

Halton Infant Nutrition Action Plan 2016-19

The action plan follows the following priority areas:

1. **Women have the information, support and skills to breastfeed**
2. **Making breastfeeding the norm**
3. **Raising awareness and support of breastfeeding amongst general public**
4. **Achievement and maintenance of Unicef Baby Friendly Initiative**
5. **Women who choose to formula feed their baby do so as safely as possible**
6. **Robust data collection mechanisms are in place to enable progress to be measured and areas of need addressed**
- 7 **Families are supported to introduce solid foods in a timely and appropriate way**

**Monitoring unless stated to be via the Commissioners and/or Halton Health in the early years Steering Group

	STANDARD	ACTION NEEDED	LEAD RESPONSIBILITY	TIMESCALE	ASSURANCE
Priority 1 -Women have the information and support to breastfeed					
1.1	Antenatal Period All Halton mums to receive information on breastfeeding as part of a meaningful discussion on infant feeding to meet their individual needs and information on the support services available at numerous points antenatally, at routine midwife appointments (booking, 20 weeks) and	All Midwives to give out information on breast feeding support services and infant feeding workshops at all antenatal and postnatal contacts Maintain and encourage midwives to refer into the breastfeeding support service	Carole Brazier (Infant feeding Coordinator) Karen Worthington Children's Centres Rose Douglas (St Helens and Knowsley Hospital Trust)	Ongoing Annual audit of practice	Recorded in maternity notes Audits of practice Feedback from mothers Lesson plan and

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	at additional antenatal classes were appropriate	Multi agency Parent education programme to be developed, staff trained and delivered	Corina Casey-Hardman (Halton)	Jan 16	timetable
1.2	Antenatal Period All mums to be to be given an appointment to attend an infant feeding workshop, mums given the choice to attend a community session and/or hospital session (information provided on all options available)	Make infant feeding workshops a routine appointment within antenatal care Identify families eligible for Healthy start voucher and support application. Encourage uptake of vouchers for food and vitamins	Corina Casey-Hardman (Halton) Corina Casey-Hardman, Karen Worthington	Ongoing Ongoing	% uptake at infant feeding workshop (out of total number of births)
1.3	Antenatal Period Ensure information sharing agreements between the breastfeeding support Service and Midwifery services are in place for the antenatal period Health visitors to provide support at the antenatal contact	Midwives to ask if mums consent to information being shared with breastfeeding support service at antenatal appointments Maintain antenatal information sharing agreement to obtain contact details of mums with all acute providers	Carole Brazier (Infant Feeding Co-ordinator) Pam Worrall Corina Casey-Hardman (Halton)	Ongoing	Information sharing agreements in place Breastfeeding support team report receiving regular information from maternity units
1.4	Antenatal Period Mums who express an interest in breastfeeding during the antenatal period to receive information and support from Breastfeeding support	Breastfeeding support team to provide antenatal visits To be contacted by the Breastfeeding Support Team and	Midwifery services to identify Pam Worrall Pam Worrall	On-going Ongoing	Infant feeding team KPIs

	STANDARD	ACTION NEEDED	LEAD RESPONSIBILITY	TIMESCALE	ASSURANCE
	<p>team</p> <p>Target 50% of women to be identified and referred 80% of these to receive visit 2015/16, 100% 2016/17, 100% 18/19</p>	<p>offered a 1 to 1 discussion either face to face or over the telephone to discuss issues/concern</p> <p>Outline of planned support to be given to all women in hospital</p> <p>Audit effectiveness of interventions</p>	<p>Carole Brazier (Infant feeding Coordinator)</p> <p>Carole Brazier (Infant feeding Coordinator)</p>	<p>March 16</p> <p>Sept 16</p>	<p>Audit report</p>
1.5	<p>On Delivery All mothers to be offered and supported with skin to skin contact until after the first feed independent of feeding choice.</p> <p>Midwives to support new mothers with first breastfeed and again, second feed within 6 hours of birth</p> <p>Formula feeding mothers are shown how to fed their baby responsively</p>	<p>Midwives as part of routine care</p>	<p>Rose Douglas (St Helens and Knowsley Hospital Trust)</p> <p>Melanie Hudson (Warrington Hospital)</p> <p>Shelia McHale (Halton CCG Commissioner)</p> <p>Corina Casey Hardman</p>	<p>On-going</p>	<p>BFI status of providers</p> <p>Maternity performance data and audit</p>
1.6	<p>On discharge from Hospital Ensure information sharing agreements between the Breastfeeding Support Service and Maternity Units are in place for all hospitals</p>	<p>Maintain / modify postnatal information sharing agreements</p>	<p>Pam Worrall HBC</p>	<p>Ongoing</p>	<p>Information sharing agreements in place</p> <p>Breastfeeding Support Team report receiving</p>

