Developing and delivering a breastfeeding support service in NHS Fife

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The journey

- 2003 - HIPO post to look at developing peer support for breastfeeding in Fife (HIF + Regeneration funding) 0.4wte coordinator
- 2005 - Breastfeeding Buddies (Volunteers) + 0.5wte
- 2009 - CEL 36 & MIN funding
  - 4wte Paid BSWs + 1wte coordinator
Challenges

- Recruitment, training, location
- Referrals to the service
- Integration with existing services
- Ongoing funding
- Referrals – electronic notifications of discharges from maternity hospital
- Proactive approach for all mothers
- Integration – social marketing approach to address communication strategies and working across boundaries.
  - Fridge magnet and pathway
  - 7 day cover
  - Getting to know workers
- Funding – ongoing challenge
Service model

- Daily notifications of discharges
- Those breastfeeding at hospital discharge logged on spreadsheet
- BSW tries to contact all breastfeeding mothers within 48 hours of discharge
- Telephone assessment
- Home visit if any issues identified with potential breastfeeding problem / maternal confidence
- Women-centred / asset based approach
● Referrals from Community Midwives / Health Visitors / Breastfeeding Clinic / Self referral (at any point in the breastfeeding journey)

● Ongoing home visit / telephone support as required

● Links with specialist support pathway

● Links with breastfeeding groups / community networks
### BSW service – Activity (2014)

<table>
<thead>
<tr>
<th>Description</th>
<th>N</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notifications of mothers breastfeeding at hospital discharge</td>
<td>1794</td>
<td></td>
</tr>
<tr>
<td>Number eligible for BSW contact</td>
<td>1772</td>
<td></td>
</tr>
<tr>
<td>Telephone contact - Attempt</td>
<td>1712</td>
<td>96.61%</td>
</tr>
<tr>
<td>Telephone contact / assessment</td>
<td>1139</td>
<td>64.28%</td>
</tr>
<tr>
<td>Initial visit</td>
<td>327</td>
<td>28.71%</td>
</tr>
</tbody>
</table>

#### BSW Contact with breastfeeding discharges from VHK

![Graph showing BSW contact with breastfeeding discharges from VHK from 2010 to 2014](image_url)

- **Attempted contact**
- **Discharge Telephone**
- **Discharge Visit**
# BSW – On-going support (2014)

<table>
<thead>
<tr>
<th>Activity</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postnatal telephone support</td>
<td>1440</td>
</tr>
<tr>
<td>Postnatal visits</td>
<td>916</td>
</tr>
<tr>
<td>Antenatal telephone</td>
<td>10</td>
</tr>
<tr>
<td>Antenatal visits</td>
<td>153</td>
</tr>
<tr>
<td>Breastfeeding groups</td>
<td>71 hours</td>
</tr>
</tbody>
</table>

## BSW Contacts

![BSW Contacts Graph](image)
Service evaluation

- Telephone evaluations conducted in 2012 and 2014 (N=98)
- Very positive feedback from service users

**The impact of BSW on a mum’s overall breastfeeding experience**

- Improved my sense of comfort with breastfeeding: 74%
- Solved my breastfeeding problems: 63%
- Improved my confidence with breastfeeding: 75%
- Increased knowledge about breastfeeding: 75%
- Made breastfeeding baby more enjoyable: 62%
- Did not solve problems: 20%
BSW Evaluation

How useful was it to receive a phone call within a few days of discharge home?

- Did not receive: 71%
- 1 (not at all): 3%
- 2: 9%
- 3: 1%
- 4: 1%
- 5 (extremely useful): 15%

The type of additional support received

- Other: 16%
- Visit only: 7%
- Telephone call and visit: 39%
- Telephone call: 38%

If you received additional support how helpful was it?

- Telephone: 67%
- Home Visit: 77%

1= not at all
2
3
4
5= extremely useful
BSW Evaluation

- NHS Fife rate 37% (Any) 27% (Excl) breastfeeding

- From national SIMD rates would expect 22% (SIMD1) & 29% (SIMD2) (Any Bf)
What the mums say...

Just that its great, especially for 1st time mums to know there is someone there who cares and that will listen to you.

Really impressed with the service. Wasn't expecting it, was blown away by the level of support. Was on verge of giving up before BSW visit.

Knowing the service is there is what has given me the confidence. What ever stage on my journey I can give BSW a call if need to.

An invaluable service, at a time when you can feel isolated. Every time I called someone was available to speak to me.

Just a big thank you!! Was at the point of giving up, I was mixed feeding before BSW visit, following the support I am now exclusively breastfeeding!

Service wasn't there when I had 1st baby as a result didn't manage to breastfeed. With 2nd baby BSW came out straight away and that's the reason I have been able to carry on breastfeeding. Getting a home visit makes all the difference it's just not the same over phone it needs to be hands on.
Christie & Samuel with BSW Marisa
Oct 2014
Thank you!

Questions?