

Enhanced Breastfeeding Support Project

Presented by
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Background



- LAA Target
- DOH Target
- Increase breastfeeding initiation, Primary visit and 4-6 weeks.
- Increase support women receive whilst breastfeeding.
- Develop peer support network

Where were we?

- 2005/06 – 66.2% initiation
- Goal - 74% initiation of breastfeeding
- 2005/06 – Primary Visit 47.3%
- Goal - Primary Visit 59%
- 2005/06 – 4-6 Week Visit 39.1%
- Goal - 4-6 Week Visit 48%

STOCKPORT BREASTFEEDING SUPPORT 2007-08

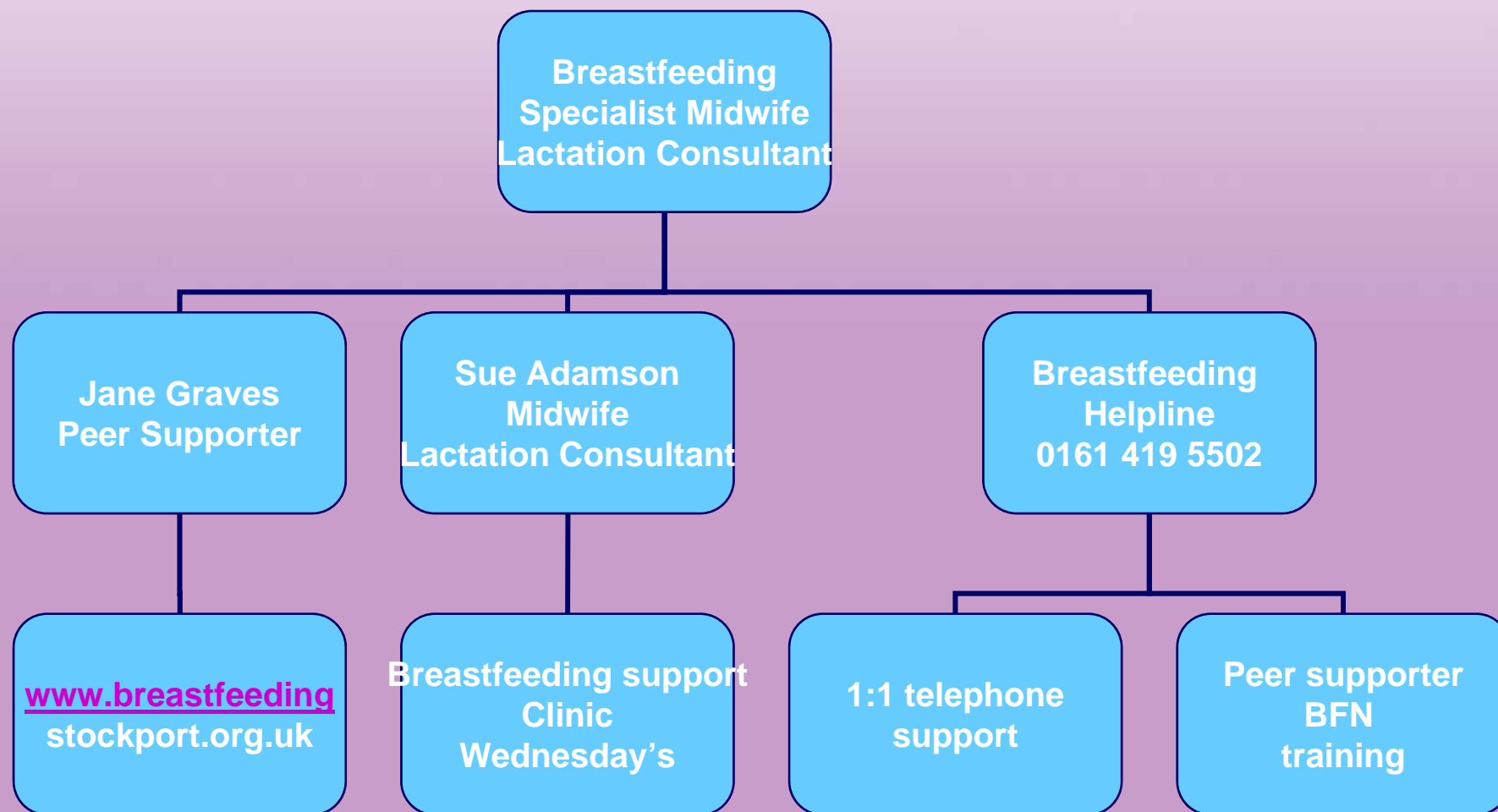
- Training – mandatory for all staff in FT & PCT
- All women who deliver in Stockport are given the 'blue card' on discharge by MW or HV.
- www.breastfeedingstockport.org.uk
- Personal invite by MW or HV – preferably A/N.
- Goodie bag scheme
- Posters
- Auditing attendance for each group
- Self Health section in all libraries in Stockport –books
- Breast pump hire and sales scheme