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					regular information from maternity units
1.7	<p>On discharge from Hospital 100% of Halton breastfeeding mums who consent, to be contacted by the breastfeeding Support Team within 48 hours.</p> <p>A full breastfeeding assessment to take place within the first 7 days</p> <p>All breastfeeding mothers who give birth at home are referred to the breastfeeding support service at the time of birth or the next working day</p>	<p>100% of Halton breastfeeding mums who consent, to be contacted by the breastfeeding Support Team within 48 hours and offered a home visit or telephone support.</p> <p>A full breastfeeding assessment to take place within the first 7 days following birth (target-80% uptake)</p> <p>All breastfeeding mothers who give birth at home are referred to the breastfeeding support service at the time of birth or the next working day</p>	<p>Carole Brazier (Infant Feeding Co-ordinator)</p> <p>Pam Worrall HBC</p> <p>Corina Casey-Hardman</p>	On-going	<p>100% of consented mums contacted within 48 hours</p> <p>Of which 80% have a full breastfeeding assessment within 7 days.</p>
1.8	<p>On discharge from Hospital Community based Breastfeeding support to be available to mums outside office hours</p>	<p>Health visitors and midwives to be available to support women with feeding issues as required as part of routine care.</p> <p>Audit of women's views and needs for out of hours breastfeeding support service</p>	<p>Michelle Bradshaw, Corina Casey-Hardman (Halton)</p> <p>Carole Brazier (Infant Feeding Co-ordinator)</p>	<p>Ongoing</p> <p>Sept 2016</p>	Audit report
1.9	<p>On discharge from Hospital 100% of mums to receive a feeding</p>	CCG Commissioner to ensure this is in the contract and to	Shelia McHale (Halton CCG Commissioner)	In place but	Quarterly audits

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	<p>review consistent with BFI standards on responsive formula feeding and supporting initiation and continuation of breastfeeding.</p> <p>Halton mums to have a minimum of two breastfeeding assessments first home visit and 5 /6 days by midwife, if issues identified, a plan put in place and a further assessment to be completed at a later date</p>	<p>performance manage providers against this. (Halton)</p> <p>Midwives have the access to breastfeeding assessment forms</p>	<p>Michelle Bradshaw (Bridgewater)</p> <p>Rose Douglas (St Helens and Knowsley Hospital Trust)</p> <p>Corina Casey-Hardman (Halton)</p>	<p>assurance through annual audits</p>	<p>Report to breastfeeding steering group)</p>
1.10	<p>Community</p> <p>All breastfeeding mothers receive a breastfeeding assessment as part of the Health visitor primary assessment (10-14 days)</p> <p>All formula feeding mothers to receive information regarding responsive and safe feeding appropriate to their needs.</p>	<p>Health Visitors to complete a breastfeeding assessment at the primary visit (10 days)</p> <p>Health visitors to complete formula feeding checklist in new birth template</p> <p>Implement the Pan Mersey lactose intolerance and Cows Milk Protein Allergy prescribing guidelines, and ensure all health visitors, FNP, midwives and GPs are familiar with the guidelines</p> <p>All breastfeeding women to receive Healthy start vitamins free, via the health visitors</p>	<p>Karen Worthington (Bridgewater)</p> <p>Karen Worthington</p> <p>Carole Braizer/CCG</p> <p>Karen Worthington</p>	<p>On-going</p> <p>March 16</p> <p>Ongoing</p>	<p>KPI in health visiting contract</p> <p>Prescribe formula audit</p> <p>Audit of vitamin uptake June 2016</p>

