



**16<sup>th</sup> January 2015**

**Agenda Item: 3**

**Children's Trust Board Sponsor: Dr Kate Allen**

## **BREASTFEEDING: PREVALENCE, ACTION PLANS AND CURRENT PERFORMANCE**

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

1. To review the progress on breastfeeding rates in Nottinghamshire and performance against targets.
2. To provide information on actions underway to increase breastfeeding prevalence.

### **Information and Advice:**

1. The World Health Organisation, UNICEF and the UK Government all recommend that babies should be breast fed for their first six months of life.
2. Evidence suggests that breastfeeding has a positive impact on mother-baby relationship. When a mother breastfeeds specific hormones are released which promote maternal feelings and behaviour.
3. Babies who breastfeed are at lower risk of:
  - Gastroenteritis
  - Respiratory infections
  - Sudden infant death syndrome
  - Obesity
  - Type 1 and 2 diabetes
  - Allergies (e.g. asthma, lactose intolerance)
4. Breastfeeding yields many maternal health benefits which include protection against breast and ovarian cancer and protection against hip fractures in later life. In addition, recent evidence shows an association between prolonged breastfeeding and a reduced risk of cardiovascular disease in the postmenopausal period (UNICEF 2014).
5. The World Cancer Research Fund includes breastfeeding as one of the ten recommended actions to reduce the risk of cancer.
6. Breastfeeding prevalence at 6-8 weeks after birth is a key performance measure within the:

- Nottinghamshire Health and Well Being Strategy
- Clinical Commissioning Group (CCG) Outcome Indicator Set
- Public Health Outcomes Framework for England, 2013-16

7. We know that support to establish breastfeeding in the first few days and weeks following delivery increases the number of women who successfully continue to breastfeed. Effective breastfeeding advice and support in the antenatal period together with one-to-one support and peer group support in the early days post-delivery helps women who wish to breastfeed to succeed.

### **Performance against breastfeeding targets in 2013/14 and 2014/15 for Nottinghamshire:**

8. In 2013/14, targets in relation to breastfeeding included:

- Data coverage of over 95% (i.e. feeding method recorded and reported at birth and at 6-8 weeks of age for over 95% of babies)
- Breast feeding initiation rates of 82%
- Prevalence of breastfeeding at 6-8 weeks of 44%

9. In 2013/14 for Nottinghamshire:

- Data coverage rate reported by County Health Partnerships was 98.9%
- Initiation rate was 68% (taken retrospectively by the Health Visitor at 10-14 days after birth)
- 6-8 weeks prevalence of breastfeeding was 40.2%

In 2012/13, the comparable rates were an initiation rate of 67% (1% lower) and a 6-8 week prevalence rate of 39% (1.2% lower than 2013/14). Both initiation and prevalence rates fell below the local target, with rates particularly low in Mansfield and Ashfield, Newark and Sherwood, Bassetlaw and Nottingham North East CCG areas.

10. Nationally in 2012/13, breast feeding initiation rates were 73.9% and 6-8 weeks prevalence rates were 47.4%. No national data were published in 2013/14 because nationally, levels of data coverage were too low to provide accurate information.

11. In 2014/15, targets in relation to breastfeeding include:

- Data coverage of over 95%
- Initiation rate target: achieve a 2% increase year on year
- Prevalence of breastfeeding at 6 -8 weeks: achieve a 2% increase year on year. Thus the prevalence target for Nottinghamshire for 2014/15 is 42.2%

The breastfeeding rates at 6-8 weeks across the County are collected at CCG level (see Appendix 1). Quarter One 2014/15 prevalence rate at 6-8 weeks was encouraging; at 40.4% and data coverage was 98%. However, Quarter Two

prevalence rate dropped to 38% and data coverage was below target at 94.5%. There is often some variation in prevalence from quarter to quarter, but reasons for the fall in data coverage are being sought. Breastfeeding Initiation for 2014/15 so far has increased by 8% at SFHFT, 1.2% at NUH and has declined in Bassetlaw by 2%, see Appendix 1.

## **Developments to increase support for breastfeeding**

12. There have been a number of recent developments to further improve support for new mothers who wish to breastfeed and thus increase breastfeeding initiation and prevalence rates across Nottinghamshire. These include:

- The development of a two year pilot breastfeeding support service. The service will be up and running in all but one Nottinghamshire CCG by February 2015. In Rushcliffe CCG, breastfeeding rates are already well above national and local targets, so funding has not been provided by the CCG for this programme (see Appendix 1).
- Increased support on the postnatal wards, provided by the breastfeeding support service and peer supporters.
- Breastfeeding Friendly Nottinghamshire and the Promotion of the 'right to breastfeed in public places'. Breastfeeding peer support volunteers will be evaluating public places and promoting breastfeeding friendly places. This initiative will be launched in February 2015.

