

Commissioning local breastfeeding support services in times of austerity

Professor Mary Renfrew and Francesca Entwistle

- 1: overview of planning and commissioning priorities for maternity, children's services and public health.
- 2: example of good practice
- 3: achieving health and wellbeing outcomes for future practice

Breastfeeding in the UK is a priority

Each of the four nations, Scotland, Wales, Northern Ireland and England identify increasing breastfeeding initiation and prevalence as a priority to improving the health of infants.

Breastfeeding is considered a positive way to improve public health, maternal and infant wellbeing and mother and infant attachment.

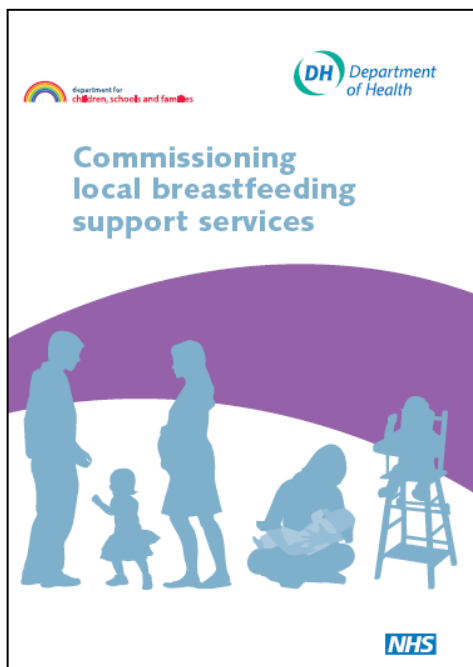
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NB: This presentation uses England as an example to illustrate how we can achieve the priority to increase breastfeeding initiation and prevalence.

Shaping commissioning and planning



- NHS Commissioning of Maternity Services, Payment By Results PbR
- Community Services - Local Health and Wellbeing Boards
- Responsibility lies with Clinical Commissioning Groups (CCGs)



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Obstetricians and Gynaecologists
Bringing to life the best in women's health care

**Making sense of commissioning Maternity Services in England – some issues
for Clinical Commissioning Groups to consider**

To deliver:

Inclusion of Breastfeeding indicator to improve the short and long term health and wellbeing.

To increase;

- Breastfeeding initiation
- Breastfeeding prevalence 6-8 weeks

Furthermore Children's Centres:

Breastfeeding indicators:

- Breastfeeding initiation
- Breastfeeding prevalence at 6–8 weeks
- Prevalence of exclusive breastfeeding at 4 months
- Percentage of babies on exclusive breast milk at discharge from neonatal units

Public Health

Adult Social Care and Public Health:
Maintaining good health and wellbeing.
Preventing avoidable ill health or injury, including through reablement or intermediate care services and early

NHS and Public Health:
Preventing ill health and lifestyle diseases and tackling their

The focus of joint strategic needs assessment: shared local health and wellbeing issues for joint approaches.

Adult
Care

NHS

ASC, NHS and Public Health:
The focus of Joint Strategic Needs Assessment: shared local health and wellbeing issues for joint approaches.

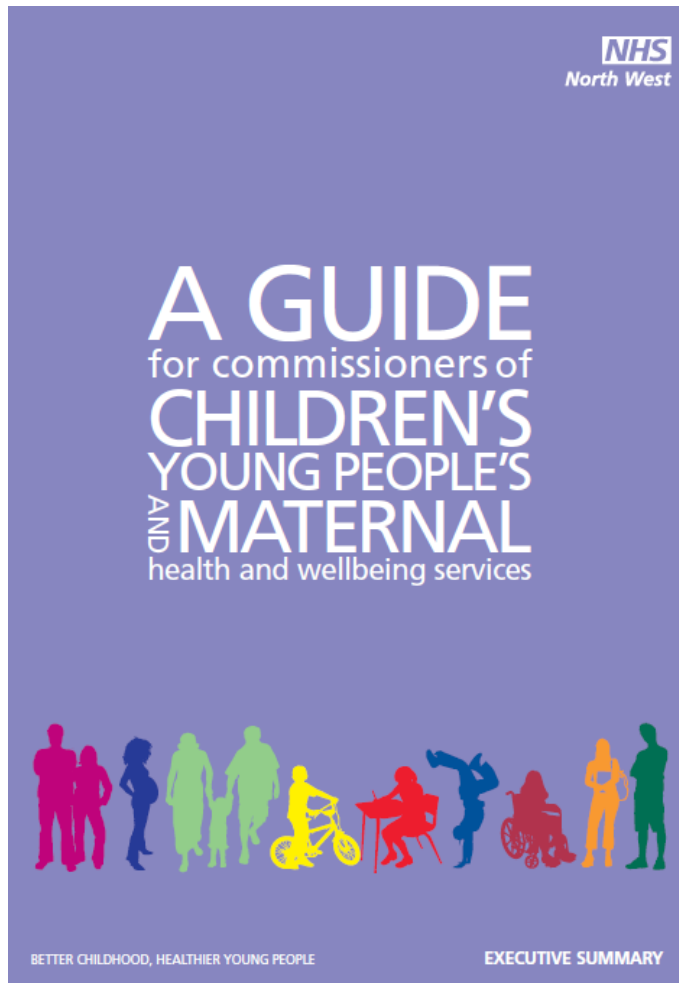
services on reducing repeat emergency admissions. Supporting carers and involving in care planning.