	STANDARD	ACTION NEEDED	LEAD RESPONSIBILITY	TIMESCALE	ASSURANCE
1.11	<p>Community Services work seamlessly to provide support for women to continue to breastfeed.</p>	<p>Midwifery, health visiting and breastfeeding support teams to work together to ensure that a breastfeeding mum is supported to continue breastfeed</p> <p>Pathway to identify lead professional where breastfeeding issues exist</p>	<p>All</p> <p>Carole Brazier (Infant Feeding Co-ordinator)</p>	<p>Quarterly review</p>	<p>Increased rates of women Breastfeeding at 6-8 weeks.</p>
1.12	<p>Women who are least likely to breastfeed during the antenatal and postnatal periods have additional targeted interventions. This includes women in lower socio-economic groups, Teenage mothers, single mothers, mothers who have premature births/multiple pregnancies</p>	<p>Establish what support midwives gives to the higher risk groups to support them to breastfeeding, and identify appropriate actions</p> <p>Availability of targeted interventions for parents less likely to engage e.g. attendance at consultant clinics by support workers</p> <p>Family nurse partnership to provide enhanced support to first time teenage mothers.</p>	<p>Carole Brazier (Infant Feeding Co-ordinator)</p> <p>Carole Brazier (Infant Feeding Co-ordinator)</p> <p>Therese Woods, Family Nurse Partnership</p>	<p>Sept 16</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Increased uptake of breastfeeding and at 6-8 weeks in these vulnerable groups.</p>

	STANDARD	ACTION NEEDED	LEAD RESPONSIBILITY	TIMESCALE	ASSURANCE How
Priority 2- Making breastfeeding the norm					
2.1	Services are meeting the needs of women and their families/ Obtain the views of local mums on breastfeeding in the community so as to direct provision of support groups and future support work	Completion of regular consultation with mums and partners to understand the needs of local breastfeeding mums by all staff. Review /audit of both antenatal and postnatal support *	Carole Brazier (Infant Feeding Co-ordinator)	September and January annually	Operation group report twice a year on emerging issues expressed from mums
2.2	Fathers and wider family members encourage support women to breastfeed	Explore new ways of working with fathers and wider family members to understand issues and raise their awareness of the importance of breastfeeding Workshop/ focus group for first time teenage fathers Link in with existing networks & groups	Carole Brazier (Infant Feeding Co-ordinator) Use Halton fathers and grandparent group Therese Woods, Family Nurse Partnership	September 2017 Sept 16	Feedback to Breastfeeding steering group

2.3	Breastfeeding women feel confident to breastfeed outside of the home	<p>All staff to provide mothers with practical information to support breastfeeding in front of others and outside the home as part of postnatal care (BFI standard)</p> <p>Promote existing baby welcome premises in Halton</p> <p>Advertise the 'breast milk it's amazing' app to mums at venues</p>	<p>All Carole Brazier (Infant Feeding Co-ordinator)</p> <p>All</p> <p>All</p>	Ongoing	Feedback from mothers shows that they know where breastfeeding is welcomed and
2.4	Maintain and increase the number of baby welcome premises across Halton in venues identified by mothers	<p>Baby welcome Task and finish group</p> <p>Engage mothers and volunteers to audit and identify suitable premises</p> <p>Work with environmental health officers to support the audit of premises (Halton)</p> <p>Establish baseline and enrol more local organisations</p>	<p>Carole Brazier (Infant Feeding Co-ordinator) with support from Public Health, Baby welcome and breastfeeding champions. Pam Worrall (Halton)</p>	Jan 2016	Feedback from Baby welcome and breastfeeding champions Task and Finish Group
2.5	Build capacity for breastfeeding support and advocacy	<p>Establish community breastfeeding champions to include breastfeeding mothers and others to support baby welcome</p> <p>Provide buddy support to women</p>	<p>Carole Brazier (Infant Feeding Co-ordinator)</p> <p>Pam Worrall</p>	5 in place by April 2016	Quarterly update to breastfeeding steering group

2.6	Support long term breastfeeding for women returning to work	<p>DH leaflet is available, to be given when discussing how to continue breastfeeding on returning to work including practical solutions, employers' obligations and how to negotiate with their employer</p> <p>Offer childminders, foster carers, nursery schools training on current infant feeding practices</p>	<p>Health visitors Karen Worthington (Bridgewater)</p> <p>Carole Brazier</p>	<p>On-going</p> <p>Sept 2016</p>	<p>By Report</p> <p>Numbers of sessions and attendees</p>
Priority 3 -Raising awareness of breastfeeding among the general public					
3.1	<p>Increase awareness and appreciation of breastfeeding as the norm through the 'breast milk its amazing' social marketing campaign</p> <p>All staff having contact with new mums direct them to information on baby welcome premises</p>	<p>Update the map of baby welcome premises in Halton on website and Breast start app</p> <p>Include a link from the local authority websites and other appropriate websites such as children's services to 'breast milk it's amazing' website</p>	<p>Carole Brazier (Infant Feeding Co-ordinator)</p> <p>Pam Worrall HBC</p>	6 monthly	Monitoring via Champs, LCR Breastfeeding group
3.2	Ensure that all services who come into contact with mums to be or new mums have access to the 'breast milk its amazing social marketing campaign materials	<p>breast milk it's amazing is advertised on all resources</p> <ul style="list-style-type: none"> - Red book - Midwifery notes - Leaflets antenatally and postnatally - On all posters 	<p>Carole Brazier (Infant Feeding Co-ordinator)</p> <p>Corina Casey Hardman Karen Worthington</p>	By Jan 2016	Feedback to steering group

