



A collaborative approach to improving breastfeeding rates and sustaining Baby Friendly standards in Leeds

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Breastfeeding – the evidence base



In the **baby** breastfeeding reduces the risk of infections, allergies, sudden infant death, insulin dependant diabetes and childhood leukaemia



In the **mother** breastfeeding reduces the risk of breast cancer, ovarian cancer and osteoporosis



In both **mother and baby**, in the longer term, breastfeeding reduces the risk of cardiovascular disease and obesity

Crucial in supporting baby's brain to develop to full potential, for bonding and attachment and responsive parenting



- https://www.youtube.com/watch?v=7yNvk_k_LfpU&rel=0

Policy drivers

Local

- Best Council Plan 2015-2020
- Leeds Health and Wellbeing Strategy 2016-2021
- Best Start Plan 2015-2019
- Leeds Child Healthy Weight Plan 2016-21
- Leeds Maternity Strategy 2015-20
- Leeds Breastfeeding Plan 2016-2021

National

- UNICEF Baby Friendly
- NICE Guidelines
- Healthy Child Programme
- Infant Feeding Survey
- UK Scientific Advisory Committee on Nutrition
- The Public Health Outcomes Framework
- The Children and Young People's Health Outcomes Framework
- Healthy Lives, Healthy People: Our Strategy for Public Health in England
- Operating Framework for the NHS in England
- Chief Medical Officer for England report – Our Children Deserve Better: Prevention pays
- Department of Health Infant Mortality Review

