance of milk feeds and drinks.

Information about the appropriate age for introducing complementary foods.

Particular care and planning are needed to ensure that mothers who begin breastfeeding but who later change to formula feeding are given full support to breastfeed while they are doing so, but are provided with appropriate additional information about formula feeding when they have made a decision to change (or to combine breastfeeding with the use of formula).

Local Initiatives

- ◆ NHS North Yorkshire and York will be working with 'The Hub', a specialist social marketing company to promote breastfeeding to our target populations. Similar work has been carried out in other areas of the country and this work yielded insight into the socio-cultural factors influencing the decision to breastfeed. The main groups that emerged as key factors in the decision to breastfeed have then become the focus of the programmes. The programme will be managed by NHS North Yorkshire and York public health team, working closely with health visitors and midwives in the target areas.
- ◆ An Infant Feeding Strategy for North Yorkshire and York is currently being written and will shortly be available for consultation. The strategy aims to promote and support optimal nutrition of all infants up to two years of age.
- ◆ NHS North Yorkshire and York, together with relevant local stakeholders, will be working towards a shared vision and policy to promote and support optimal nutrition for babies aged from 0 to 2 years.

Check www.northyorkshireandYork.nhs.uk/StayingHealthy/Breastfeeding for updates.

Order your free resources

These are the resources recommended by your Public Health team for use with the Breastfeeding campaign.



Department of Health

Department of Health www.orderline.dh.gov.uk for their full range of campaign materials. Type breastfeeding in the keyword search box. Images available at www.northyorkshireandYork.nhs.uk/StayingHealthy/breastfeeding/resources.htm

Tel: 0300 123 1002



Breastfeeding NHS

Campaign materials for National Breastfeeding Awareness Week 10-16 May 2009 are being developed and will be available to order from 20 April. www.breastfeeding.nhs.uk

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Policy Context

The Seven Point Plan for Sustaining Breastfeeding in the Community

Unicef Baby Friendly Initiative 2008

www.babyfriendly.org.uk/items/item_detail.asp?item=540

Improving the nutrition of pregnant and breastfeeding mothers and children in low income households.

NICE

www.nice.org.uk/Guidance/PH11/Guidance/pdf/English

Evidence on the long-term effects of breastfeeding

World Health Organisation (WHO) 2007

www.who.int/child_adolescent_health/documents/9241595230/en/index.html

Promotion of breastfeeding initiation and duration:

Evidence into practice briefing

Health Development Agency (HDA) 2006

www.nice.org.uk/aboutnice/whoweare/aboutthehda/hdapublications/hda_publications.jsp?o=738

Websites

Breastfeeding NHS

www.breastfeeding.nhs.uk

Provides information and resources to help inform women about the benefits of breastfeeding and support them as they breastfeed.



NHS Choices

www.nhs.uk/Livewell/childhealth0-1/Pages/Breastfeeding.aspx

Information on all aspects of breastfeeding/child and maternal health.



The National Breastfeeding Helpline

www.breastfeedingnetwork.org.uk/

Helpline run in collaboration with the Breastfeeding Network (BfN) and the Association of Breastfeeding Mothers (ABM).



The Baby Friendly Initiative

www.babyfriendly.org.uk/

Covers the work of community health-care services in the Seven Point Plan for the Promotion, Protection and Support of Breastfeeding in Community Health Care Settings.



World Health Organisation

www.who.int/topics/breastfeeding/en/

Production of sound, evidence based information and indicators, development of guidelines and maintenance of Global Data Bank on breastfeeding.



Best Beginnings

www.bestbeginnings.info

The initial focus of Best Beginnings is breastfeeding as a powerful tool to break down health inequalities in children.



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