Enhanced Breastfeeding Support



- Big drop off from when the Midwives transfer the care to the Health Visiting Team.
- To address this we secured funding from SMBC to:
 - Telephone
 - Breastfeeding helpline
 - Paid Peer Supporter 15 hours PW
 - Lactation Consultant 7.5 hours PW
 - Antenatal Breastfeeding Workshop
 - Postnatal Support Group (hospital based)
 - Peer Supporter Training

Enhanced Breastfeeding Support



Telephone Support/Breastfeeding Helpline

5567

0161 419 4430

**692
This Year**

**116
Week**

**138
Week**

**23
Day**

28 Day





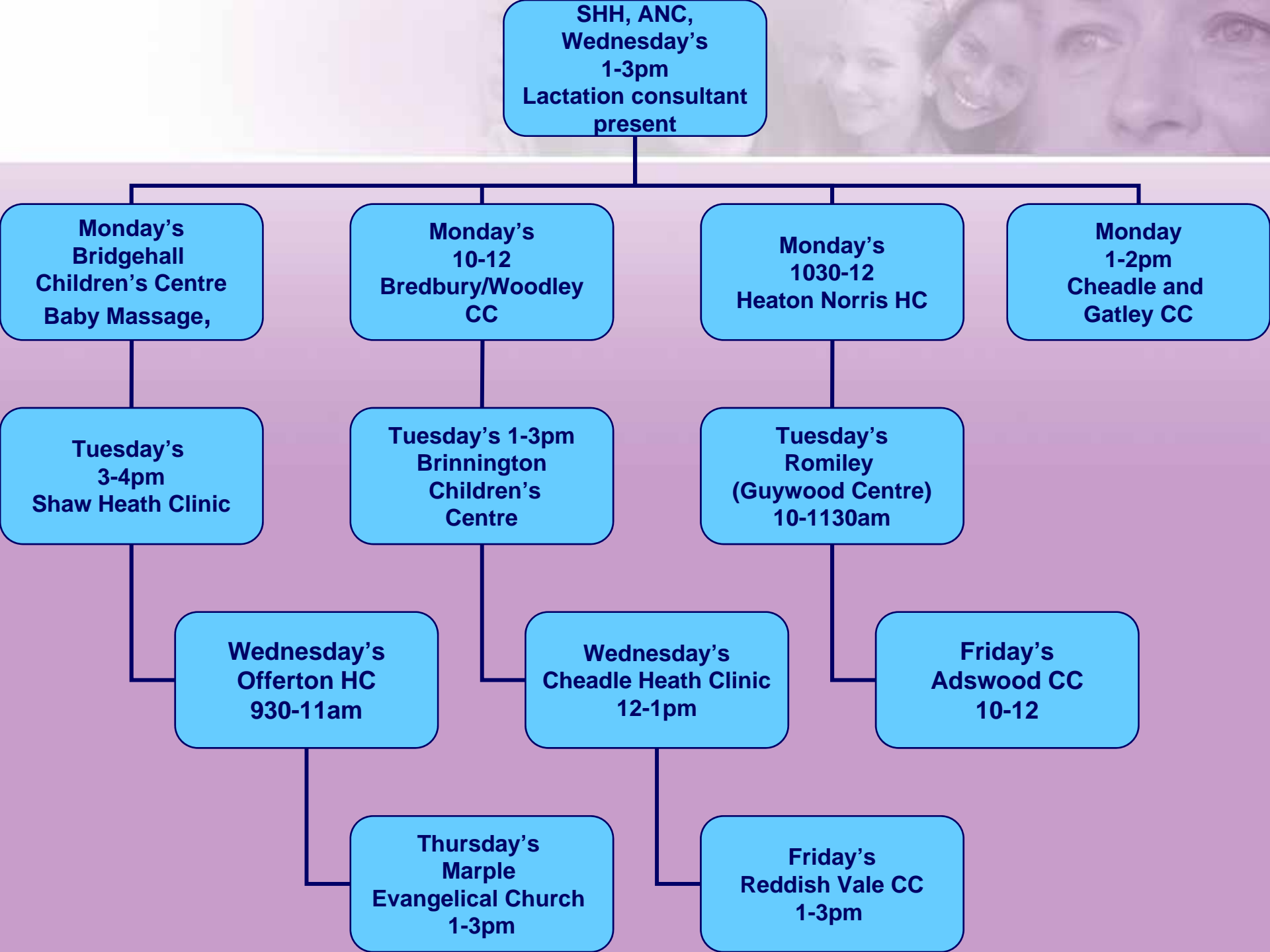
Peer Support – Groups/Training

- Unify the existing groups.
- Peer support networking day – support, recruit and retain current peer supporters.
- Develop, support and co-ordinate existing groups
- Co-ordinate the development of new groups
- Funding for the BFN breastfeeding helper training
- BFN breastfeeding helpers – support them to work in the local community and volunteer work in the hospital.



How do Peer Supporters Help?

- Improve local breastfeeding rates
- Raises the awareness of the benefits of breastfeeding in the local community
- Aims to improve the social acceptability of breastfeeding within the local community
- Provides an informal network of support for local mothers both before and after the baby is born
- Improves access to easy to understand and evidence based breastfeeding information
- Embraces a partnership approach between the lay breastfeeding supporters, local primary healthcare professionals, and other local organisations that promote breastfeeding.

