

WEST DUNBARTONSHIRE COUNCIL

Report by the Director of Community Health & Care Partnership

Community Health and Care Partnership Committee: 28 March 2012

Subject: UK UNICEF Baby Friendly Initiative – West Dunbartonshire CHCP Stage 3 Accreditation

1. Purpose

- 1.1 The purpose of this report is to highlight West Dunbartonshire CHCP's success in relation to UK UNICEF Baby Friendly Stage 3 accreditation. The CHCP Committee is asked to note this Report, and to congratulate the CHCP staff who have led and contributed to this achievement.

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 significant contribution to an infant's health and development; and is also associated with better health outcomes for the mother, reducing the 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 Most recent data shows that for the period October 2011 – September 2012 15% of mothers within West Dunbartonshire exclusively breastfed at 6-8 weeks. This is lower than the Scottish average of 26.5%; and the target rate of 19.1% set by NHS GGC corporately for this local area. Given historically low levels of breastfeeding within the West Dunbartonshire area supporting new mothers to breastfeed continues to be a priority for the CHCP. Consequently a key action within our Strategic Plan for 2011/12 was the attainment of the UK UNICEF Baby Friendly Initiative Stage 3 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 Locally, the activity in support of accreditation has been driven by the CHCP Infant Feeding team (under the leadership of Margaret Simpson, CHCP Practice Development Nurse) working closely with the CHCP Health Visiting team.

- 3.3 WD CHCP was confirmed as achieving the accreditation in August 2011, having scored 100% against all of the required criteria. The assessors particularly highlighted the positive feedback from the new mothers who had been spoken to who commented on the high standard of care they had received from CHCP staff.
- 3.4 The Head of Children's Health, Care & Criminal Justice subsequently received the Certificate of Accreditation on the CHCP's behalf at a high profile event in January 2012. A local presentation has been organised specifically for those committed staff who have driven and delivered this achievement.

On the day of the Committee a small event has been organised for 11.30am where the staff from across the CHCP will be recognised for their efforts in this area of activity. An invitation is extended to members of the CHCP Committee to be present at that time.

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. However it is important to note though that the UK UNICEF Baby Friendly scheme acknowledges the health inequalities associated with low breastfeeding rates.

8. Conclusions and Recommendations

- 8.1 The CHCP's successful attainment of UK UNICEF Baby Friendly Stage 3 accreditation is evidence of the on-going commitment of the CHCP and its staff to this important agenda. This has been reflected in the fact that since we embarked upon this process of accreditation, the number of women recorded as having received structured health visitor support for breastfeeding has increased year-on-year.
- 8.2 However, the CHCP recognises the challenging position locally in terms of historically low rates of breastfeeding; and the importance of encouraging and supporting more new mothers to breastfeed. The CHCP will continue to focus on this issue in a manner that reinforces the overall NHSGGC strategic

approach; and will seek to work with other local Community Planning Partners given the impact of wider determinants of health.

- 8.3 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 UK UNICEF Baby Friendly Stage 3 accreditation.

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Date: 5 March 2012

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Appendices: None

Background Papers: West Dunbartonshire CHCP Strategic Plan 2012/13

Wards Affected: All