

Rotherham Breastfeeding Friendly Borough Declaration

2024 Update

Launch Event



The Declaration

SUPPORTING A BREASTFEEDING BOROUGH DECLARATION

Our commitment

The Health and Wellbeing Board is committed to protecting, promoting and supporting breastfeeding through advocacy to the whole of its population, whether they be a member of the public or a member of staff.

To achieve this, we support the implementation of a Breastfeeding Borough, which includes some of the measures from the Baby Friendly Initiative (BFI) and adapt these to our local authority ethos and services where appropriate.

Stage One: Building a firm foundation

1. We will have a signed breastfeeding statement for the Council that is routinely communicated to all staff. We will share this with all new starters via our electronic induction system and, where appropriate, will have a routine reminder of this policy through our annual training updates.
2. We will continue to show commitment to maintaining an evidence-based level of understanding in relation to infant feeding. This will inform our commissioning and our wider public health agendas.
3. We will work collaboratively with our partners to support a Breastfeeding Borough whilst doing this, we will hold central the well-being of the baby and their mother / parents.

Stage Two: An educated workforce

1. We will maintain a level of education that enables staff within, not only our Public Health department, but also our leadership team across the Local authority, to recognise the health and wellbeing benefits of breastfeeding.
2. We will raise the profile of breastfeeding across all our departments through social media postings and local campaigns.

Stage Three: Parents' infant feeding experience, the local authority and partners will:

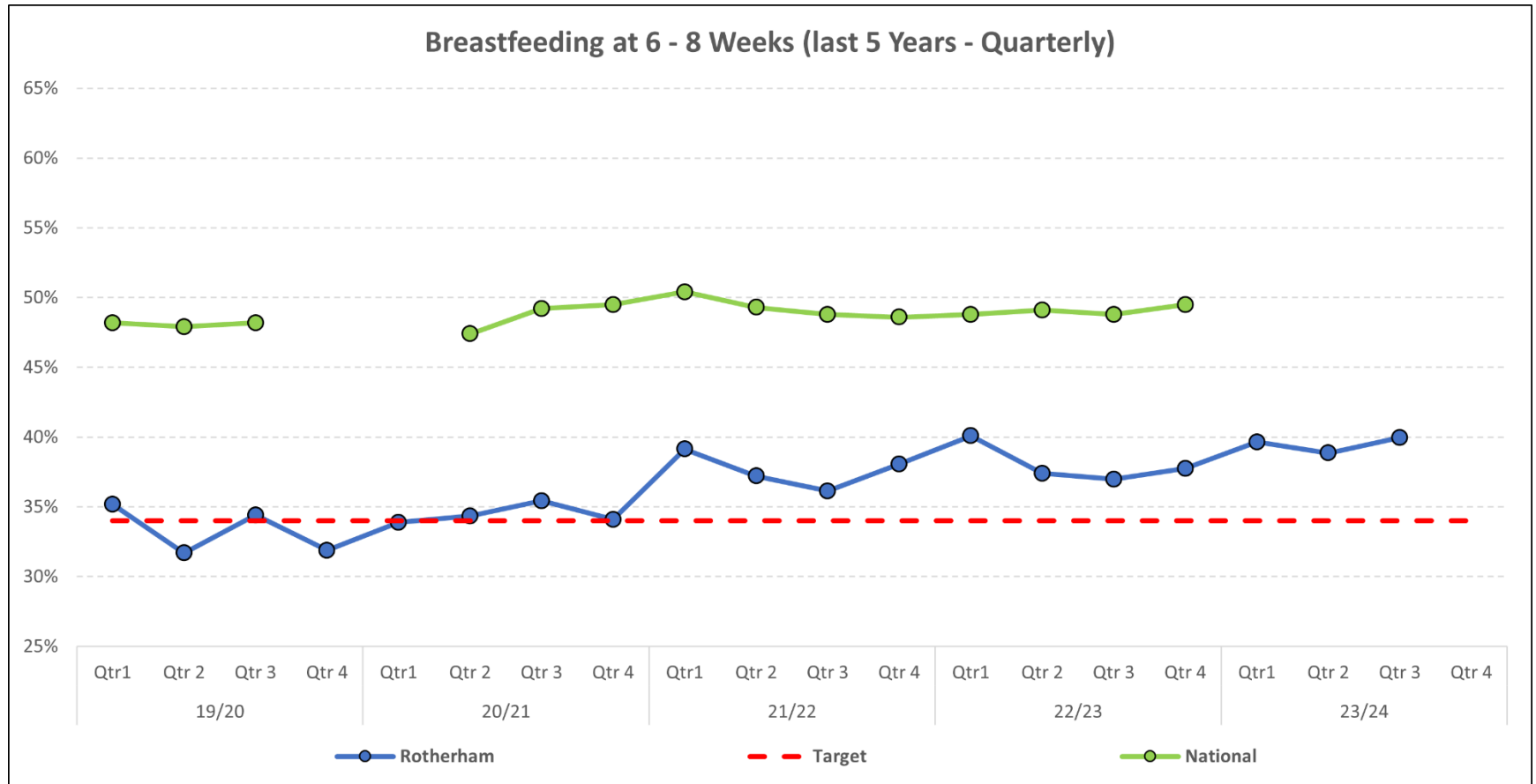
1. Support the appropriate wider strategic health and wellbeing agenda including 1001 days, the Rotherham Healthy Weight Declaration, the Inequalities and Prevention Strategy and promote the importance of breastfeeding for the health and well-being of their baby.
2. Advocate that the appropriate wider strategic agendas, where possible, support infrastructure which promotes, and supports breastfeeding for every mother and every baby.
3. Recognise that breastfeeding has multifaceted complex challenges within our population, however we will work with our partners to deliver national and local campaigns to support responsive feeding for all babies.

Cllr David Roche

Cabinet Member for Adult
Social Care and Public Health

Health and Wellbeing Board Members

Rotherham Breastfeeding Rates



UNICEF Breastfeeding Friendly Accreditation



- Family Hub funding from the Infant feeding workstream utilised to pay for the accreditation process.
- 3 training spaces secured for Breastfeeding Friendly Champions to support sustaining the work beyond the Family Hub Project
- Breastfeeding Friendly guardians identified.
- Aiming to achieve level 1 accreditation by March 2025.

Breastfeeding Friendly Spaces

- RMBC Health and Wellbeing page in development to allow businesses to register.
- Business packs with signage available.
- Libraries and Children's Centres provided with signage.
- Grimm&Co. used as a community venue for the Big Latch on and also a breastfeeding support group.

Infant Feeding Support

- Family Hub Strategic Infant Feeding Co-ordinator plus a band 5 nurse in post until March 2025.
- Voluntary Action Rotherham co-ordinating peer supporters and volunteers have increased to 20.
- Midwifery have increased their support for tongue tie.



Community Events

- Rotherham Show 2023 and plans to attend again 2024.
- Big Latch On event 12/4/2024 was very successful with 70+ people attending at Grimm&Co.
- World Breastfeeding Week – 2/8/2024 Picnic in Clifton Park. Approx. 80 people attended.



Next Steps

- Prepare for level 1 Unicef BFI accreditation assessment in children's centres by March 2025.
- To focus on sustaining transformation of infant feeding practice beyond the end of Family Hub Funding.
- Whole family hub partnership members to be supported by public health to work together to increase initiation and continuation of breastfeeding in Rotherham.
- Increase business sign up to the Rotherham Breastfeeding Friendly Spaces scheme.