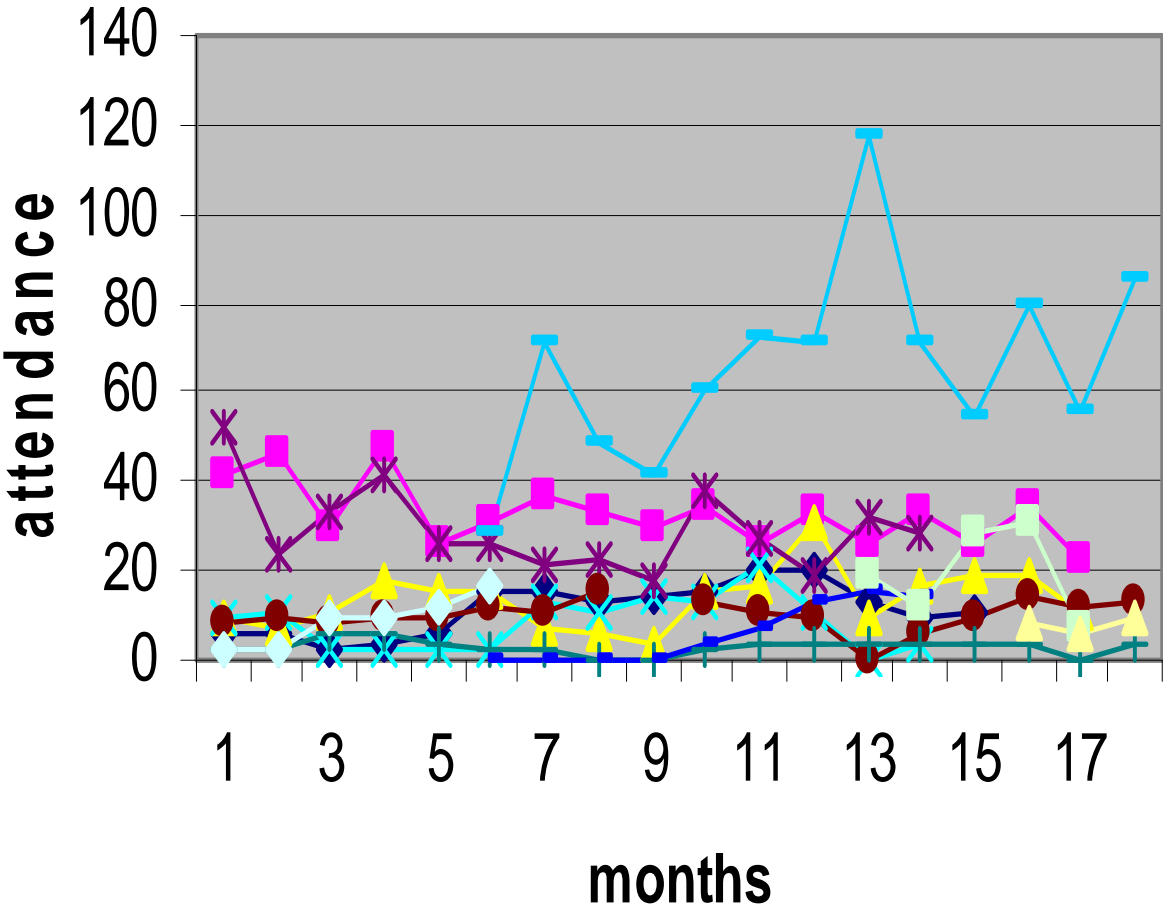




Feedback From Peer Supporter

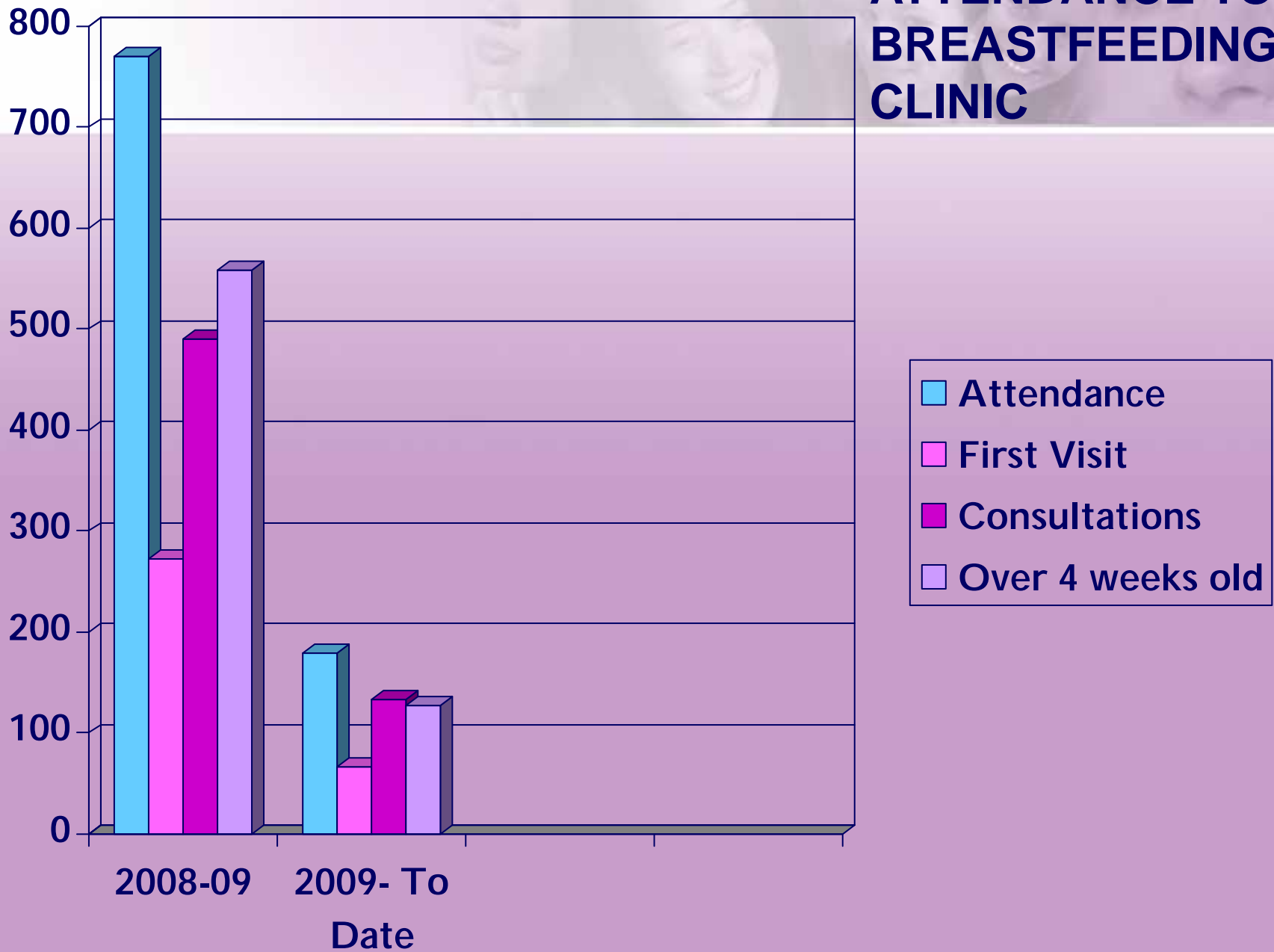
Jane's role

Attendance to Breastfeeding Support Groups Stockport April 08 - Sept 09



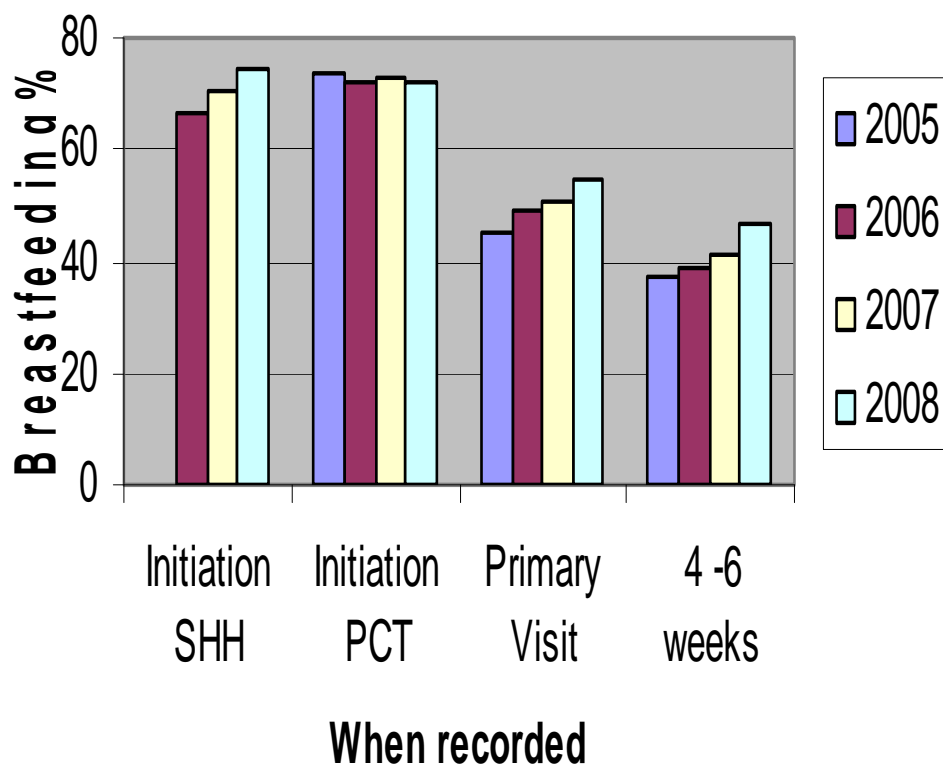
- Brinnington
- Reddish
- Romiley
- Offerton
- Heaton Norris
- Adswood
- Bridgehall
- Shaw Heath
- Hospital
- Cheadle Heath
- Bredbury/Woodley
- Cheadle and Gatley

ATTENDANCE TO BREASTFEEDING CLINIC




Has it made a difference?

Breastfeeding Initiation and Maintenance 2005-2008




- Primary Visit has increased from 47.3% to 55.6% (8.3% increase)
- At 4 weeks 39.1% to 47.1% (8% increase)