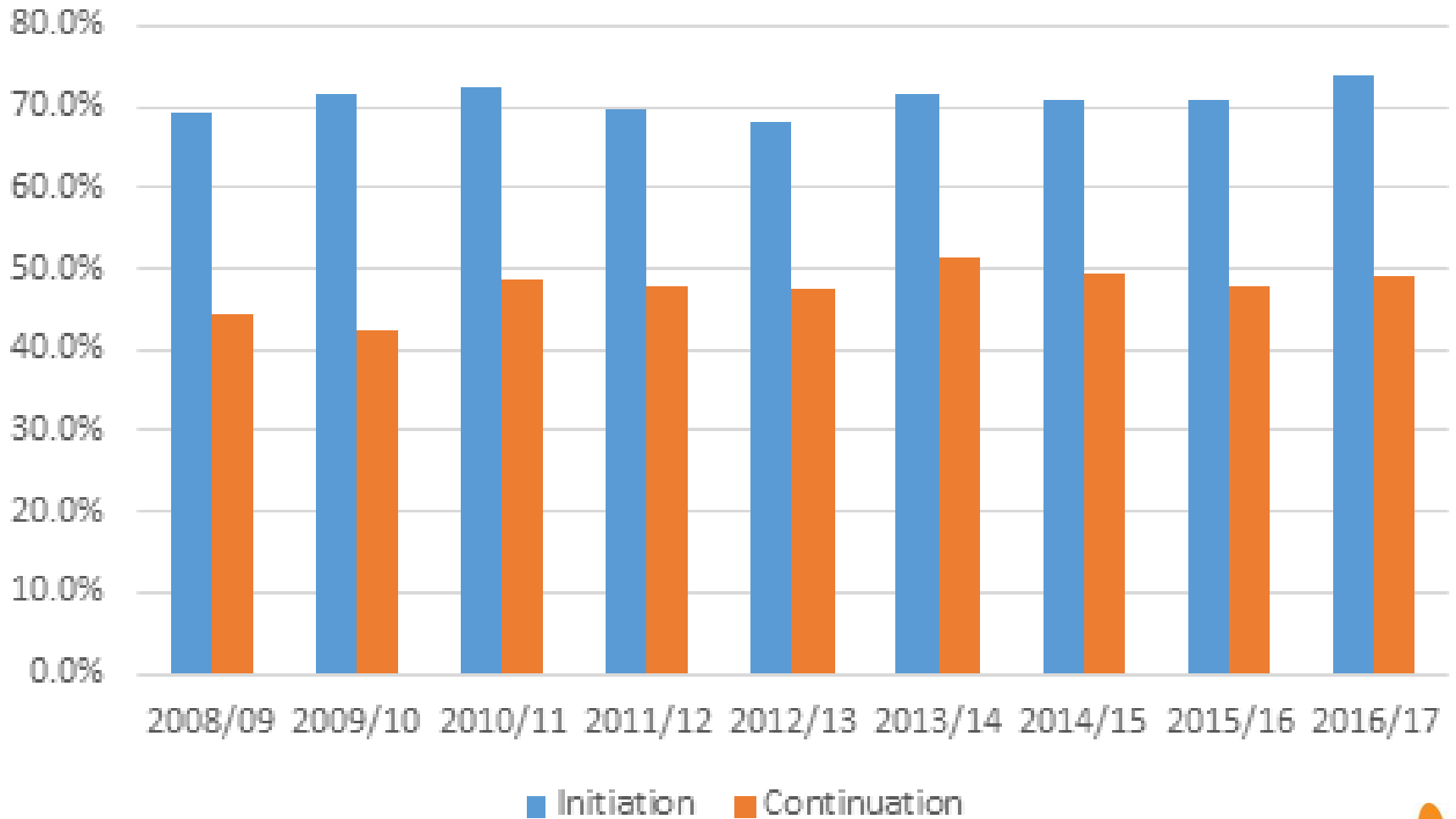


The Leeds Journey!

- Proposal to implement BFI by LTHT and Leeds PCT developed 2005/2006
- 2006 - BFI Coordinator employed in PH to lead on BFI with HV service, LTHT coordinator in place
- BF Policy developed - Training for all Midwives, MSW's and Health Visiting teams mandatory from 2007
- Certificate of commitment achieved 2007 (HV & MW)
- Stage 1 achieved 2009 (policy and paperwork)
- Stage 2 achieved 2011 (staff knowledge and skills)
- Stage 3 achieved 2014 (mothers experience)
- Reassessed April 2017 – excellent accreditation and suggestion that Leeds HV service work towards Gold



Breastfeeding in Leeds



Baby Friendly Initiative Standards

Stage 1. Building a firm foundation

Stage 2. An educated workforce

Stage 3. Parents experiences of services

Stage 4. Building on good practice





Giving babies the best start in life



Your baby's brain development begins in pregnancy.



Talking, singing and touching your 'baby bump' will support the development of your baby's brain and help you get to know each other.



Holding, smiling and talking to your baby releases oxytocin which helps babies' brains grow and you both to feel calm and happy.



Responding to your baby, playing and cuddling, listening and talking will help build a close, loving bond with you, and help your baby feel secure and happy.



Responding to babies' cues for feeding and comfort makes babies feel secure, so they cry less, which makes your life easier too.



A happy parent leads to a happy baby; looking after yourself is important – seek help if you feel you need it.



City-wide approach

Working restoratively



- Building relationships to create change
- Removing barriers to change
- Proactively promoting a sense of community - open communication, linking series together
- Shared accountability across the service – enthusiasm and belief in the project



Working together with...

- 3rd Sector organisations
- Leeds City Council
- Children's Services
- Leeds Community Healthcare
- Leeds Universities
- Leeds Teaching Hospitals Trust
- Best Beginnings
- Unicef Baby Friendly
- Communications teams from all organisations

Coming together is a **beginning**;
Keeping together is **progress**;
Working together is **success**
(Henry Ford)

...and bringing them all together in a multi-agency Breastfeeding Plan partnership group



Peer Support – working with...

- Preparation for birth and beyond programme (LCH)
- Leeds City Council events – supporting and presenting
- Breastfeeding Friendly Leeds
- Leeds Baby Week
- Local business events
- Midwife and Medical student training at LTHT
- City wide study days



Audit & Feedback

'I learned so much more from the training than I thought I would, and look forward to sharing this with other mums' (Peer Supporter)

'Love the videos especially the ones regarding maternal mood and breastfeeding. Really feel it has helped' (Best Beginnings evaluation report 2017)

'pregnant women and new mothers receive a very high standard of care' (BFI audit report 2017)

'peer support has been a life line for me, I'm proud to say I'm still breastfeeding at 8 months' (Jane, mum aged 19)

BFI standards 'really embedded and just part of what Leeds does' (BFI audit report 2017)



Next Steps:

Sustainability Standards in practice

- **Leadership** – established BFI leadership team including service managers, BF Guardians and team leads
- **Culture** – individual pledges by BFI leadership team, managers and leads to support staff. Staff audits and ‘friends and family’ questionnaires
- **Monitoring** – data sharing agreements in place. Extra monitoring points e.g. BF at 10-14 days
- **Progression** – ongoing action plans to address audit findings and staff feedback