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Example of good practice:



Lancashire Children's Trust

Statement of Strategic Intent for Infant Feeding in Lancashire

University of
Hertfordshire



DUNDEE

Ten priorities for commissioning effective, local infant feeding support services

1. Maternity services in both the hospital and community setting to gain the World Health Organisation / UNICEF Baby Friendly Initiative accreditation 'Ten steps to successful breastfeeding' and the 'Seven Point Plan for sustaining breastfeeding in the community'
2. Peer, 'mother to mother' support programmes to be implemented alongside health professional care
3. Universities to gain UNICEF UK Baby Friendly Initiative accreditation in pre-registration midwifery and post-registration health visiting programmes
4. Neonatal networks trained to implement effective breastfeeding support for sick and premature babies
5. Provision of 'donor' breast milk where a mother is unable to breastfeed her baby and including the most vulnerable such as premature babies, those in neonatal units and babies aged less than 6 months who are to be adopted
6. A robust and critical support service to filter harmful advertising and marketing of formula milks
7. Strategic leadership, local and regional, to implement evidence-based policy and practice, including those areas that impact on infant feeding practice such as where babies sleep
8. 'Breastfeeding welcome' employer, community and public spaces
9. Schools programmes that promote breastfeeding
10. Services that support women who are artificially feeding their babies to minimise the risks

Activity



Talk to your neighbour list your priorities for commissioners in the new NHS and Public Health England – feedback to the group

Key points for planning and for commissioners...

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.



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Tools we can use to achieve the outcomes



Calculations from a handful of illnesses where breastfeeding is thought to have a protective effect revealed potential annual savings to the NHS from a moderate increase in breastfeeding rates of about £40 million per year.

In 2010 the CQC identified support of infant feeding experiences, consistent advice, information and support as areas of concern.

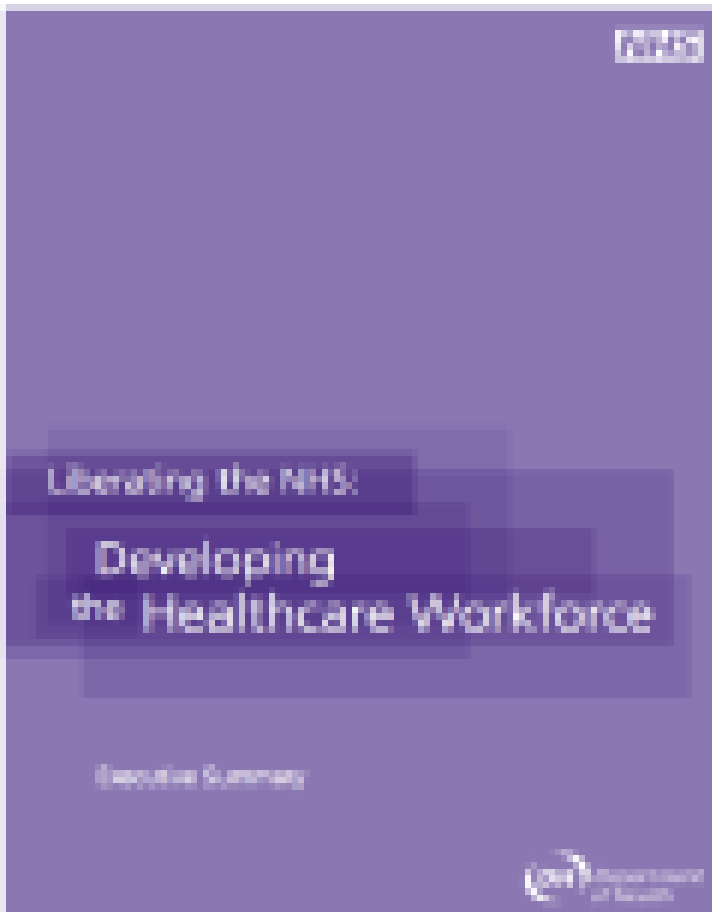


Images courtesy of Best Beginnings and magnetofilms.com
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Liberating the NHS: developing the healthcare workforce



