

Appendix 3

Priority Area: Improving Services for Young People

Objective: To increase the Breastfeeding initiation rates in the Birkenhead

Background Information:

Historically support is given to mums once they have given birth to the child. This is done through hospital support, health visitors and a service that Home-Start Wirral (voluntary sector organisation) currently delivers. The Home-Start Breastfeeding Peer Support service offers support on the maternity ward, telephone support and home visits. Through feedback from professionals it is clear that at the point this support is offered many women have made the decision whether they are going to breastfeed or not. Their decision can often be made on family and peer advice and will not accept any support or further consideration.

It has recently been developed to offer Antenatal Breastfeeding Information and Support but it is limited and initiation rates remain lower, particularly in the Birkenhead area.

The current Wirral wide Antenatal Breastfeeding Support includes:

- Home-Start provide support to mums at their 20 week scan at Arrowe Park hospital and offer a phone call/home visit support at 32 weeks of the pregnancy.
- Antenatal home visits are carried out by Health Visitors, and antenatal classes are delivered by health professionals. Women are given breastfeeding information at this point.
- Women and babies who are perceived to have issues that may affect breastfeeding are reviewed at Lactation Clinic.
- One2One Midwifery service provide antenatal support for their clients.

Information to identify the need:

Less than half of all new mothers initiate breastfeeding in Birkenhead (47%) compared to 74% in England

Breastfeeding Initiation: Birkenhead Constituency, 2010/11 to 2011/12

Ward of Residence (2004 boundaries)	Breastfeeding Initiation 2010/11 - 2011/12
Bidston and St James	31.4
Birkenhead and Tranmere	42.5
Claughton	52.8
Oxton	63.7
Prenton	53.7
Rock Ferry	42.2
Birkenhead Constituency	47.7
Wallasey Constituency	52.3
Wirral South Constituency	64.1
West Wirral Constituency	69.5
Wirral	53.4

Breastfeeding initiation rates were considerably lower in Birkenhead constituency compared to Wirral overall in 2010/11 to 2011/12 . National breastfeeding initiation rates were 74% in 2011/12, Birkenhead is significantly lower than this.

Project Description:

To deliver a pilot project that will develop the current Antenatal that are offered to pregnant women in Birkenhead, to support and encourage them to Breastfeed their children.

The proposal is to offer a targeted local service in Birkenhead, the offer would include:

- Support/Guidance offered to mums attending their 20 week scan at St Catherine's hospital.
- Phone call and optional home visit available at 32 weeks of pregnancy.
- Group sessions for expectant mums providing them with information and guidance about the benefits and support available to encourage them to consider breast feeding. These will be based at St Catherine's hospital, The Home-Start Hub, and other identified venues (specifically targeting where initiation rates are low)
- Providing some very practical sessions, using demonstration dolls and seeing real mums feeding because evidence proves that this improves outcomes.
- Develop a cohort of volunteers to offer continued support to the target group.
- The development of a buddy system to encourage mums to support each other pre and post birth.
- Inform target group of 'breastfeeding friendly' locations within Birkenhead and aim for ongoing support and socialisation to develop between the groups.
- Set up a referral mechanism to Health Visitor/Lactation Clinic for those clients picked up who have complex needs that may affect breastfeeding.

Outcomes to be achieved:

- More mums in Birkenhead choosing to breastfeed their child.
- Development of volunteer network to offer an antenatal support within Birkenhead.
- Reduce isolation of new mums through the development of community networks

Provider: Home-Start Wirral. They are the current provider of the Breastfeeding Peer Support service (commissioned through public health), this can be an extension of their current delivery. They have a part time member of staff that could increase their hours for the pilot (10 months) to do a focused delivery in Birkenhead. They have 30 Breastfeeding Peer Support Volunteers who currently provide postnatal support to Wirral mum's.

Partner Contributions:

- Venue Hire (to be identified)
- The Foundation Years Project will support with qualitative research, monitoring and feedback.

Project Cost: £15,000

£10,000 to coordinator post

£5,000 for volunteer development.

Contribution from Birkenhead Constituency Committee: £15,000

Examples of good practice: Liverpool Women's Hospital offer a specific antenatal service through a scheme called 'Bambis' that offers more outreach and support. Home Start has developed their current service locally.

Since developing antenatal services in Wirral 40% of mums seen antenatally went on to breastfeed.

