

Rotherham Breastfeeding Friendly Borough Declaration

June 2025 Update

Sam Longley – Public Health Specialist
Best Start and Beyond

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.

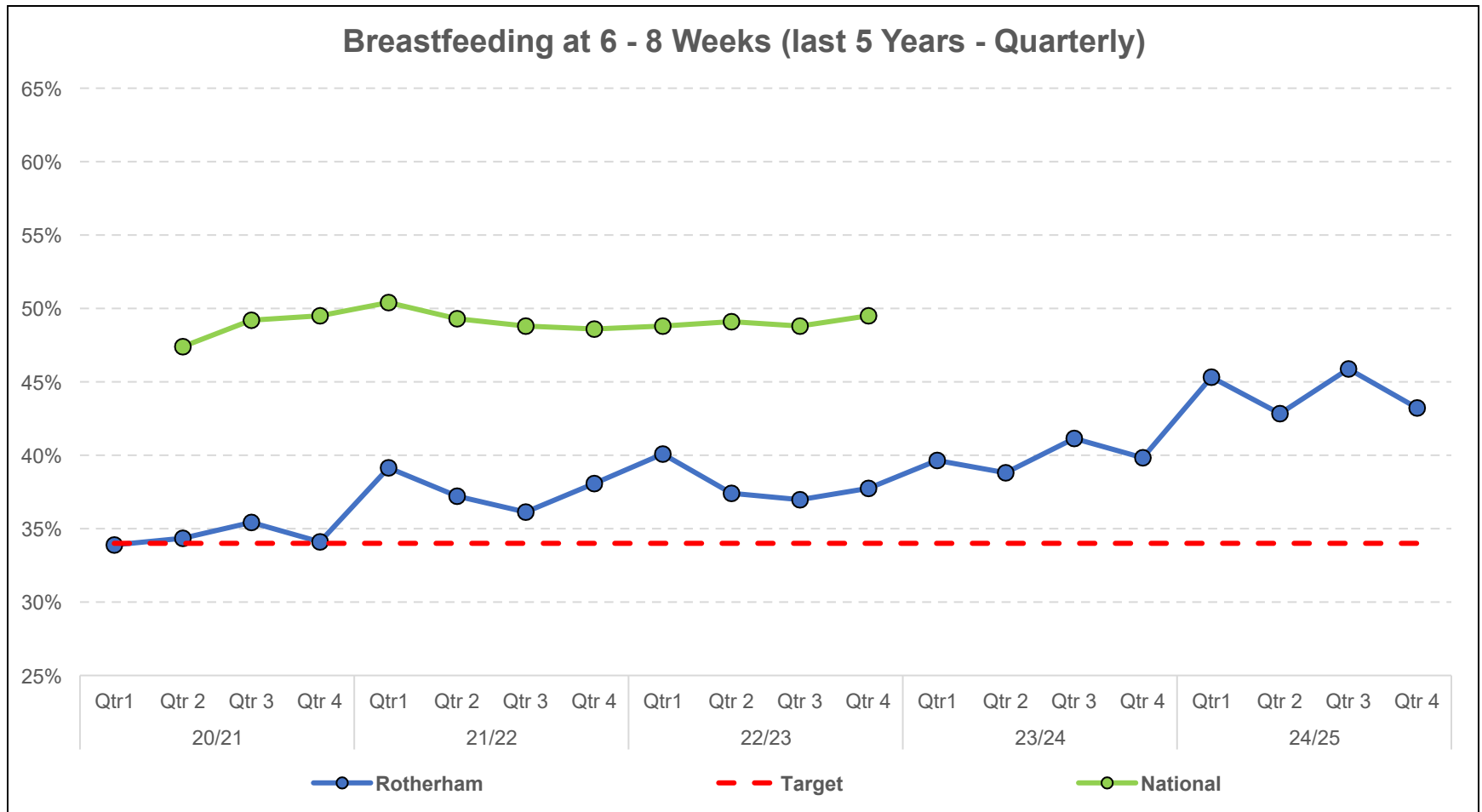
Cllr David Roche

Cabinet Member for Adult
Social Care and Public Health

Health and Wellbeing Board Members

_____	_____
_____	_____
_____	_____
_____	_____

Rotherham Breastfeeding Rates



UNICEF Breastfeeding Friendly Accreditation



- Children Centre's have had their Stage 1 assessment for Baby Friendly Initiative (BFI) accreditation.
- 3 Breastfeeding Friendly Champions are in place across the 3 localities in Rotherham to support sustaining the work beyond the Family Hub Project.
- Breastfeeding Friendly guardians remain active and supportive of The Baby Friendly Initiative
- Stage 3 accreditation assessments have been completed in midwifery and the Rotherham Children's Public Health Nursing Service (0-19's).
- Systems in place for shared learning and support across systems in Rotherham.

Breastfeeding Friendly Spaces

- RMBC Health and Wellbeing page now develop to allow businesses to register.
- Play centres, cafes and community youth provisions are now signed up.
- Business packs with signage available.
- Utilising the Voice event to promote the scheme.
- 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 continue in post with continued Family Hub funding.
- Voluntary Action Rotherham co-ordinating 17 active peer supporters and volunteers.
- Peer support training continues, recent course completed at REMA.
- 3 individuals have since secured paid employment.
- Midwifery have increased their support for tongue tie.
- Additional support groups are being planned.
- Some peer supporters have also become trained in perinatal mental health peer support by Light.



Community Events

- Rotherham Show 2024 and plans to attend again 2025.
- Big Latch On event 4/4/2025 was very successfully hosted by Grimm&Co.
- The Voice event to promote Breastfeeding Friendly Spaces.



Next Steps

- Prepare for level 2 Unicef BFI accreditation assessment in children's centres by May 2027 in line with Unicef new Community Standards.
- To focus on sustaining transformation of infant feeding practice utilising continued 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.