

AGENDA ITEM No.4



Meeting of East Renfrewshire Community Health and Care Partnership	Committee						
Held on	1 April 2015						
Agenda Item	10						
Title	A Corporate Approach to Breastfeeding Policy and Welcome Accreditation						
Summary							
<p>The purpose of this report is to update Committee on progress to date in relation to achievement of Breastfeeding Welcome Accreditation and to outline key priorities and actions required to progress this agenda.</p>							
Presented by	Candy Millard, Head of Strategic Services						
Action required							
<p>Committee is asked to:-</p> <ul style="list-style-type: none"> ▪ note progress to date; ▪ endorse the East Renfrewshire Council 'Breastfeeding Policy and Guidance' (Appendix 1) and roll out of Breastfeeding Welcome accreditation for all Council and remit to cabinet for approval 							
Implications checklist – check box if applicable and include detail in report							
Financial		Policy	X	Legal	X	Equalities	X
Staffing	X	Property	X	IT		Efficient government	

EAST RENFREWSHIRE COMMUNITY HEALTH AND CARE PARTNERSHIP

COMMITTEE

1 April 2015

Report by Director of CHCP

A CORPORATE APPROACH TO BREASTFEEDING POLICY
AND WELCOME ACCREDITATION

PURPOSE

1. The purpose of this report is to update Committee on progress to date in relation to achievement of Breastfeeding Welcome accreditation for all premises and to outline key priorities and actions required to progress this agenda.

RECOMMENDATIONS

Committee is asked to:-

- note progress to date;
- endorse the East Renfrewshire Council 'Breastfeeding Policy and Guidance' (Appendix 1) and roll out of Breastfeeding Welcome accreditation for all Council and remit to cabinet for approval

BACKGROUND

2. Breastfeeding is recognised as the preferred way to feed infants and is associated with improved health outcomes for both mother and child. The Scottish Government therefore, in line with the World Health Organisation (WHO) recommends exclusive breastfeeding for the first six months of an infant's life.
3. Breastfeeding rates in Scotland are some of the lowest in the world and have remained low over the last decade. In 2013-14, less than half of all babies (48.4%) were breastfed at the health visitor first visit, with this figure falling to 37.9% at the 6-8 week review. There is a clear association between breastfeeding and deprivation with mothers in the least deprived areas nearly three times as likely to breastfeed compared with those in the most deprived areas (ISD, Scotland).
4. While breastfeeding rates in East Renfrewshire are generally higher than the National average at first visit, there is still a significant drop off rate and deprivation gradient. Between the period 1st April - 30th June 2014, 63.7% of babies in East Renfrewshire were breastfed at the first visit, falling to 43.1% at 6-8 weeks. The corresponding rates for our most deprived (SIMD) areas were 45% at first visit and 9.5% at 6-8 weeks (ISD, Scotland, 2014).

5. Increasing breastfeeding rates is a key public health priority. Sustained and coordinated action is required to improve breastfeeding initiation and maintenance rates, particularly amongst mothers living in our most deprived areas. It is therefore a key priority area to progress in partnership, actions outlined in the Scottish Governments 'Improving Maternal and Infant Nutrition Framework' (2011), including increasing the public acceptability around breastfeeding.
6. Breastfeeding in public places is supported in legislation. The **Breastfeeding etc. (Scotland) Act 2005** makes it unlawful to prevent or stop a child being breastfed in any public area where children are normally allowed. Breastfeeding is further protected under the **Equality Act (2010)**. There is consequently a need to ensure all our public places are fully supportive of breastfeeding through implementation of a corporate breastfeeding policy and 'Breastfeeding Welcome' accreditation.

REPORT

7. Progress has been made in a number of areas.

Breastfeeding Welcome Accreditation and Policy Development

8. This accreditation scheme acknowledges that public places welcome breastfeeding mothers and aims to support more mothers to feel confident to breastfeed when out and about with their baby. By displaying the 'Breastfeeding Welcome' logo, women can be assured that premises will provide a supportive environment in which they can feed their babies. The scheme is fully supported by NHSGGC in relevant policy and in line with UNICEF Baby Friendly accreditation.
9. Since autumn 2014 all Customer First staff, Nursery and Family Centre staff have received 'Breastfeeding Welcome' training. All nurseries have been progressing this as part of their commitment to Family Friendly Accreditation, and actions within Parent Strategy.
10. In order to progress with this scheme, East Renfrewshire is required to have an organisational Breastfeeding Policy in place. A draft policy has been included in Appendix 1 for consideration.

