

Appendix 1:

Breastfeeding – minimum expectations

This slide sets out the proposed breastfeeding 'minimum expectations'. The '**minimum expectations**' describe what we expect all 75 LAs to deliver with the funding at a minimum; we will ask each LA to agree to these in return for taking part in the programme.

Physical

- Dedicated breastfeeding space and physical information available at the family hub.
- Antenatal breastfeeding classes are offered to all parents
- Face to face support (peer and professional) is accessible via the hub.
- Specialist support is available for those with additional needs (e.g. tongue-tie or lactation challenges).
- Drop-in classes are available at the family hub.
- Equipment (e.g. breast pumps) is available on loan via the family hub.
- All families have access to a key contact within the hub.

Virtual

- Online breastfeeding information is clearly signposted.
- Parents are directed to breastfeeding helplines (e.g. the National Breastfeeding Helpline) and Better Health: Start for Life's "Breastfeeding Friend".
- A remote support service is available.
- An out of hours support service is available.

Outreach

- Services are promoted locally to raise awareness of the support available.
- Support is provided in a range of settings and tailored to those less likely to breastfeed and less likely to engage.
- Staff are trained to support families from different communities.
- Parents are connected to venues, initiatives and support groups within the wider community.
- Community initiatives educate and promote breastfeeding.

Systems-level

- There is an embedded multidisciplinary infant feeding strategy that ensures a joined up approach.
- Data monitoring and analysis is used to inform the design of services.
- All staff receive appropriate training and have the skills and capacity to provide families with high-quality support.
- The right supervision structures are in place to enable staff to work together in an embedded way.

Breastfeeding – ‘go further’ menu of options

This slide sets out the proposed breastfeeding ‘menu of options’. The ‘**menu of options**’ give examples of how to go above and beyond the minimum expectations. We will work with LAs to agree exactly how they will do this, depending on their starting point and local need.

Most of these options are not new services, but instead build on the minimum expectations through improving flexibility, tailoring services to support underserved groups, offering services in different locations, and enhancing the availability of out of hours or remote support.

Physical

- 1:1 support is available on wards to support initiation.
- Tailored antenatal breastfeeding classes are offered to underserved groups.
- Regular drop-in sessions are available through the hub, above and beyond the minimum expectations.
- The peer support service is expanded and/or enhanced.
- Maternity units have a dedicated Infant Feeding Team.

Virtual

- Peer support groups have a virtual element.
- Additional virtual support is available in a way that is convenient for parents whenever issues occur, and that goes above and beyond the minimum expectations e.g:
 - A local helpline gives advice on face to face services;
 - A local app provides peer to peer support;
 - Parents have access to a virtual forum where they can report problems and receive support during the night.

Outreach

- Home visits are offered beyond statutory requirements.
- Mothers are actively contacted and offered support during immediate postnatal period.
- An enhanced targeted approach is in place.
- Support sessions are carried out in alternative venues.
- Peer support is representative of the community.
- Language services are available.
- The LA makes creative use of community assets to engage parents and create a breastfeeding friendly environment.

Systems-level

- A multidisciplinary infant feeding working group has oversight of the delivery of the infant feeding strategy.
- More extensive data monitoring is in place and used to inform the design of services.
- A local infant feeding support network is established and/or the LA builds stronger relationships with wider community networks to maximise the use of community assets.

Perinatal Mental Health & Parent-Infant Relationships – minimum requirements and menu of options

This slide sets out a summary of the proposed Parent infant Relationship and Perinatal Mental health 'minimum requirements' and 'menu of options'. The '**minimum requirements**' will set out what we expect all 75 LAs to deliver with the funding; we will ask each LA to agree to these in return for taking part in the programme. The '**menu of options**' will set out how LAs can go further; we will work with LAs to agree which of the options they will deliver, depending on local needs, provision and starting point. The below list gives **some examples** for each category..

Minimum requirements

Physical

- Staff within the Family Hub are appropriately trained and have the knowledge and skills needed to provide early help, support, and signposting to parents who may need it.

Virtual

- Information about perinatal mental health and parent-infant relationships is available online with clear signposting to services available. Remote / virtual / digital support is promoted and accessible.

Outreach

- Professionals and peer supporters can connect parents and carers struggling with their mental health or relationship with their baby to help available through alternative venues, community initiatives, and support groups within the wider community..

Systems-level

- There is a multidisciplinary perinatal mental health and parent infant relationship strategy with clear referral pathways for families. This ensures a coherent and joined up approach between services for babies and their families.

Menu of options / 'go further'

Physical

- Regular drop-in sessions are available through the Family Hub. These will be flexible to meet local needs. For example, times that are suitable for families (which may include out of hours), and targeted sessions for hard to reach groups, such as Foster Carers, Dads or Co-parents.

Virtual

- Parents have access to a local support app or online platform where they can self-refer to support services offering evidence-based interventions.

Outreach

- Clear notification, triage, and referral pathways are in place to help families receive the appropriate level of support for their mental health and parent-infant relationship. Families who are identified as being at risk or vulnerable are proactively offered support.

Systems-level

- Established a multidisciplinary Parent-infant Relationship and Perinatal Mental Health working group (including all key delivery partners) to have oversight of the delivery of their strategy.