

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

To: Health Reform and Public Health Cabinet Committee to follow up issues raised by the committee at its meeting on 8th February 2018

Date: 23rd February 2018

Subject: **Briefing Note for Delivery of Infant Feeding Service – Transition arrangements**

Classification: Unrestricted

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

Future Pathway: Cabinet Member Key Decision

Electoral Division: All

Summary:

This paper provides an update to Cabinet Committee Members on work undertaken in response to questions raised at 8th February 2018 Cabinet Committee meeting. It contains additional information to support the proposal for developing infant feeding support.

Recommendations:

Members are asked to **NOTE** contents of this briefing.

1 Introduction

- 1.1 Health Reform and Public Health Cabinet Committee met on 8th February 2018 to comment and review findings following the public consultation for the development of a new model for infant feeding support.
- 1.2 The Cabinet Member for Strategic Commissioning and Public Health and the Director of Public Health recommended that Members endorse the proposed decision to implement the new model for infant feeding support.
- 1.3 This briefing provides a follow up for members to questions raised and provides additional information to support the proposed decision

following a meeting held between Public Health and PS Breastfeeding
on 19th February 2018.

Action since Cabinet Committee

- 1.4 Commissioners have met with PS Breastfeeding (the current contractors) who welcomed the opportunity for open dialogue with commissioners on transition arrangements. They have subsequently sent a positive note following the meeting confirming that they will help an appropriate transition to the new service following the decision being taken. They have stated in this correspondence that they believe that Kent can end up with a good service for infant feeding.

Over the next two weeks commissioners will be developing a transition document with PS Breastfeeding which will provide further information for Peer Support Volunteers. A schedule of visits around the county has been established to discuss appropriate transition with peer supporters. The lead for “Keep Kent Breastfeeding” and the petitioner at the debate Anna Le Grange has been contacted about these visits and invited along.

2. Clarification questions

During the Cabinet Committee debate the following information was requested:

2.1 Session times

Current

Appendix 1 provides the details of locations and times of clinics for existing Peer Support groups. These are currently run by volunteers.

These sessions will be required to continue unless there is not the demand for them. Clinics have previously changed where there has been a lack of demand.

Proposed

Appendix 2 provides the details of the **new and additional** proposed sessions that will be run by either a Health Visitor or a Community Nursery Nurse as well as a Peer Support Volunteer.

2.2 Modelling of service provision

Table 1 below outlines the number of service hours delivered within the current arrangement and proposed service model. This demonstrates that the proposed model will deliver more professionally led clinics than under the current arrangements.

Table 1

Current Service Model (PSB)	Number of sessions per week	Duration of session (Ave Hours)	Number of hours delivered per week
Peer Support group drop-in	24	1.5	36
Specialist Clinic Drop-in Lactation Consultant/Breastfeeding Counsellor	17	3	51
Total number of hours of planned service delivery per week			87
Proposed Service Model (Health Visitor)	Number of sessions per week	Duration of session (Hours)	Number of hours delivered per week
Breastfeeding Cafes drop-ins (Breastfeeding Champions) incorporating Peer Supporters	36	2	72
Bookable Clinics Lactation Consultant (Please see 2.7 for additional Lactation Consultant availability)	6	6	36
Peer Support group drop-in	24	1.5	36
Total number of hours of planned service delivery per week			144

2.3 Out of Hours Service

The need for an Out of Hours Service will be monitored and assessed/analysed as part of an ongoing review by the Health Visiting Service. Health Visitors will be looking at trends over a six to twelve month period. Health Visitors will use media resources that are already in the public domain to provide virtual support on a 24/7 basis. Health Visitors will ensure links to this virtual support can be readily found through their own communication channels which are being reviewed as part of transitional plans.

Further information will be provided as part of the ongoing monitoring of the service by Cabinet Committee with frequency to be determined by members.

