

**Subject:** **Breastfeeding**  
**Date of Meeting:** **25<sup>th</sup> January 2012**  
**Report of:** **The Director of Public Health**  
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**Wards Affected:** All

### FOR GENERAL RELEASE

#### 1. SUMMARY AND POLICY CONTEXT:

This paper is intended to support the presentation which will be delivered at the HOSC meeting on 25<sup>th</sup> January 2012.

- 1.1 Breastfeeding has a major role to play in public health, promoting health in both the short and long term for baby and mother. There is extensive evidence that feeding experiences in infancy influence health and development in childhood and later life.
- 1.2 Breastfeeding rates in the city are relatively high compared to nationally. However, there are variations across the city with rates being generally lowest in the East area and highest in the Central area. Prevalence and coverage data will be presented at the meeting. Work is underway to promote breastfeeding and increase prevalence in areas of inequalities.

#### 2. RECOMMENDATIONS:

- 2.1 That members:

(1) Note the information contained in this report.

#### 3. BACKGROUND INFORMATION

- 3.1 The Brighton and Hove Breastfeeding Strategy 2009/10-2011/12 outlines a series of actions for a range of partners in the city including Brighton Sussex University Hospital (BSUH), Brighton and Hove Children and Families services and Public Health. The actions were developed based on evidence from the National Institute of Health and Clinical Excellence and Department of Health guidance. One of the actions has been to work with agencies such as the National Childbirth Trust (NCT) and Brighton and Hove LINK to increase acceptance of breastfeeding in public places and promote the Breastfeeding Welcome Scheme.
- 3.2 There is a range of support available to mothers both in community and hospital settings. There are Breastfeeding Support Workers focusing on areas of inequalities where breastfeeding prevalence at 6-8 weeks is relatively low (East Brighton, North Portslade and Woodingdean) compared to other areas in the city.
- There is specialised support in children centres across the city with a group of Breastfeeding Champions who support the Community Breastfeeding Team;
- A network of breastfeeding support groups;
- A Peer Support Volunteer programme of 40 active trained volunteers with almost daily presence on the post-natal ward at the Royal Sussex County Hospital and in community groups;
- The maternity unit at Royal Sussex County Hospital is working towards achieving the World Health Organisation and UNICEF Baby Friendly Initiative (BFI) status stage 2. Implementing BFI standards has shown to improve breastfeeding rates.
- 3.3 Cumulative data for quarters 1 and 2 for 2011/2012 shows at 6-8 weeks a prevalence average of 79.8% in Central area, 65% in East area and 74.8% in the West area of the city. For that period, the total cumulative prevalence for the city is 75.1% and the coverage 97.8%. Initiation rates are 87%. The presentation will outline more detailed prevalence and coverage data including in specific areas of the city where prevalence is relatively lower.

#### **4. CONSULTATION**

- 4.1 Local consultation with a range of stakeholders was conducted as part of the Brighton and Hove Breastfeeding Strategy 2009/2010-2011/2012).

#### **5. FINANCIAL & OTHER IMPLICATIONS:**

##### Financial Implications:

- 5.1 The breastfeeding community team is funded through the contract with Sussex Community Trust (SCT). The Peer Volunteer Support Programme and the Breastfeeding Support Worker are funded through Public Health.

Legal Implications:

- 5.2 No implications to this report for information.

Equalities Implications:

- 5.3 The Breastfeeding Strategy was subject to an Equality Impact Assessment.

Sustainability Implications:

- 5.4 No implications to this report for information.

Crime & Disorder Implications:

- 5.5 No implications to this report for information.

Risk and Opportunity Management Implications:

- 5.6 No implications to this report for information.

Corporate / Citywide Implications:

- 5.7 The breastfeeding work meets Brighton and Hove City Council's Corporate Plan 2011-2015 priority to tackle inequalities.

## **SUPPORTING DOCUMENTATION**

**Appendices:**

1. Copy of Powerpoint presentation (circulated separately)

**Documents in Members' Rooms:**

**Background Documents:**

1. N/A

