

**From:** Peter Oakford, Deputy Leader and Cabinet Member for Strategic Commissioning and Public Health  
Andrew Scott-Clark, Director of Public Health

**To:** Health Reform and Public Health Cabinet Committee - 1 May 2018

**Subject:** Transition of Infant Feeding Service

**Classification:** Unrestricted

**Previous Pathway:** Health Reform and Public Health Cabinet Committee 8th February 2018

**Future Pathway:** None

**Electoral Division:** All

**Summary:**

This paper provides an update to Cabinet Committee Members on work undertaken to implement the new model for infant feeding support.

Following the Key Decision taken on 12<sup>th</sup> March 2018 a transitional plan has commenced to enable the new model to be in place by 1<sup>st</sup> June 2018.

Kent Community Health NHS Foundation Trust and PS Breastfeeding are working collaboratively to ensure a smooth transition and minimise any disruption to service users during this time.

A series of local district meetings are taking place with peer supporters and feedback will be used to help implement processes and protocols for the new infant feeding arrangements.

**Recommendation:**

The Health Reform and Public Health Cabinet Committee is asked to **comment on** the contents of this report and **endorse** and progress to date.

**1. Introduction**

1.1. KCC has developed and consulted on a new model for infant feeding support for families across Kent. This will embed and extend a range of breastfeeding

support into the Health Visiting Service, offering support to more families across Kent.

- 1.2 The approach builds on Department of Health national guidance, which has identified six areas in which Health Visitors can achieve high impact, one of these high impact areas is breastfeeding. The Health Visiting Service will be responsible for the provision of infant feeding services, including breastfeeding and will offer advice, information and specialist support.
- 1.3 This model will improve collaboration between the professionals that support mothers and families in the early years and will increase breastfeeding initiation and continuation rates across Kent
- 1.4 The new model is designed to extend and expand the reach of breastfeeding support by utilising the skilled Health Visiting workforce who already visit new families and to improve work with midwifery teams. The model includes working closely with Children Centres to offer women the right service quickly and builds on the positive elements of the existing service.
- 1.5 The new approach will deliver a number of benefits:
  - Provide a more 'joined-up' experience for families looking for advice and support on the full range of infant feeding issues
  - Increased awareness and promotion of breastfeeding
  - Offer an increased number of professional led clinics
  - Offer additional access to telephone advice and home visits where identified as needed
  - Improve the rates and reporting of breastfeeding at 6-8 weeks
- 1.6 The new model was discussed by this Cabinet Committee on the 8<sup>th</sup> February 2018 and findings from the public consultation were shared. The changes were endorsed by this Cabinet Committee and subsequently the Deputy Leader and Cabinet Member for Strategic Commissioning and Public Health took a Key Decision on 12<sup>th</sup> March 2018 to implement the new model for infant feeding support.
- 1.7 This report provides the Cabinet Committee with an update on the progress made since the transition period commenced on the 19<sup>th</sup> March.

## **2. Progress since Key Decision**

- 2.1. KCC Commissioners (Public Health and Early Help) have led a series of meetings with Kent Community Health NHS Foundation Trust (KCHFT) and the current provider of the Community Infant Feeding Service, PS Breastfeeding (PSB). A transitional period of two months has been mutually agreed between all parties which will enable the services to be fully operational from the 1<sup>st</sup> June 2018.
- 2.2 PSB, KCHFT and KCC are working in collaboration, drawing together a proposal for locations and times of lactation clinics and breastfeeding drop-in groups to best meet local needs. Children's Centres will continue to provide

space for these services and the revised timetable will be shared with peer support volunteers in the next few weeks. Appendix 1 outlines proposed breastfeeding drop-in groups. Appendix 2 outlines proposed lactation clinics.

- 2.3. A schedule of visits around the county has been established to discuss appropriate transition with peer supporters. Peer supporters are key to the success of the new model and many have attended and taken the opportunity to shape and discuss the new arrangements. To date, meetings have been held in Dover, Ashford and Maidstone districts with further meetings scheduled to take place during April 2018 with the remaining areas. These have been open discussions providing the opportunity to build understanding between peer supporters and representatives from the Health Visiting Service.
- 2.4. KCHFT met with lactation consultants on 28<sup>th</sup> March 2018 to explore how they might provide additional support as part of the new model. Options for spot purchasing have been put forward by KCHFT and are being worked through with the lactation consultants.
- 2.5. KCHFT and KCC recognise the importance of retaining skills and expertise of staff within the current contract and to facilitate this PSB have provided information needed for KCHFT to fully consider any staff transfer (TUPE) implications. Work will continue over the coming weeks with a meeting planned for 18<sup>th</sup> April 2018 for those staff who have been identified under TUPE regulations.
- 2.6. To support communication to service users, KCHFT have been given access to Facebook sites set up by PSB. This has enabled volunteers to raise questions outside of the meetings with KCHFT. KCHFT will continue to use Facebook as a two-way communication tool and one of the methods to support effective service delivery.
- 2.7. The local maternity system [LMS] is a transformation programme across all four trusts providing maternity services. Infant feeding is a workstream of the LMS Board. Activity was paused during consultation on infant feeding. The group met in March and a proposed antenatal pathway and postnatal pathway will be presented by Public Health to the LMS board on April 16<sup>th</sup>.
- 2.8. An outline of the proposed LMS website was presented to the LMS Board in March. The first stage of this will be to develop information on infant feeding for the public and health professionals.