Supportive Information Finding:

As well as learning from this pilot to ensure the support service is delivering effectively we need to have a clearer understanding of why mums decide not to Breastfeed?

Research will be carried out working with The Foundation Years Project to find out Why mum's decide NOT to Breastfeed. The Health Visiting Service will support this research by carrying out a client review of mums in the Birkenhead District who have recently had their babies. This review will find out at whether mum's are feeding how they planned, and to find out if they felt there was feeding information available to them antenatally that in hind sight they wished they knew.

ABCD principles: The development of volunteers and a community network to support mums long term after an initial intervention through the service.

Using People as assets to volunteer and offer peer support, venues as assets to offer a comfortable community environment for mums to visit with their new babies.

Using community research to clearer understand the choices and barriers regarding breastfeeding.

Service Specification- Targeted Support to Initiate Breast Feeding

Category of Service

A Birkenhead based service to provide care and support to expectant mums to promote breastfeeding and reduce inequalities

The main purpose of the service is to increase the initiation rates of Breastfeeding in Birkenhead.

The service will be provided by **Home-Start Wirral**, Home Start work to provide help and support for families who live in Wirral, to help give children the best possible start in life.

Service Description

The service will operate 1st April 2014- 31st January 2015. The following service elements will be delivered:

- Support/Guidance offered to mums attending their 20 week scan at St Catherine's hospital.
- Phone call and optional home visit available at 32 weeks of pregnancy.
- Group sessions for expectant mums providing them with information and guidance about the benefits and support available to encourage them to consider breast feeding. These will be based at St Catherine's hospital, The Home-Start Hub, and other identified venues (specifically targeting where initiation rates are low)
- Providing practical sessions, using demonstration dolls and seeing real mums feeding because evidence proves that this improves outcomes.
- Develop a cohort of volunteers to offer continued support to the target group.
- The development of a buddy system to encourage mums to support each other pre and post birth.
- Support offered to professionals/public sector agencies/social sector organisations educating them on the benefits of breast feeding and encouraging them to promote to their service users.
- Inform target group of 'breastfeeding friendly' locations within Birkenhead and aim for ongoing support and socialisation to develop between the groups.
- Set up a referral mechanism to Health Visitor/Lactation Clinic for those clients picked up who have complex needs that may affect breastfeeding.
- Research to understand the reasons people choose not to breastfeed or the barriers to it.

Category of Service User

All pregnant mums in Birkenhead, particularly targeting those who are not attending antenatal support available.

Service Level Outputs

The following outputs will be measured on a quarterly basis:

- number of support sessions delivered in Birkenhead locations
- number of pregnant women receiving support sessions in Birkenhead locations.
- number of pregnant women seen at Arrowe Park Hospital during their 20 week scan (not specific to this service)
- number of pregnant women seen at St Catherine's during their 20 week scan
- number of antenatal checks completed

- number of women intending to breastfeed
- number of women supported that are breastfeeding at 6-8 weeks.
- number of peer support relationships formed and maintained post birth.
- Number of service users identified as needing additional support and signposted to additional services.
- Number of professionals/public sector agencies/social sector organisations received guidance to promote benefits of breast feeding.

A summary of the service users will be recorded, including:

- Age
- Ethnicity
- If they are first time mum
- Any known disabilities
- Support network available to them
- Other antenatal support accessed

Specific Outcomes of the service

- Improve the health and well-being of children in Birkenhead.
- Providing a targeted intervention for expectant mums in Birkenhead.
- Improving support and care available to mums in Birkenhead during pregnancy.
- Improving support networks available to pregnant mums

Budget

The allocation to this service is £15,000.

£10,000 will be used to contribute to a First Response Worker (contribution to fund part time of post to be designated to Birkenhead)

Monitoring

- A dashboard of statistical information related to the outputs of this service will be provided for the following periods (broken down on a monthly basis):

1st April 2014 - 30th June 2014

1st July 2014 - 30th September 2014

1st October 2014 - 31st January 2015

- Case studies and Stories of Change will be provided for the same periods.
- Feedback from service users regarding the effectiveness and impact of the service will be provided for the same periods.
- A summary report of the research element of the service will be provided in February 2015
- A report providing recommendations for future delivery of similar services based on evidence of impact and feedback will be provided in February 2015