Breastfeeding promotion for infants in neonatal units: a systematic review and economic analysis

MJ Renfrew, D Craig, L Dyson,
F McCormick, S Rice, SE King,
K Misso, E Stenhouse and AF Williams

August 2009
DOI: 10.3310/hta13400

Health Technology Assessment
NIHR HTA programme
www.hta.ac.uk



Neonatal Outcomes



Small Wonders DVD

Small Wonders Programme

Support for healthy breastfeeding mothers with healthy term babies (Review)

Renfrew MJ, McCormick FM, Wade A, Quinn B, Dowswell T



This is a reprint of a Cochrane review, prepared and maintained by The Cochrane Collaboration and published in *The Cochrane Library* 2012, Issue 5

<http://www.thecochranelibrary.com>

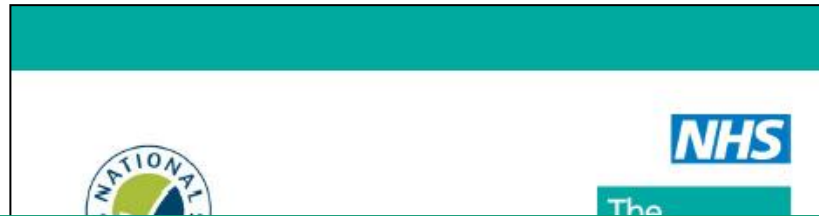


Support for healthy breastfeeding mothers with healthy term babies (Review)
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What works to support breastfeeding:

- Face to face support
- Scheduled and pro-active
- On-going beyond the early days and weeks
- That reflects local need, individualised and practical
- With trained lay and professional support workers

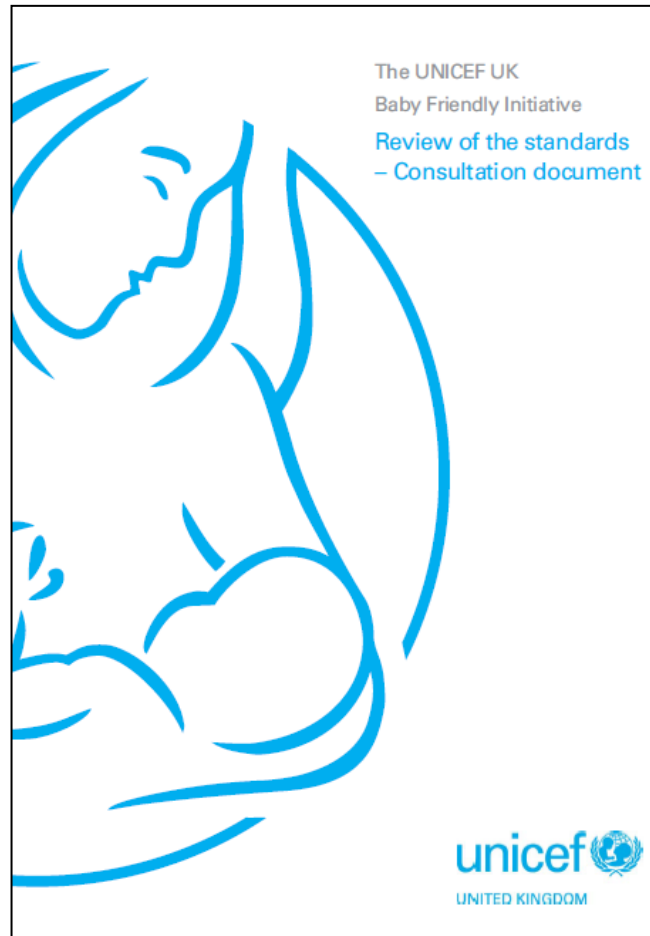
National Infant Feeding Survey



Breastfeeding Initiation rates increased from 76% in 2005 to 81% in 2010.

Further results to be published later this month on Breastfeeding duration

Recommendations from NICE, national and international policy is implementation of UNICEF Baby Friendly Initiative



Review of UNICEF UK Baby Friendly Standards 2012



LA LECHE LEAGUE
INTERNATIONAL



The Breastfeeding Network

BHIVA/CHIVA



facebook



Conclusions:

- Increase the initiation of breastfeeding
- Increase prevalence of exclusive breastfeeding
- Promote secure parent-child interaction and attachment in children age 0–2 years
- Commission and invest in breastfeeding and the early years, starting in pregnancy



Thank you and any questions

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