

## HEALTH AND WELLBEING BOARD

WEDNESDAY, 13 JULY 2016

### 9. Swindon Breastfeeding Strategy refresh

The Board received a report of the Director of Public Health regarding a refresh of the Swindon Breastfeeding Strategy.

Fiona Dickens (Public Health Programme Manager) introduced the report highlighting that:

- The strategy had been approved by Swindon Borough Council and the Clinical Commissioning Governing Body and ratified by all stakeholders in 2008.
- The report had been refreshed rather than rewritten as there had been no national or local change to policy or procedure.
- The parts of the strategy that had been updated were set out in paragraph 3.4 of the report of the Director of Public Health.
- The strategy was a key part of the support offered to new mothers.
- Swindon Borough Council had signed up to a national programme to support breastfeeding in public places.
- Swindon's Health Visitors had recently received full accreditation to the Unicef Baby Friendly Programme which was used as the standard for such work.

Resolved – (1) That Swindon Borough Council's Cabinet and the Swindon Clinical Commissioning Group Governing Body be recommended to adopt the refreshed Swindon Breastfeeding Strategy for 2016/2020.

(2) That the Board's congratulations to Swindon's Health Visitors on their achievement in being awarded the full accreditation to the prestigious Unicef Baby Friendly Programme be recorded.