

KENT COUNTY COUNCIL – RECORD OF DECISION

DECISION TO BE TAKEN BY:

Cabinet Member for
Adult Social Care and Public Health

DECISION NO:

23/00076

For publication Yes

Key decision: Yes

Title of Decision: Family Hubs- Start for life, - Infant feeding

Decision: As Cabinet Member for Adult Social Care and Public Health, in consultation with the Cabinet Member for Integrated Children's Services, I propose to:

- a) **APPROVE** the service development to increase current infant feeding activity through amendments to the Co-Operation agreement relating to Public Health Services dated 22 March 2021 (as accepted under key decision 19/00064); approve the required expenditure, via the Family Hub Grant Funding, to deliver the activity; and
- b) **DELEGATE** authority to the Director of Public Health to take necessary actions, including but not limited to, allocating resources, expenditure, entering into contracts and other legal agreements, as required to implement the decision.

Reason for decision: The proposal to use the Family Hub Grant to increase current infant feeding activity provides the opportunity to deliver an increased offer of infant feeding contacts as well as providing an opportunity to build confidence in women as they are assured, supported and encouraged in the first six to eight weeks whilst breastfeeding is established. There will be an antenatal infant feeding contact, an early contact postnatally and regular contacts for this first twelve weeks. Breastfeeding takes time to learn and can be challenging to persevere without support around a family. Research has shown that various forms of support may be required and offering additional contacts is an appropriate approach which the opportunity provided through the Family Hub Grant funding presents as this aligns with the Department for Education (DfE) expectations.

This service will contribute to 'Priority 1: *Levelling up Kent*' of the *Framing Kent's Future Our Council Strategy 2022-2026* as providing parents/mums the support in giving their babies the best start in life to improve the population's health and narrowing health inequalities.

Financial Implications: To support the delivery of the Family Hub Transformation Programme, KCC is receiving a grant of £1,256,332 from the DfE to April 2025 which is to support system transformation including work-force development and supporting development of new services. This funding relates to the financial year 2023-2024, including rollover from year 1 and the allocation for financial year 2024/2025.

Legal Implications: The Council will enter into a number of contractual agreements to support delivery in line with Spending the Council's Money and Public Contract Regulations 2015.

Equality Implications: A draft Infant feeding Family Hubs Equality Impact Assessment has been developed and identified a potential impact on communication with neurodivergent individuals and those with hearing loss which could be mitigated through ascertaining whether the individual has additional needs at outset of first communication with this service and recording this information with the client's permission. Recognition that English may not be a spoken language which could be

mitigated through provision of a translation service or offer of contact in a written digital format.

Data Protection implications: Data Protection and General Data Protection Regulations are part of KCC contract documentation. This includes a Schedule of Processing, Personal Data and Data Subjects and confirms the data relationship(s) between the Parties. Data Protection Impact Assessments are undertaken with providers as appropriate.

Cabinet Committee recommendations and other consultation: In July 2023 Kent County Council (KCC) launched a public consultation www.kent.gov.uk/familyhubservices to gain a better understanding of how services can be best integrated to meet local needs, through a Kent Family Hub network, bringing services and partners together to provide a single point of access for family support services. This consultation finished on 13 September 2023.

[Shaping the Family Hubs and Start for Life Offer | Let's talk Kent](#)

The proposed decision was discussed at the Health Reform and Public Health Cabinet Committee on 5 September 2023 and recommendations were endorsed.

It has also been presented at the Children's, Young People and Education Cabinet Committee on 12 September 2023 for information.

Any alternatives considered and rejected:

A targeted approach in a small geography was initially considered but discarded as this could create inequities in the provision of support.

Any interest declared when the decision was taken and any dispensation granted by the Proper Officer:



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signed

29 September 2023

date