2.4 Campaign

Officers have made contact with Public Health England who have outlined that they will launch a new Breastfeeding campaign in March 2018 to promote the suite of digital tools available to support mums through their first weeks of breastfeeding and beyond. The campaign will highlight the new 24/7 Breastfeeding Friend from Start4Life, which will be available via Amazon's Alexa voice search service. KCC will support and extend this campaign across Kent, using social media and partnerships with Early Help, Maternity and Health Visiting.

In addition, a local Breastfeeding campaign is being developed for Autumn 2018 to promote the benefits of breastfeeding and the local support services. The campaign will be informed by a programme of work to develop local insights, focussed in areas in which breastfeeding is particularly low. This will be delivered through multi-agency partnership arrangements including working closely with the maternity service.

2.5 Workforce training and Health Visitor qualifications

Health Visitors receive breastfeeding training as part of their year-long Specialist Community Public Health Nursing (SCPHN) programme through Canterbury Christ Church University which received the internationally recognised Baby Friendly Initiative University Award by UNICEF UK. It gives newly qualified health visitors the basic knowledge and skills they need to support breastfeeding mothers and babies effectively.

This training includes theoretical and practice components to ensure that Health Visitors can provide accurate information to help mothers initiate and sustain breastfeeding, and to build a strong relationship with their baby. Each Health Visitor undertakes three rigorous practical assessments throughout the year to ensure that they have embedded these breastfeeding knowledge and skills.

Health Visitor students will also undertake various additional qualifications including midwifery, A&E, or paediatric nursing where UNICEF BFI training will have been part of their role and mandated training.

All Community Nursery Nurses also undergo rigorous training and are assessed annually along with Health Visitors for their practical skills which include breastfeeding. This assessment includes ensuring the

workforce have good listening skills, can demonstrate latching on and can communicate effectively with the parent and family. All staff including Community Nursery Nurses have received Solihull training which provides further communication skills.

2.6 Infant Feeding Leads and Champions

Breastfeeding Champions are Health Visitors or Community Nursery Nurses who have a special interest in breastfeeding and will support mothers further on a 1-1 basis through the Breastfeeding Cafes.

Infant Feeding Leads and Champions have attended the International UNICEF 2 day Conference which provides a wide variety of expert speakers and presentations. There is further training planned for staff for 'Tongue Tie' to ensure that staff have the additional knowledge and skills to support the referral pathway.

The Infant Feeding Champions meet with the Infant Feed Lead and additional learning is identified to support this enhanced role.

The Infant Feed Leads attend the National Infant Feeding Network meetings in London where current NICE guidelines, local policies, standards and updated UNICEF BFI information is shared and presented by regional leads.

2.7 Lactation Consultants

The proposed model continues the provision of Lactation Consultants but differs in that it will offer a mixture of fulltime employed and spot purchased Lactation Consultants. This gives the advantage that Lactation Consultants are available out of clinic time as well as in clinic time as part of their full time role.

KCHFT already have in post one Lactation Consultant and one other member of staff who is on track to qualify in April 2018. This will compliment the spot purchasing arrangements. In addition, four will train over the coming year and qualify in July 2019.

PS Breastfeeding are currently writing to current Lactation Consultants with KCHFT to assist with continuity of service and demand and confirm availability within the new model.

2.8 Comparison between Kent and other Local Authorities

Consultants in Public Health have researched comparisons between Kent's proposal and what is offered in other areas for Infant Feeding support. Across most of the country, Health Visitors provide advice and support on breastfeeding as part of the Healthy Child Programme. In some areas Infant Feeding is usually delivered by Health Visitors and/or Children's Centres. There is an expectation that the offer would

cover health visiting, peer support, feeding clinics, and a specialist function.

Some areas have seen Local Authorities contract organisations outside the NHS to deliver Health Visiting Services e.g. Virgin, but these organisations provide the HV function that originated in the NHS although non-NHS organisations won the contract. Local Authorities and Health Visitors have commissioned the voluntary sector to provide some parts of the offer e.g. Baby Cafes, NCT, La Leche League support.

