

WEST DUNBARTONSHIRE COUNCIL

Report by the Director of Community Health and Care Partnership

Committee: 15 December 2010

**Subject: UK UNICEF Baby Friendly Initiative – West Dunbartonshire CHCP
Stage 2 Accreditation**

1. Purpose

1.1 The purpose of this report is to highlight West Dunbartonshire CHCPs recent success in relation to UNICEF Baby Friendly Stage 2 accreditation.

2. Background

2.1. Good nutrition, particularly amongst 0-2 year olds, is a foundation for future health and has a major role to play in promoting public health and reducing inequalities.

2.2 Breastfeeding can make a major contribution to an infant's health and development; and it is associated with better health outcomes for the mother, reducing their incidence of breast and ovarian cancer, osteoporosis and obesity and its associated diseases (diabetes, hypertension and heart disease). It has long term health benefits for the child including reduced incidence of gastroenteritis, otitis media, urinary tract infections, obesity, eczema, asthma and diabetes.

2.3 The Scottish Government had previously set a national HEAT (Health, Efficiency, Access, Treatment) target for breastfeeding in Scotland of 33.1% of babies being exclusively breastfed at 6-8 weeks by 2011.

2.4 The contributing breastfeeding target for the area covered by NHS Greater Glasgow & Clyde (NHSGGC) has been set at 30% overall; with the subsequent target for the West Dunbartonshire area being set at 19.1%.

2.5 The most recent figures for West Dunbartonshire (October 2010) had the exclusive breastfeeding rate at 6-8 weeks being 16%. The recently published Health and Wellbeing Profile for the West Dunbartonshire area (separately reported to the CHCP Committee) has highlighted that exclusive breastfeeding rates at 6-8 weeks are lower in West Dunbartonshire than the Scottish average.

2.6 Supporting new mothers to breastfeed continues to be a priority for the CHCP, with a range of actions within the former CHP Strategic Development Plan reflecting its commitments to implementing the NHSGGC Infant Feeding

Strategy 2008 -2012. Locally this agenda is led through the CHCPs Infant Feeding/Oral Health/Healthier Wealthier Children Combined Strategy Group.

- 2.7 A key action for 2010/11 involved the CHCP attaining UK UNICEF Baby Friendly Initiative Stage 2 accreditation.

3. **Main Issues**

- 3.1 The UK UNICEF Baby Friendly Initiative accredits maternity and community health-care facilities and higher education institutions that have implemented best practice for breastfeeding and have passed an external assessment.

- 3.2 UK UNICEF Seven Point Plan for Sustaining Breastfeeding in the Community
Community facilities that adopt the Seven Point Plan for Sustaining Breastfeeding in the Community can apply to be assessed and accredited as Baby Friendly. The Seven Points are evidence-based best practice standards developed by UNICEF UK to enable improved practice in community health care in order to promote, protect and support breastfeeding. The Seven Points are:

- Have a written breastfeeding policy that is routinely communicated to all staff.
- Train all staff involved in the care of mothers and babies in the skills necessary to implement the policy.
- Inform all pregnant women about the benefits and management of breastfeeding.
- Support mothers to initiate and maintain breastfeeding.
- Encourage exclusive and continued breastfeeding, with appropriately timed introduction of complementary foods.
- Provide a welcoming atmosphere for breastfeeding families.
- Promote co-operation between healthcare staff, breastfeeding support groups and the local community.

- 3.3 The UK UNICEF Baby Friendly initiative also requires health care staff to act in accordance with the International Code of Marketing of Breast Milk Substitutes. This means that they must not, either intentionally or unintentionally, promote the use of breast milk substitutes, bottles, teats or dummies, as these have the potential to harm breastfeeding.

- 3.4 UK UNICEF Baby Friendly accreditation stages and process
Assessment for Baby Friendly accreditation takes place in several stages:

- Register of Intent - register with UNICEF to establish its intention and receive the latest information.
- Action planning visit - a UNICEF assessor visits to assist to plan how they are going to achieve accreditation.
- Certificate of Commitment - the first award, given when there is a breastfeeding policy, an action plan and signed commitment from senior staff.