Fit with Local Action Planning

11. The East Renfrewshire Maternal and Infant Nutrition Action Plan (2012 - 2015) sets out a clear vision to support an increase in breastfeeding initiation and maintenance rates. This action plan is currently being reviewed with partners and it is recognised that reducing the inequality gap around breastfeeding is a key area for action. East Renfrewshire Maternal and Infant Nutrition (MINF) group has been re-established and will be further renewed in partnership with the CHCP Senior Nurse.

UNICEF Baby Friendly Initiative (BFI)

12. East Renfrewshire CHCP has achieved full UNICEF Baby Friendly Accreditation for health premises. Achievement of the aforementioned 'Breastfeeding Welcome' Accreditation is a key priority in maintaining UNICEF standards. Continued work is required to ensure that Council premises are also compliant with the standards.

Breastfeeding Peer Support

13. The first cohort of local breastfeeding peer supporters, have been trained and are now active on maternity wards at the Southern General Hospital and Royal Alexandra Hospital. A weekly Baby Café breastfeeding support group has been established in Barrhead. BabyCafe is delivered by peer supporters to ensure continuity from hospital to community and is supported by health visiting staff. In line with an inequalities focus, health improvement staff are supporting the coordination of a series of antenatal breastfeeding workshops in Barrhead and targeting resource to those women that we know are less likely to initiate breastfeeding, and work with partners to identify and support them to breastfeed.
14. The Early Years Collaborative gives priority to breastfeeding (Workstream 1), as does the Family Nurse Partnership.

PARTNERSHIP WORKING

15. The report highlights the need for a robust partnership approach to support an increase in breastfeeding rates and to oversee local activity around wider maternal and infant nutrition.

IMPLICATIONS OF PROPOSALS

16. There are no direct financial costs associated with the outlined proposals. Trainer capacity has been developed in-house to support 'Breastfeeding Welcome' accreditation therefore direct costs have been minimised.
17. Indirect costs associated with releasing staff to attend training should however be noted.
18. Adoption of an organisational breastfeeding policy, as with any policy, may require appropriate consultation with human resources, legal and trade unions. Additional supporting guidance for managers will also be required to support implementation of the policy.
19. Further consultation will be required with key East Renfrewshire services to ensure facilities and relevant signage support our customers to breastfeed.

CONCLUSIONS

20. The report highlights the need for sustained action to increase breastfeeding rates locally. Adoption of a corporate breastfeeding policy and approach to 'Breastfeeding Welcome' accreditation is a key area of action in support of this. A cohesive partnership approach across a range of agencies is also required to progress this agenda.

RECOMMENDATIONS

Committee is asked to:-

- note progress to date;
- endorse the East Renfrewshire Council 'Breastfeeding Policy and Guidance' (Appendix 1) and roll out of Breastfeeding Welcome accreditation for all Council and remit to cabinet for approval

REPORT AUTHOR

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BACKGROUND PAPERS

Improving Maternal and Infant Nutrition: A Framework for Action 2011
<http://www.scotland.gov.uk/Resource/Doc/337658/0110855.pdf>

The Breastfeeding etc. (Scotland) Act 2005: Advice for Employers
<http://www.scotland.gov.uk/Publications/2006/07/04152607/1>

KEY WORDS

22. A report on proposed actions to support an increase in breastfeeding rates within East Renfrewshire.

Key Words: breastfeeding, inequalities, policy, breastfeeding welcome accreditation

EAST RENFREWSHIRE COUNCIL
BREASTFEEDING POLICY STATEMENT AND GUIDANCE

1 INTRODUCTION

- 1.1 East Renfrewshire Council and CHCP recognises breastfeeding as the most favourable means of infant feeding, and one which has considerable benefits for both mother and child. It is therefore the policy of East Renfrewshire Council and CHCP to actively welcome mothers who wish to breastfeed their babies in public areas of our premises.
- 1.2 The Council and CHCP further acknowledges its role in encouraging and supporting more mothers to breastfeed and in promoting the social acceptability of breastfeeding in public.
- 1.3 East Renfrewshire Council and CHCP will ensure that there is no promotion of breastmilk substitutes, bottles, teats or dummies in any of its premises, publications (including digital) or by any of its staff.
- 1.4 This policy contributes to East Renfrewshire Council and CHCP's participation in the Breastfeeding Welcome scheme and the World Health Organisation's UNICEF Baby Friendly Accreditation.