### **3. Next steps**

- 3.1. Commissioners will continue to monitor transitional plans to ensure key activities are delivered to meet the 1st June 2018 implementation date including transfer and recruitment of any staff by KCHFT. This will include weekly meetings between Public health, Early Help, KCHFT and PSB with communication shared with all relevant stakeholders on progress and key actions.

- 3.2 It is essential that KCC measures the impact of the new model. A series of specific metrics will be developed as part of the transition plan. Performance against these will be reported alongside the Health Visiting Service from 1st June 2018, this will provide assurance that the anticipated outcomes are being delivered.
- 3.3 Service User and Peer Supporters feedback will be a key part of measuring the impact of the new model and will drive a user led service that supports continuous service improvement.
- 3.4 A communication strategy will be developed between relevant organisations to help Kent parents access support simply and easily. This will also include joined up promotion or national campaigns such as Start4Life. [www.nhs.uk/start4life/baby/breastfeeding](http://www.nhs.uk/start4life/baby/breastfeeding). Session times and locations will also be finalised and shared, in addition to insight led targeted activity.
- 3.5 Remaining visits will be undertaken by KCHFT and commissioners to district peer support groups. KCHFT will share a suite of documents with Peer Support Volunteers including processes for supervision and ongoing management of volunteers.

#### 4. Conclusion

- 4.1. Significant progress has been made over the past two months with KCC, KCHFT, PSB and Peer Supporters working closely and effectively together to ensure a smooth transition to the new model for infant feeding.

#### 5. Recommendations

##### **Recommendations:**

The Health Reform and Public Health Cabinet Committee is asked to **comment on** the contents of this report and **endorse** and progress to date.

#### 6. Background document:

Report to Health Reform and Public Health Cabinet Committee on 8<sup>th</sup> February 2018<sup>1</sup>

#### 7. Report author:

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<sup>1</sup> <https://democracy.kent.gov.uk/documents/s82786/Item%205%20-%20report%20Infant%20feeding%20consultation%20final.pdf>

## Appendix 1: Proposed Kent Breastfeeding Drop in clinics from 1st June 2018

36 breastfeeding drop-in clinics across Kent each week (3 two-hourly sessions per district area)

District	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Ashford</b>	9.30-11.30am RAY ALLEN Children Centre Stanhope Road Ashford TN23 5RN		12.30 - 2.30pm LITTLE EXPLORERS Children Centre Recreation Ground Road Tenterden TN30 6RA	12.30pm-2.30pm THE WILLOW Children Centre Brookfield Road Ashford TN23 4EY	
<b>Canterbury &amp; Coastal</b>	12.30 - 2.30pm POPPY'S Children Centre Parklife Kings Road Herne Bay CT6 5RG	11-1pm RIVERSIDE Children Centre Kingsmead Road Canterbury CT2 7PH	1-3pm JOY LANE Children Centre Joy Lane Primary School Joy Lane CT5 4LT		
<b>Shepway</b>	1-3pm NEW ROMNEY Children Centre Craythorne Lane New Romney TN28 8BL	12.30 - 2.30pm THE VILLAGE Children Centre Denmark Street Folkestone CT19 6EQ	9.30am - 11.30am CATERPILLARS Children Centre Chart Road Folkestone CT19 4PN		
<b>Dover/Deal</b>	10-11.30am TRIANGLES Community Centre Poulton Close St Radigunds Dover CT17 0HL		1-3pm BLOSSOM Children Centre The Downs Primary School Downs Road Walmer CT14 7TL	10-12pm THE LINCES Children Centre St Nicholas Church The Linces Dover CT16 2BN	
<b>Thanet</b>		9.30-11.30am PRIORY Children Centre Cannon Road Ramsgate CT11 9SQ	10-12am MILLMEAD Children Centre Dane Valley Road Margate CT9 3RU		9.30-11.30am SIX BELLS Children Centre 201 High Street Margate CT9 1WH
<b>Swale</b>		9.30-11.30am SEASHELLS Children Centre Rose Street Sheerness ME12 1AW	1-3pm St MARYS Children Centre 2 Orchard Place Faversham ME13 8AP		10.30-12.30 pm MILTON COURT Children Centre Brewery Road Sittingbourne ME10 2EE
<b>Maidstone</b>	12.30-2.30pm MEADOWS Children Centre Furfield Close Park Wood Maidstone ME15 9JR	9.30-11.30am GREENFIELDS Children Centre Rutland Way Maidstone ME15 8DR	12.30-2.30pm Salvation Army Maidstone		