There are benefits to families in having all the components of the model under one organisation. Evidence from Public Health England advises that 'Health Visitors are particularly well positioned to support mothers with breastfeeding because of their continuous and active engagement with mothers and fathers'. In some areas Local Authorities are only commissioning the mandatory parts of the Health Visiting Service, i.e. the 5 contacts and in some areas Infant Feeding has been impacted by closure of Children's Centres. This is not what is being proposed within the Kent model.

3 Next steps

- 3.1 Public Health will provide further updates to Members in response to any questions raised.
- 3.2 Public Health is planning to meet with Peer Supporters and Lactation Consultants through a series of arranged visits across several districts. Dates and locations will be agreed jointly with PS Breastfeeding. The transition document will be shared at these meetings and will provide clarification around the role of Peer Supporters and their ongoing management and support using one consistent document.
- 3.3 This document will also be shared with Members to ensure consistency in communication along with dates for visits to allow Members to attend should they wish to.

Members are asked to NOTE the contents of this report.

Background Documents

None

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Appendix 1 – List of existing peer support groups

Name of Clinic	Day & Time of session	Location of Clinic	Location District
Little Gems	Wednesday 9.30am-11.30am	Children's Centre	Gravesend
South Tonbridge	Wednesday 11.00am-12.30pm	Children's Centre	Tonbridge & Malling
Paddock Wood	Monday 9.30am-11.00am	Children's Centre	Tunbridge Wells
Woodlands	Monday 10am-11.30am	Children's Centre	Tonbridge & Malling
St Mary's	Wednesday 1.00pm-3.00pm	Children's Centre	Swale
Riverside	Tuesday 11.00am-1.00pm	Children's Centre	Canterbury
Poppy	Monday 12.30pm-2.00pm	Children's Centre	Canterbury
Joy Lane	Monday 10.00am-12.00noon	Children's Centre	Canterbury
Newington	Wednesday 9.30am-11.00am	Children's Centre	Thanet
Folkestone Early Years	Thursday 10.00am-12.00 noon	Children's Centre	Shepway
Millmead	Thursday 1.00pm-2.30pm	Children's Centre	Thanet
New Ash Green	Wednesday 12.30pm-2.00pm	Children's Centre	Sevenoaks
New Romney	Monday 1.00pm-2.30pm	Children's Centre	Shepway
Caterpillars	Wednesday 10.30am-12.00noon	Children's Centre	Shepway
Hythe Bay	Tuesday 11.00am-12.30pm (TTO)	Children's Centre	Shepway
Little Explorers	Wednesday 1.00pm-2.30pm	Children's Centre	Ashford
Bright futures	Tuesday 1.00-2.30pm	Children's Centre	Gravesham
Blossom	Tuesday 1.00pm-2.30pm	Children's Centre	Dover Deal
Oakfield	Friday 1.00pm-2.30pm	Children's Centre	Dartford
Knockhall	Thursday 1.00pm-2.30pm	Children's Centre	Dartford
Birchington &	1st Thursday of the	Children's Centre	Thanet

Villages	month TTO 10.00am-11.30am		
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Appendix 2 – List of proposed breastfeeding cafes

SWALE	
SEASHELLS Children Centre Rose Street Sheerness ME12 1AW	Tuesday 9.00am – 11.30am
MILTON COURT Children Centre Brewery Road Sittingbourne ME10 2EE	Wednesday 2.00pm – 3.00pm
St MARYS Children Centre 2 Orchard Place Faversham ME13 8AP	Wednesday 1.00pm – 3.00pm
SEVENOAKS	
SPRING HOUSE Children House Hospital Road Sevenoaks TN13 3PT	Thursday 9.30 – 11.15am
EDENBRIDGE Children Centre High Street Edenbridge TN8 5AB Friday 9.30 – 11.30am	Friday 9.30 – 11.30am
SWANLEY Children Centre Northview Swanley BR8 7BT	Thursday 1.00 – 3.00pm
TONBRIDGE AND MALLING	
WOODLANDS Children Centre Chapman Way East Malling ME19 6SD	Monday 9.30 – 11.20am
SNODLAND Youth & Children Centre Rocfort Road Snodland ME6 5NQ	Tuesday 10.00 – 11.30am
SOUTH TONBRIDGE Children Centre Tonbridge Youth Hub Avebury Avenue TN9 1TG	Wednesday 12.30 – 2.20pm
CANTERBURY AND COASTAL	
RIVERSIDE Children Centre Kingsmead Road Canterbury CT2 7PH	Thursday 1.00 – 3.00pm
JOY LANE Children Centre	