- Stage 1 assessment - assesses the mechanisms that have been developed to enable the standards to be implemented and maintained.
- Stage 2 assessment - staff knowledge and skills are assessed.
- Stage 3 assessment - the care provided to pregnant women and new mothers is assessed.

3.4.7 Full accreditation - this lasts for 2 years, after which a reassessment of all the standards is carried out over a 3-day period

West Dunbartonshire CHCP status

3.5 The CHCPs Infant Feeding/Oral Health/Healthier Wealthier Children Combined Strategy Group is responsible for the CHCPs progress through the different stages of the UK UNICEF Baby Friendly accreditation.

3.6 The CHCPs Stage 2 assessment took place in November 2010.

3.7 Following the assessment, the CHCP was judged to have met all of the required criteria, with a 100% score for 11 out of the 13 criteria (with the remaining two being above 90%). The report of the assessment (attached) stated that:

“West Dunbartonshire CHCP presents a positive approach to breastfeeding and has consistently displayed enthusiasm and commitment towards providing an effective training programme. The assessment revealed that staff at West Dunbartonshire CHCP are equipped with the knowledge and skills to implement Baby Friendly standards to promote and support breastfeeding. The infant feeding advisers and staff at the CHCP are highly commended for the excellent level of knowledge and skills displayed at this assessment. The recommendation of the assessment team is that Stage 2 assessment be considered passed.”

3.8 The report also made two recommendations with a view to supporting the CHCP to achieve a 100% score for the two remaining criteria:

- All aspects of the mandatory training (classroom learning, mentored practical skills review and completion of workbook) to continue until all staff have completed the training.
- Efforts to ensure that all GPs receive breastfeeding information/training to continue.

3.9 Consequently the UK UNICEF Baby Friendly Initiative's Designation Committee has agreed that West Dunbartonshire CHCP should be awarded a Stage 2 Baby Friendly accreditation once the recommendations of the report have been acknowledged (decision letter attached).

Next steps

3.10 Both of the recommendations made are being addressed, with formal acknowledgement to that effect being provided to the UK UNICEF Baby Friendly Initiative's Designation Committee.

3.11 The CHCP is now eligible for, and has begun to work towards Stage 3 assessment (which must take place within one year of the date of accreditation at Stage 2).

4. People Implications

4.1 There are no specific personnel issues associated with this report.

5. Financial Implications

5.1 There are no specific financial implications associated with this report.

6. Risk Analysis

6.1 No risk assessment was necessary to accompany this report.

7. Equalities Impact

7.1 No significant issues were identified in a screening for potential equality impact of this report.

7.2 It is important to note though that the UK UNICEF Baby Friendly accreditation and the NHSGGC Infant Feeding Strategy acknowledges the health inequalities associated with low breastfeeding rates.

8. Conclusions and Recommendations

8.1 The CHCP's successful UK UNICEF Stage 2 assessment is evidence of the on-going commitment of the CHP and its staff to this important agenda. However, the CHCP recognises the challenging position locally in terms of encouraging and enabling more new mothers to breastfeed. The CHCP will continue to retain a focus on this issue in a manner that reinforces the overall NHSGGC strategic approach; and seek to work with other local Community Planning Partners given the impact of wider determinants of health.

8.2 The CHCP Committee is asked to note this Report, and to congratulate the CHCP staff (with support from other NHSGGC colleagues) who have led and contributed to the successful work towards the UK UNICEF Stage 2 accreditation.

Keith Redpath
Director

Person to Contact: Mr Soumen Sengupta
Head of Strategy, Planning and Health Improvement
West Dunbartonshire Community Health & Care
Partnership, Hartfield Clinic, Latta Street, Dumbarton.
E-mail: soumen.sengupta@ggc.scot.nhs.uk
Telephone: 01389 812303

Appendices: Letter from UNICEF UK regarding West Dunbartonshire
CHCP Baby Friendly Initiative Stage 2 Assessment
West Dunbartonshire CHCP Baby Friendly Initiative
Stage 2 Assessment Report

Background Papers: NHSGGC Infant Feeding Strategy 2008-12
West Dunbartonshire CHP Strategic Development Plan
2010/11- 1212/13
West Dunbartonshire Health and Wellbeing Profile 2010

Wards Affected: All