

The Early Years Collaborative National Early Years Conference

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Our Aim Today

Our aim today :

Is to inform audience about-

- Collaborative working and community based breastfeeding peer support
- Target focussed work in Selkirk(Borders town) to increase breastfeeding rates

Vision

Women have healthy pregnancies and
Babies get the best start in life



Infant Feeding

- Influencing and changing the attitudes towards infant feeding.
- Breastfeeding is not intrinsically difficult, we have made it so!
- Low Breastfeeding rates in the UK lead to an increased incidence of illness that has significant cost to the health service.
- 90% of women who BF report giving up sooner than they wish.
- Address Health inequalities
- Continue to support those already choosing to BF

The Breastfeeding Network

- Independent source of information and support for families and those involved in their care
- Offer accredited peer support training and other courses
- Community led – Family centred, build community capacity
- Offer support in maternity/neonatal units, 1:1 peer support via telephone/text message/home visits and at community based breastfeeding centres

The Breastfeeding Network

- Run Breastfeeding Welcome/Breastfeed Happily Here schemes
- Run the National Breastfeeding Helpline and Webchat (in partnership with Association of Breastfeeding Mothers)



Partnership working

- Early Years Collaborative as National Partners
- NHS and local authorities as commissioned services
- Volunteer and community led
- Alongside midwives/health visitors/NHS peer supporters/FNP
- Nurseries and schools
- Third Sector organisations

Partnership working - Ayrshire

Who do we work with?

- Peer support on the wards at Ayrshire Maternity unit
 - Midwives, Neonatal unit and infant feeding team
- 8 Volunteer led community based breastfeeding groups
 - Communities, NHS, local authorities
- 1:1 peer support via telephone, text, home visits
 - Public Social Partnerships, NHS infant feeding team, grant funder
- Breastfeed Happily Here scheme
 - Local authorities, NHS infant feeding team, private businesses
- Early Years Collaborative
 - CPP members/National Partnership – Barnado's, NHS, nurseries, voluntary sector organisations

Opportunities/Challenges of Partnership working

Opportunities

- Innovation
- Better meet families needs
- Improvement
- Financial benefits

Challenges

- Different ways of working
- Competing needs of different partners
- Matching up funding and priorities



Early Years Collaborative

- Focus for improvement
- Encouraged us to look at processes
- Where could change have most impact on outcomes?
- Opportunities for collaborative work
- Involvement of staff, volunteers and partners

Early Years Collaborative

- Partnership work –
 - Bookbug
 - Speech and Language
 - Dalry Early Years Centre
- Breastfeeding Awareness Training – ‘First Milk Matters’



Early Years Collaborative

Dalry Early years centre

- Working with nursery staff
- Running Infant feeding group weekly
- Involving whole nursery community
- Testing –
 - Different activities to raise awareness in parents
 - Small inputs to increase knowledge of staff
 - In the future – activities for children

Breastfeeding Awareness Training

- Short 2-3 hour session to increase awareness of cultural and social barriers to breastfeeding
- Evaluated using accredited IOWA infant feeding attitudes assessment scale
- Suitable for anyone working with families and children
- Easily adapted for others who may come into contact with breastfeeding mums eg police officers, café/restaurant/shop staff, train/bus personnel
- Can be offered to families and communities
- Ideal for developing 'Breastfeeding Friendly' nurseries, schools and workplaces