Joy Lane Primary School Joy Lane Canterbury CT5 4LT	Wednesday 1.00 – 3.00pm
POPPY Children Centre Parklife Kings Road Herne Bay CT6 5RG	Tuesday 1.00 – 3.00pm
ASHFORD	
RAY ALLEN Children Centre Stanhope Road Ashford TN23 5RN	Monday 9.30 – 11.30am
LITTLE EXPLORERS Children Centre Recreation Ground Road Tenterden TN30 6RA	Tuesday 10.00am – 12.00pm
THE WILLOW Children Centre Brookfield Road Ashford TN23 4EY	Wednesday 1.30 – 3.30pm
TUNBRIDGE WELLS	
THE LITTLE FOREST Children Centre Friars Way Tunbridge Wells TN2 3UA	Wednesday 9.00 – 11.00am
CRANBROOK Community Children's Centre Health Clinic Jockey Lane Cranbrook TN17 3JN	Tuesday 9.00 – 11.00am fortnightly
PADDOCK WOOD WOODLANDS Health Centre Allington Road Paddock Wood Tonbridge TN12 6AX	Wednesday 9.15 -11.15am
DARTFORD	
BRENT Children Centre Round House Overy Street Dartford DA1 1UP	Monday 1.00 – 2.45pm
GREENLANDS at DARENTH Children Centre	

Green Street Green Road Dartford DA2 8DH	Friday 9.30 – 11.15am fortnightly
KNOCKHALL Children Centre Abbey Road Greenhithe DA9 9HD Or OAKFIELD Children's Centre Oakfields Lane Dartford DA1 2SW	Thursday 1.00 – 2.45pm Friday 9.15-11.00am
GRAVESEND	
BRIGHT FUTURES Children Centre Packham Road DA11 7JF	Tuesday 1.30-3.00pm
NEXT STEPS Children Centre Cedar Avenue DA12 5JT	Friday 9.15-11.15am
LITTLE PEBBLES Children Centre Ordnance Road Gravesend DA12 2RL	Wednesday 1.30-3.00pm
THANET	
SIX BELLS Children Centre 201 High Street Margate CT9 1WH	Friday 9.30-11.00am
MILLMEAD Children Centre Dane Valley Road Margate CT9 3RU	Wednesday 10.00-12.00am
PRIORY Children Centre Cannon Road Ramsgate CT11 9SQ	Wednesday 9.30-12.00am
DOVER/DEAL	
Buttercups Children Centre within TRIANGLES Community Centre Poulton Close St Radigunds Dover CT17 0HL	Monday 10.00-11.30am
BLOSSOM Children's Centre The Downs Primary School	

Downs Road Walmer, Deal CT14 7TL	Wednesday 1.00-3.00pm
THE LINCES Children Centre St Nicholas Church The Linces Dover CT16 2BN	Tuesday 2.00-4.00pm
SHEPWAY	
THE VILLAGE Children Centre Denmark Street Folkestone CT19 6EQ	12:30 – 14:30
NEW ROMNEY Children Centre Craythorne Lane New Romney TN28 8BL	Monday 1.00-3.00pm term time only
CATERPILLARS Children Centre Chart Road Folkestone CT19 4PN	Wednesday 9.00-11.30am
MAIDSTONE (We will keep Salvation Army venue as well) Wednesday 1.00-2.30pm	
MEADOWS Children Centre Furfield Close Parkwood Maidstone ME15 9JR	Thursday 9.15-11.30am
SUNSHINE Children Centre Stagshaw Close Postley Road Maidstone ME15 6TL	Thursday 2.00-4.00pm
GREENFIELDS Children's Centre Rutland Way Maidstone ME15 8DR	Tuesday 9.00-11.00am