

Swindon Breastfeeding Strategy refresh

Health and Wellbeing Board

Date: 13th July 2016

Author:	Director of Public Health, Swindon Borough Council
Wards:	All
Locality Affected:	All
Parishes Affected:	All

1. Purpose and Reasons

- 1.1 To obtain ratification from the Health and Wellbeing Board for the Swindon Breastfeeding Strategy refresh.
- 1.2 There is strong evidence that Breastfeeding improves the health of babies and their mothers. In order to improve breastfeeding prevalence and to give a strategic direction, Swindon has had a ratified breastfeeding strategy since 2008 which is used by all key stakeholders, including the Children, Families and Community Health Services at Swindon Borough Council (SBC) and the maternity services at the Great Western Hospital.
- 1.3 The previous strategy is now out of date. The strategy has been refreshed rather than re-written as there has been no national or local change to policy or procedure.

2. Recommendations

The Board is recommended to:

- 2.1 Discuss and approve the refreshed Swindon Breastfeeding Strategy 2016-2020 attached at Appendix 1 to the report.
- 2.2 To recommend to Cabinet and the Clinical Commissioning Governing Body that they adopt the refreshed Swindon Breastfeeding Strategy for 2016-2020.

3. Detail

Links to SBC priorities and other strategies

- 3.1 This updated Strategy links to SBC Priority Four: help people to help themselves while always protecting the most vulnerable children and adults.
- 3.2 It also links to the Swindon Health and Wellbeing Strategy Outcome 1: every child and young person in Swindon has a healthy start in life, with one indicator of success for this strategy being the prevalence of breastfeeding at 6-8 weeks after birth.

Further information on the subject of this report can be obtained from Fiona Dickens, 01793 444680, FDickens@swindon.gov.uk.

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Date: 13th July 2016

- 3.3 There has been a substantive engagement around the update of this strategy, involving representatives from the Great Western Hospital NHS Trust, Children's Centres, voluntary organisations, parents and Swindon Borough Council's Children, Families & Community Health Team.

What has been updated?

- 3.4 The changes that have been made to the refreshed strategy are:

3.4.1 The foreword has been updated to include comments from Councillor Fionuala Foley.

3.4.2 A vision has been added.

3.4.3 Acknowledgement that Swindon Borough Council Health Visitor Service and Family Nurse Partnership achieved full UNICEF Baby Friendly accreditation in May 2016. This programme is used by Swindon to drive change in breastfeeding prevalence.

3.4.4 Updates made to national and local data on breastfeeding, including data from the Swindon Best Start Joint Strategic Needs Assessment and the Public Health Outcomes Framework.

3.4.5 Updates to research and references.

3.4.6 Organisational updates e.g. the last strategy was written when Swindon Public Health department were part of Swindon PCT.

- 3.5 The breastfeeding strategy will include artwork in a similar style to the Swindon Health and Wellbeing strategy once ratified.

4. Alternative Options

- 4.1 There is no alternative option, as the strategy is out of date and we need an updated strategy to support an improvement in breastfeeding prevalence.

5. Implications, Diversity Impact Assessment and Risk Management

Financial and Procurement Implications

- 5.1 There are no direct financial or procurement implications arising from this report.
- 5.2 Any service reviews or service requirements which are discussed as a result of this report will be reviewed and a business case developed accordingly.

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Legal and Human Rights Implications

- 5.3 Legal and Human rights have been taken fully into account in compiling this report. It is considered that the recommendations within this report are compatible with Convention Rights.

All Other Implications (including Staff, Sustainability, Health, Rural, Crime and Disorder)

- 5.4 There are implications for improving health and wellbeing, as a result of increasing the prevalence of breastfeeding.
- 5.5 There are positive implications for sustainability with a reduction in refuse and pollution footprint with more breastfeeding, compared to the energy needed to produce, package and transport formula and the waste produced from the packaging.
- 5.6 There should be no significant staffing or other implications arising from this report.

Diversity Impact Assessment

- 5.7 A diversity impact assessment has been completed as part of the Breastfeeding Strategy update and is available on request. The breastfeeding action plan will develop actions to work on identified gaps or issues

Risk Management

- 5.8 No specific risks have been identified at this stage for this report.

6. Consultees

- 6.1 The Board Director, Resources (Section 151 Officer) and Director of Law and Democratic Services (Monitoring Officer); consulted in respect of all reports.

7. Background Papers

- 7.1 None.

8. Appendices

- 8.1 Appendix 1 – Swindon Breastfeeding Strategy 2016 - 2020.