3.3	Develop and maintain a profile via social media and in the local media via release of regular press releases	<p>Develop more detailed communication plan to include:</p> <p>Events and press release in June to coincide with breastfeeding awareness week</p> <p>Updates and blog on website</p> <p>Regular information on support groups in maternity & children's venues.</p>	<p>Pam Worrall (Halton)</p> <p>Link with PH leads and LA Comms leads</p>	<p>June 2016 June 2017 June 2018</p> <p>Tbc</p> <p>Ongoing</p>	<p>Feedback to steering group</p> <p>Press coverage</p>
3.4	Children see breastfeeding as the norm through promotion in PSHE and work with local schools	<p>The PSHE Breastfeeding booklet has been updated and will be launched</p> <p>Training to secondary schools to include breastfeeding work</p> <p>Halton to review the use of the breastfeeding support booklet by local schools</p> <p>Preschool setting resources work with the early years consultant teachers</p> <p>Add to the HHEYs award and include in Baby welcome award – around storage of breast milk</p>	<p>Pam Worrall (Halton)</p> <p>Breastfeeding support team</p> <p>Deb Cornes</p> <p>Early years consultants</p> <p>Carole Brazier</p>	<p>Jan 2016</p> <p>September 2016</p> <p>July 2016</p> <p>Sept 16</p> <p>January 16</p>	<p>Feedback from schools via healthy schools coordinators</p>

3.5	Local organisations are supportive of breastfeeding for visitors and staff and have policies in place	<p>Ensure that all public health and Health commissioned organisations also have a breastfeeding HR policy for staff and visitors</p> <p>Work with local organisations and the chamber of commerce regarding the policy for breastfeeding for local businesses-customers, visitors and staff</p> <p>Ensure all early years settings support mothers to continue to breastfeed when their child is in child care, for example through facilities to store breast milk</p>	<p>Carole Brazier CCG</p> <p>Leanne Needham</p> <p>Carole Brazier (Infant Feeding Co-ordinator) /Jill Farrell</p>	<p>June 2016</p> <p>September 2016</p>	<p>Explore avenues for influencing local businesses</p> <p>Develop an action plan for encouraging local business to have breastfeeding policy for staff</p> <p>Develop education programme for early years setting on infant feeding standards</p>
<p>Priority 4: Achievement and maintenance of Unicef Baby Friendly Initiative stage 3 Implement Baby Friendly Action Plan by 2015</p>					
4.1	All relevant staff (Midwives/Health Visitors/Breastfeeding Support Service/children's centres) have adequate resources to provide advice and information on infant feeding	All services to ensure resources are in place and ensure long term supply	<p>Carole Brazier (Infant feeding coordinator)</p> <p>Corina Casey Hardman Karen Worthington Children's Centres</p>	Ongoing	Feedback to steering group

4.2	Work towards all children's organisations being Stage 3 baby friendly	Explore with Unicef potential for extending BFI status to other children's organisations in borough & children's centres- develop action plan.	Carole Brazier (Infant Feeding Coordinator) working with Veronica Wright	June 2016	Feedback to steering group
4.3	Breastfeeding steering group to provide leadership and performance manage the achievement of BFI Stage 3 (community/hospital)	Group to be led by public health leads and maintain strategic focus on delivery., links to Health and Wellbeing board, Maternity and Children's Agenda	Halton Breastfeeding Steering group	On-going	Progress reports to steering group
4.4	All relevant healthcare staff induction including Midwives (community), Health Visitors and Children's centres are aware of and compliant to the breastfeeding policy	Maintain training and focus on Breastfeeding through staff briefings Develop a robust system to record training and induction status of new starters To be included in staff inductions	Michelle Bradshaw (Bridgewater) Carole Brazier Children's Centres Pam Worrall	On-going	Progress reports to steering group Feedback from listening events