Since the Enhanced Support Project...

- End of May 2008 Primary Visit 51.9%
- End of Feb 2009 58.5%
- End of May 2008 4 weeks 44.4%
- End of Feb 2009 50.3%
- End of Aug 2008 37.4% at 6 weeks,
- End of Feb 2009 56% at 6 weeks (DOH).
- Breastfeeding at 6 weeks has increased by 18.6%



Inequalities Gap - Breastfeeding

- In the more deprived areas the gap has reduced from a gap of 24.1% to 15.4% at primary visit.
- That is from 34.4% 2005/06 to 46.6% 2008/09.
- In the more deprived areas the gap has reduced from a gap of 23.2% to 16.3% at 4 weeks.
- (26.7% bf 2005/06, year 2008/09 37.5%)

What now?

- Lactation Consultant 7.5 hours (band 6) – funding ends September 2009
- Paid Peer Supporter 15 hours (Band 1)– funding ends March 2010
- 2nd phase of BFN Breastfeeding Helper has started
- Monitoring the amount of contact with women out of midwifery care (over 28 days old), Paediatric and GP contacts
- Developing more PS groups (Marple Nov 09)
- Neighbourhood Renewal Project – Priority One Areas Breastfeeding Peer Support.
- 1st phase BFN Breastfeeding Helpers – support groups, existing and new, and voluntary in hospital
- Children's Centre Staff to be appropriately trained.
- Developed a breastfeeding problem checklist/treatment to be given to all GP's, HV and MW teams