District	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Tunbridge Wells</b>	9.30 -11.30am PADDOCK WOOD WOODLANDS Health Centre Allington Road Paddock Wood Tonbridge TN12 6AX		9.30 - 11.30am THE LITTLE FOREST Children Centre Friars Way Tunbridge Wells TN2 3UA	12.30 - 2.30pm CRANBROOK Community Children's Centre Health Clinic Jockey Lane Cranbrook TN17 3JN	
<b>Sevenoaks</b>			9.30am-11.15am SPRING HOUSE Children House Hospital Road Sevenoaks TN13 3PT  12.30-2.30 Peer Support Run Clinic from New Ash Green CC.	1-3pm SWANLEY Children Centre Northview Swanley BR8 7BT	9.30-11.15am EDENBRIDGE Children Centre High Street Edenbridge TN8 5AB
<b>Tonbridge &amp; Malling</b>	9.30-11.30am WOODLANDS Children Centre Chapman Way East Malling ME19 6SD	10-12am SNODLAND Clinic Rocfort Road Snodland ME6 5NQ	10-12am SOUTH TONBRIDGE Children Centre Tonbridge Youth Hub Avebury Avenue TN9 1TG		
<b>Dartford</b>	1-2.45pm BRENT YMCA Roundhouse Overy Street Dartford DA1 1UP			1-3pm KNOCKHALL Children Centre Abbey Road Greenhithe DA9 9HD	9.30-11.30am OAKFIELD Children Centre Oakfields Lane Dartford DA1 2SW
<b>Gravesend</b>		1-3 pm BRIGHT FUTURES Children Centre Packham Road DA11 7JF	1-3pm LITTLE PEBBLES Children Centre Ordnance Road DA12 2RL		9.15-11.15am NEXT STEPS Children Centre Cedar Avenue DA12 5JT

## Appendix 2: Kent Lactation Consultant Clinics

At least 6 slots per clinic will be available, with the length of appointments (and therefore total number) dependent on the issues women are being seen with. This will mean lactation consultants will provide at least 24 face to face appointments a week across Kent (approx. 100 appointments per month). As well as seeing mothers in the specialist clinics, the Infant Feeding Leads/ Lactation Consultants will be able to provide telephone advice and home visits.

District	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Ashford</b>	Telephone advice and home visits		1.30-3.30pm THE WILLOW Children Centre Brookfield Road Ashford TN23 4E	Telephone advice and home visits.	
<b>Canterbury &amp; Coastal</b>	Telephone advice and home visits			12.30-2.30pm Littlehands Children Centre 16 Hollowmede Canterbury CT1 3SD	Telephone advice and home visits
<b>Shepway and Dover/Deal</b>	Telephone advice and home visits				12.30- 2.30pm TRIANGLES Community Centre Poulton Close St Radigunds Dover CT17 0HL
<b>Thanet</b>	1 -3 pm PRIORY Children Centre Cannon Road Ramsgate CT11 9SQ				
<b>Swale</b>	9.45-11.15am SEASHELLS Children Centre Rose Street Sheerness ME12 1AW				
<b>Maidstone</b>		1 - 3pm MEADOWS Children Centre Furfield Close Park Wood Maidstone ME15 9JR			
<b>Tunbridge Wells</b>			9.30 - 11.30am THE LITTLE FOREST Children Centre Friars Way Tunbridge Wells TN2 3UA		

District	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Sevenoaks</b>					9.30 - 11.30am SWANLEY Children Centre Northview Swanley BR8 7BT
<b>Tonbridge &amp; Malling</b>		9.30-11.30am Little Foxes Children Centre Waveney Road Tonbridge TN10 3JU			
<b>Dartford Gravesend</b>				9.30 - 11.30am BRIGHT FUTURES Children Centre Packham Road DA11 7JF	