2 LEGAL FRAMEWORK

- 2.1 The Breastfeeding (Scotland) Act 2005 protects a mother's right to choose to breastfeed her baby in any public area without interruption or intrusion. The rights of breastfeeding mothers are also protected under the Equality Act 2010.
- 2.2 The above legislation makes it unlawful to prevent or stop a child from being fed milk in any public place where children are allowed. This includes but is not limited to sports centres, swimming pools, community centres, libraries, doctors' and dentists' surgeries and public transport.

For more information on the above legislation please visit

<http://www.scotland.gov.uk/Resource/Doc/135079/0033433.pdf>

<https://www.gov.uk/equality-act-2010-guidance>

- 2.3 The council and CHCP provide support for employees returning to work who wish to continue to breastfeed their baby. This information is contained within a separate policy that can be accessed on the staff intranet.

3 GUIDANCE FOR EMPLOYEES

3.1 Where is breastfeeding allowed in Council and Health premises?

Breastfeeding is welcomed and permitted in all public areas of Council and CHCP premises.

3.2 How should staff respond to breastfeeding in public areas of Council and CHCP premises?

If a mother is happy and secure to feed her baby in a public area of our premises then she should be made to feel comfortable to continue.

Staff can provide additional support such as offering a chair for their comfort or glass of water.

If a mother expresses a wish to feed her baby in private, staff should respond positively and advise of possible arrangements within the building.

3.3 Does my building have to provide a designated room for breastfeeding mothers?

No, and the Council does not have designated rooms, however meeting or interview rooms may be available in some locations.

3.4 What if a mother requests to feed her baby in private?

Any request should be accommodated as far as is reasonably practical.

It may be the case that an empty office or interview room is available to be used.

Toilets are **not acceptable** as a private space to breastfeed and therefore **should not** be offered as a suggestion to customers.

Where a private room is not available thought should be given to adapting the existing space to offer some privacy. This may include the following:

- Moving a chair to a quieter area of the building
- Moving existing structures such as room dividers to shield the mother and offer a degree of privacy.

3.5 Dealing with objections/complaints from other customers or service users

Staff should not ask the breastfeeding mother to move, cover up or to stop feeding her baby.

Staff should politely explain that the Council supports and encourages breastfeeding on its premises as part of this policy.

Staff could offer to move the complainant to an area where they are no longer able to 'view' the mother.

4 CHECKLIST FOR MANAGERS

- 4.1 Display 'Breastfeeding Welcome' signs and posters in all premises where they can be seen by members of the public.
- 4.2 Ensure all staff are aware of the aims and principles of the policy including providing updates for new staff as required.
- 4.3 Make staff aware of the facilities within their service to support breastfeeding mothers and be able to signpost to further information or support.
- 4.4 Ensure that all staff receive yearly 'Breastfeeding Welcome' refresher training and full training for new starts as required.

5 FURTHER INFORMATION

- 5.1 There are a number of support services and organisations that offer advice and guidance about breastfeeding. Listed below are a few key contacts.

National Breastfeeding Helpline on 0844 209 0920 or www.breastfeeding.nhs.uk

The National Childbirth Trust on 0300 330 0771 or www.nct.org.uk/breastfeeding

The Breastfeeding Network on 0300 100 0212

La Leche League on 0845 456 1855

- 5.2 **East Renfrewshire Breastfeeding Support Groups**

Barrhead

Tuesdays at Carlibar Primary School, 11.30am – 1.30pm

Thursday at the Auchenback Resource centre, 2.30pm

Newton Mearns

Wednesdays at Albertslund Hall, 1pm

- 5.3 To arrange 'Breastfeeding Welcome' training or to request additional

Resources, please contact the Health Improvement Team at HITeam@eastrenfrewshire.gov.uk

For further advice and guidance please contact the personnel representative of your Department or Corporate personnel.

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