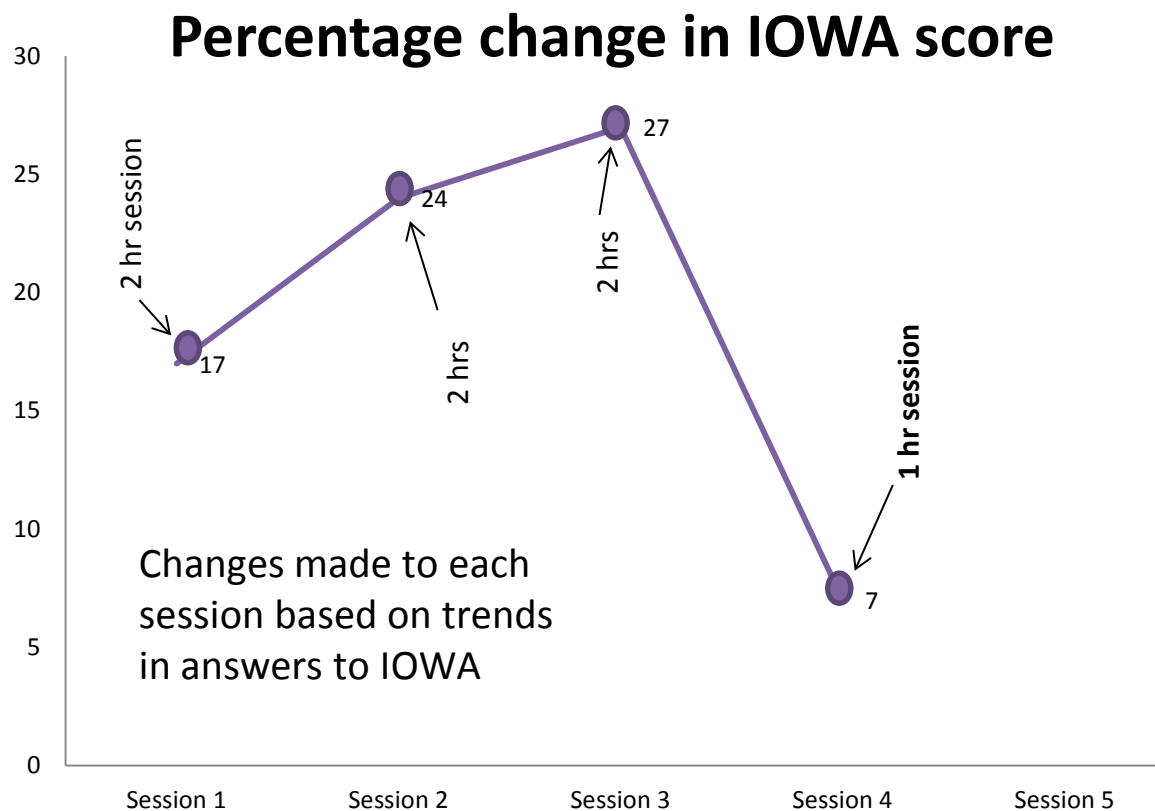
Breastfeeding Awareness Training

Outcomes from the training

- Increased understanding of why breastfeeding is important for families and communities
- An understanding of how breastmilk is made and what can interfere with this
- Knowledge of how breastmilk differs from formula
- Increased knowledge of the cultural issues/barriers relating to breastfeeding
- An understanding of how individuals can support breastfeeding
- Increased awareness of where to signpost families for breastfeeding support

- Used improvement methodology to make changes and adapt course and see differences in outcomes

Breastfeeding Awareness Training



Selkirk

Whole Town Approach To Increasing

Background: Breastfeeding Rates

- NHS Borders achieved UNICEF Baby Friendly Initiative (BFI) full Accreditation in January 2014
- 2012/13 exclusive breast feeding rates for babies 6 – 8 week old are 33.1% (making us the second mainland health Board)
- There is a variance across the five Borders localities
- Selkirk was identified as a town with reasonable initiation rates but one that has significant drop off in breast feeding rates by the 6-8 week point

What Are We Doing?



The aim of this project is to work on a town based model, to create a holistic environment that supports exclusive breast feeding, starting small and scaling up the number of interventions.

Planned Interventions

- Baby Welcome initiative to encourage breastfeeding in public places
- Pop-up shop to advertise, educate and inform every one of healthy lifestyle choices regarding infant feeding
- Opportunity to establish places for mothers to drop in e.g. the early years centre at Philiphaugh
- Targeted school work in the High School, feeder primaries and nurseries
- A Bump to Baby event
- Develop focused peer group support locally in the town

Baby Friendly Welcome



Local Borders Scheme

- Information leaflet for all participating businesses
- In-formal staff training
- Feedback from public
- Peers acting as mystery shoppers

Pop-up Shop – How it works



Pop-In to the Pop-Up
Information Shop



News Flash

If you are thinking of starting a family, already pregnant or have a young baby then come along to the New Pop-Up Information Shop

Dates: Last Tuesday in the month through 2015 Time: 10-2.00pm

Venue: 1 Tower Street Selkirk

Healthy Pregnancy

- Diet
- Smoking Cessation
- Healthy weight
- Dealing with common ailments
- Pregnancy Planning
- And much more...