## **Breastfeeding Strategy and Action Plan:**

13. Nottinghamshire County has a joint **Breastfeeding Strategy** with Nottingham City and this is currently being refreshed. Nottinghamshire County has a specific **Breastfeeding Action Plan** with implementation led by Public Health, working closely with all acute and community provider trust Infant Feeding Coordinators, including Bassetlaw. The Plan ensures a coordinated approach to all breastfeeding related activity, with action focused on the following:

- Raise awareness of the benefits of breastfeeding across Nottinghamshire and make Nottinghamshire a Breastfeeding Friendly County.
- Continue to support provider trusts to achieve UNICEF Baby Friendly Initiative (BFI) accreditation. All providers have already achieved Stage 2 BFI accreditation and Sherwood Forest Hospitals Foundation Trust (SFHFT), Doncaster and Bassetlaw Hospital Foundation Trust (DBHFT) and Bassetlaw Health Partnerships (BHP) have achieved Stage 3. County Health Partnership (CHP) has passed 19/20 and Nottingham University Hospitals Trust (NUH) has passed 17/20 key areas for Stage 3 accreditation. Both organisations will be re audited in the next six months on the key areas that were not achieved previously.
- Ensure all frontline professionals who support mothers with breastfeeding are trained to Baby Friendly Initiative (BFI) standards.

- Partnership Breastfeeding Action Plans developed, focusing on districts, with meetings held in all localities across Nottinghamshire. The Partnership Action Plans have been developed with Public Health, Children Centres and acute and community provider trusts.
- Increase the number of mothers who initiate, establish and sustain breastfeeding across Nottinghamshire.

## RECOMMENDATION/S

- 1) The Children's Trust Board notes the content of this report and the recent performance and continues to monitor progress through regular updates on the implementation of the Breastfeeding Strategy and Action Plan.
- 2) The Children's Trust Board supports any bids for further funding for the Breastfeeding Support Service.
- 3) The Children's Trust continues to encourage partner organisations to promote breastfeeding, recognising the clear benefits to both mother and child, it supports breastfeeding friendly communities and breastfeeding in public places and endorses breastfeeding as a social norm.

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## Background Papers

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.

- Breastfeeding section of the JSNA 2014 (soon to be available at) <http://www.nottinghamshire.gov.uk/thecouncil/plans/strategydevelopment/joint-strategic-needs-assessment/>
- Breastfeeding Strategy available at <http://www.nottinghamshire.gov.uk/breastfeeding>
- UNICEF (2012): Preventing disease and saving resources: the potential contribution of increasing breast feeding rates in the UK

## Appendix 1:

**Table 1: Breastfeeding initiation data by acute trust 2013/14 and Quarter 1 and 2 2014/15**

Acute Trust:	2013/14 (National rate 73.9% 2012/13)	Quarter 1 2014/15	Quarter 2 2014/15
SFHFT	57.8%	62.1%	65.9%
NUH	72.2%	71.7%	73.3%
DBHFT (Bassetlaw Only)	69%	68%	66%

Source: NHS England and NUH, SFHFT and DBHFT.

**Table 2: Breastfeeding Initiation data by CCG 2013/14 and Quarter 1 and 2 2014/15**

CCG	2013/14 (National rate 73.9%, 2012/13)	Quarter 1 2014/15	Quarter 2 2014/15
Mansfield & Ashfield	63%	64%	36% (poor data coverage)
Newark & Sherwood	67.8%	67%	68%
Nottingham North and East	67%	69.3%	67%
Nottingham West	67%	74%	68%
Rushcliffe	82%	83.7%	78%
Bassetlaw	69.3%	68.8%	63%

Source: NHS England, County Health Partnership and Bassetlaw Health Partnership.

**Table 3: Breastfeeding 6-8 weeks prevalence data 2013-14:**

<b>CCG</b>	<b>2013/14 (National rate 47.2%, 2012/13)</b>	<b>Quarter 1 2014/15</b>	<b>Quarter 2 2014/15</b>
Mansfield & Ashfield	29%	33 %	27%
Newark & Sherwood	38%	33%	32%
Nottingham North and East	39%	39%	42%
Nottingham West	46%	50%	42%
Rushcliffe	61%	60%	56%
Bassetlaw	35%	37.8%	34%
<b>Nottinghamshire</b>	<b>40.2%</b>	<b>40.4%</b>	<b>38%</b>
Data Coverage	98.9%	97.8%	94.5%

Source: NHS England, County Health Partnership and Bassetlaw Health Partnership