



**8 June 2016**

**Agenda Item: 10**

## **REPORT OF THE INTERIM DIRECTOR OF PUBLIC HEALTH**

### **THE IMPLEMENTATION OF BREASTFEEDING FRIENDLY PLACES**

#### **Purpose of the Report**

1. To provide the Health and Wellbeing Board with information regarding the implementation of breastfeeding friendly places, a key strategic action.
2. To request that Health and Wellbeing Board partners become breastfeeding friendly organisations.
3. To request that District Councils drive the implementation of breastfeeding friendly strategies across their district, in conjunction with Nottinghamshire County Council

#### **Information and Advice**

4. The World Health Organisation (WHO), UNICEF and the UK Government all recommend that babies should be exclusively breastfed for their first six months of life to achieve optimal growth, development and health.
5. Breastfeeding improves health outcomes for both mothers and children and makes a significant contribution to health at the population level. Improving breastfeeding rates has been identified as a national and local priority.
6. Babies who are not breastfed have a greater risk of developing infections, allergic diseases, insulin dependent diabetes mellitus and sudden unexpected death in infancy, while breastfeeding mothers have a reduced risk of pre-menopausal and post-menopausal breast cancer and ovarian cancer.
7. Evidence suggests that breastfeeding promotes improved cognitive development, maternal/child bonding, better mental health outcomes and reduced behavioural problems in later childhood.

#### **Rates of breastfeeding in Nottinghamshire**

8. Breastfeeding rates are measured by initiation of breastfeeding at birth and prevalence of breastfeeding at 6 to 8 weeks.
9. Initiation of breastfeeding in Nottinghamshire was 69% in 2014/15, lower than the England average of 74%.

10. Prevalence of breastfeeding in Nottinghamshire was 40% in 2014/15 compared to an England average of 44%. Breastfeeding prevalence is particularly low in Mansfield and Ashfield (30%), Newark and Sherwood (35%), Bassetlaw (37%) and Nottingham North East (39%).
11. Inequalities in breastfeeding continue, most notably in relation to age and social deprivation. There is evidence that the prioritisation of breastfeeding in recent years is starting to have some impact on breastfeeding rates locally.

### **Breastfeeding friendly premises**

12. Breastfed babies feed frequently and need to be able to feed whenever required. Mothers, particularly younger mothers, cite fear of breastfeeding in public as a barrier to continuing to breastfeed. It is important that mothers feel comfortable and welcome to breastfeed wherever they choose.
13. The implementation of a breastfeeding friendly places initiative aims to address this and is currently being piloted in Gedling. A provider, Nottinghamshire Healthcare Trust, has been commissioned to support the rollout of the initiative across Nottinghamshire over 2016/17.
14. As part of the pilot a pathway for accreditation has been developed in conjunction with Gedling District Council in order that organisations can apply to become breastfeeding friendly. Venues are then supported with information and advice on being breastfeeding friendly. Subject to meeting defined standards venues may be accredited as a breastfeeding friendly venue.
15. Organisations that sign up to being breastfeeding friendly are asked to adopt a positive breastfeeding friendly approach, including providing a welcoming, clean and comfortable environment for breastfeeding mums, and to ensure all staff are supportive of their needs. Venues taking part display window and till stickers letting people know they are welcome to breastfeed, as well as posters and leaflets offering further information and support.
16. As of early March 2016 the Gedling pilot district has six venues accredited as breastfeeding friendly with further accreditation visits scheduled. Broad communications campaigns will coincide with breastfeeding awareness weeks in June and August 2016 and information on breastfeeding friendly venues will be available on-line.

### **Breastfeeding friendly employers**

17. Returning to work is also cited as a barrier to starting or continuing to breastfeed however there are a number of ways women can combine breastfeeding and work with support from their employer.
18. To address this, Health and Wellbeing partner organisations are asked to implement breastfeeding friendly guidance in order to support colleagues returning to work following maternity leave who wish to continue breastfeeding or expressing milk.

## **Support from Health and Wellbeing Board partners**

19. Health and Wellbeing Board partners are invited to support the development of district level breastfeeding friendly strategies in partnership with Nottinghamshire County Council. In addition we would welcome commitment from District Councils to drive the implementation of the developed strategy across their district.
20. The district level strategy would include a pathway for Health and Wellbeing Board partner organisations and local businesses to become breastfeeding friendly places and employers. Nottinghamshire County Council have commissioned Nottinghamshire Healthcare Trust to support the accreditation of venues as breastfeeding friendly.

## **Nottinghamshire County Council (NCC)**

21. NCC is working towards becoming a breastfeeding friendly organisation across 2016/17, reviewing guidance and facilities for women returning from maternity leave, and supporting appropriate public facing premises to be breastfeeding friendly places. NCC will also work closely with Inspire to implement breastfeeding friendly.

## **Other Options Considered**

22. The implementation of breastfeeding friendly places is part of a wider partnership approach to increase the initiation and continuation of breastfeeding across Nottinghamshire.

## **Statutory and Policy Implications**

23. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (Public Health only), the public sector equality duty, safeguarding of children and vulnerable adults, service users, sustainability and the environment and ways of working and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

## **RECOMMENDATION/S**

The Health and Wellbeing Board is asked to:

1. Note the plans to implement breastfeeding friendly places across 2016/17.
2. Health and Wellbeing Board partners to sign up to becoming breastfeeding friendly organisations.
3. District Councils to drive and monitor the implementation of breastfeeding friendly strategies across their district, in conjunction with Nottinghamshire County Council.

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### **Constitutional Comments (SLB 12/05/2016)**

24. The Health and Wellbeing Board is the appropriate body to consider the content of this report.

### **Financial Comments (KS 23/05/2016)**

25. There are no financial implications contained within the report.

### **Background Papers and Published Documents**

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- Health and Wellbeing Board, Breastfeeding, update on prevalence, targets, local plans and the development of a Nottinghamshire breastfeeding strategy, 02 June 2015

### **Electoral Division(s) and Member(s) Affected**

All.