April 28th 2015

Safety in the Early Years

Infant first aid
Energy saving tips

For further information please contact
Barbara Jessop 01835 825970

p.t.o.

Monthly information in town centre:-

4 recurring themes

- Getting to know your bump/baby
- Family information
- Safety
- Nutrition

Bump to Baby

Bump to Baby

This event is for pregnant women and families with babies up to 6 months. Partners, Grannies and friends welcome too. Light refreshments will be provided.

Eyemouth Community Centre
Eyemouth
Thursday 14th May 2015
10.00-12.00 noon



Bookbug sessions at 12.30 & 1.30pm



This is an opportunity for you to meet informally with people who offer care and advice to you and your family during pregnancy and beyond.

For more information contact:

Your Midwife /Health visitor 018907 52600

Or Joint Health Improvement Team 01835 825970



- One stop shop to access range of information/support
- Pregnant women and families with babies up to 6 months invited
- Local services have opportunity to engage with potential client group
- Non-clinical antenatal experience

Breastfeeding Clinic

Weekly clinic to provide

- Additional support on a 1:1 basis
- Run at Early years Centre in Galashiels
- Covers all of the Borders
- Selkirk women signposted

Breastfeeding Clinic

"my health visitor said something about a clinic and I jumped at the chance to go, I was two weeks in and really struggling. It was so sore and everyone had said it shouldn't be but at the clinic Keri said "She'd formed a lazy habit that hurt! I was so relieved when I managed to get her latched on without hurting! "This is what it was supposed to be like"

This first meeting was followed up by a phone call on the Friday then another on the Monday morning and when I said I still wasn't quite getting the hang of it Keri visited in the afternoon.

I went back the following Thursday and was told to get rid of my cushions, my comfort cushions!!! It helped, it was so much easier, who knew!!! Also being reassured that things were getting easier really helped. **If it hadn't been for the clinic I think I would have given up, I was on the edge!!"**

Targeted School Work

Work with Selkirk high school:

- Facilitated infant feeding workshop for PSE staff (in service day)
- PSE up-dated their parenting programme
- Presentations for Higher Home Economics class
- Pupils attend Bump to Baby & Pop - Up
- Input planned for S2 health week

Peer Support

Although breastfeeding is natural, it is a skill that has to be learned by both mother and baby

- BiBs (Breastfeeding in the Borders Support) project aims to support pregnant and breastfeeding mums by offering help and guidance trained volunteers which is in addition to the support they receive from HP's.
- The volunteers have experience of breastfeeding and have completed the bespoke NHS Borders training programme.
- The volunteers offer friendly support and practical help with breastfeeding either 1:1 on the phone, face to face or within one of the support groups

Develop Focused Antenatal BiBs Work

- 4 peers selected to develop antenatal contact with women
- All antenatal women offered a peer
- Letter sent to women to introduce programme
- Peer/women meet at 36 week at mutually agreed venue



Embedding Robust Transfer Between Service

- Staffing issues in Selkirk
- Instigated weekly meeting with MW/HV
- Monthly meeting with CM/HV and myself & peer coordinator to monitor Selkirk work
- Peer on ward- weekend cover to offer extra point of contact for Selkirk BF women at weekend

Selkirk

Whole town approach to increasing Breastfeeding Rates

- When will we know?
- How will we know?
- What can we continue ?
- What can we role out?

Conclusions

- Focus on commonality rather than differences
- Great to be able to try something on smaller scale before committing resources
- More flexible, especially for smaller organisations
- 'Ask for forgiveness not permission'
- Quick learning about what works and what doesn't shared internally and with local partners
- Very aware of differences between communities, what works in one might not work in others

Conclusions- cont.

Benefits and Challenges

- Familiarity with improvement methodology
- Chance to look at processes in depth – local and national
- Initial hesitation about funders and fixed outcomes overcome
- Wider awareness raising - organisation and issues
- Opportunity to make these changes linked to something bigger
- Collaboration opportunities
- Everyone singing from the same songs sheet

Group work

- What difference could innovative partnerships make to –
 - Families
 - Communities
 - Health inequalities
 - Service delivery
- What could you do when you leave here to develop partnerships?
- What extra support would you need to do this?

Thank you for listening

For more information please contact
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