4.5	GPs are competent in treating common breastfeeding related conditions, prescribing for breastfeeding women and support services available	<p>Develop and implement training for GPs and practice nurses</p> <p>Explore different methods of encouraging GPs to complete the training.</p> <p>Protected learning time slot</p> <p>Include regularly in GP bulletins</p> <p>Identify GP liaison for training and feedback re care</p>	<p>Shelia McHale (Halton CCG Commissioner)</p> <p>Carole Brazier (Infant feeding Co-ordinator)</p>	Training plan for 2016 onwards	<p>Uptake of training</p> <p>Feedback to steering group</p>
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Priority 5: Women who choose to formula feed their baby do so as safely as possible

5.1	Women receive during the antenatal and postnatal period, information on responsive feeding and ensure women who have chosen to bottle feed, do so safely.	<p>During pregnancy, all women are given the opportunity to discuss feeding their baby and receive information appropriate to their needs.</p> <p>All midwives on first home visit to formula feeding mothers ensure they have information on and are able to make up feeds to the current guidelines and are using suitable first milk.</p>	<p>Carole Brazier</p> <p>Karen Worthington</p> <p>Corina Casey Hardman</p>	Ongoing support	
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5.2	Health professionals use the evidence to inform the appropriate use of different infant formulas	<p>Awareness raising in health professionals of the First steps nutrition evidence</p> <p>Support the implementation of the Pan Mersey lactose intolerance and cow's milk protein allergy prescribing guidelines across all health professionals.</p>	<p>Carole Brazier</p> <p>Carole Brazier/ pharmacy</p>	<p>Sept 16</p> <p>Sept 2017</p>	
Priority 6: Robust data collection mechanisms are in place to enable progress to be measured and areas of need					
6.1	Maintain accurate data collection systems on breastfeeding uptake so as to use real time data to inform practice and to develop future action plans (all breastfeeding data, initiation, 5-7 days, 6-8 weeks)	<p>Maintain accurate , quality assured data systems to ensure correct reporting of uptake</p> <p>Review data coverage and correct prior to data submissions, to ensure compliance with DH standards</p>	<p>Michelle Bradshaw Bridgewater</p> <p>Carole Brazier/James Cowley (Bridgewater)</p> <p>Public Health Intelligence Teams (Halton)</p> <p>Shelia McHale (Halton CCG Commissioner)</p> <p>Karen Worthington(Bridgewater)</p> <p>Corina Casey- Hardman (Halton)</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>Data meets DH standards and is published.</p> <p>Accurate data on 5-7 days (and all measures) available locally</p>

Priority 7: Families are support to introduce solid foods in a timely and appropriate way

7.1	Ensure all families have access to Introducing solid food support and advice	<p>Introduction of set timescale when parents receive information on introducing solid food . 3/4 month contact/invitation to solid food session, 121, clinic attendance.</p> <p>All frontline health and children's centre staff to attend introducing solid food training.</p> <p>Offer training to childminders, foster carers and early year settings</p> <p>Health visitors to discuss in their routine visits, and refer all families to the Health improvement team</p> <p>Standardise resources on Introducing solid foods, including bottle to cup message</p> <p>Audit and evaluation of information and support offered by all</p> <p>Dietetic support to be made available to families who experience fussy eaters. Training support to be provided to health visitors from dietetics in how to support families who have fussy eaters.</p>	<p>Karen Worthington</p> <p>Pam Worrall Carole Brazier</p> <p>Karen Worthington, Pam Worrall</p> <p>Carole Brazier</p> <p>Carole Brazier</p> <p>5 boroughs</p> <p>TBC</p>	<p>March 2016</p> <p>Ongoing</p> <p>September 2016</p> <p>Jan 2016</p> <p>Sept 16</p> <p>Annually</p> <p>Jan 16</p>	
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7.2	Access to healthy start vitamins for infants	All families to receive a free bottle of healthy start vitamins via Health visitor at 4 month review.	Karen Worthington, Julia Rosser	Ongoing	Uptake of vitamins
		Support to families in applying for Healthy start vouchers were eligible.	Karen Worthington Corina Casey Hardman	Ongoing	Audit
7.3	Encourage families to transfer from bottle to cup at age 1	Include in training for healthcare and children's centre staff as appropriate	Carole Brazier	Ongoing	Report
		Include in resources for families	Karen Worthington/Carole Brazier		
		Article in Wellbeing magazine	Helen Parker	March 16	