

ROTHERHAM BOROUGH COUNCIL - REPORT TO MEMBERS

1.	Meeting:	Cabinet
2.	Date:	22 September 2010
3.	Title:	Breastfeeding Scrutiny Review Recommendations
4.	Directorate:	Chief Executive's

5. Summary

The Breastfeeding Scrutiny Review was reported to cabinet on 28 April 2010. Following this report, the recommendations have been considered by SLT and relevant officers from RMBC and NHS Rotherham and a commentary provided as to the recommended actions required to ensure appropriate implementation, to be considered by Cabinet.

Appendix A details the recommendations and commentary for approval.

6. Recommendations

That Cabinet:

- **Note the recommendations made by Scrutiny; and**
- **Approve each recommendation based on the commentary and agree the action required to take forward**

7. Proposals and details

Breastfeeding is an important public health issue, with proven short, medium and long term benefits for both mother and child. However, despite a great deal of effort from the healthcare community and children's centres, Rotherham's breastfeeding rates remain low – particularly in less advantaged areas. The review recommendations therefore identify what measures should be put in place in order to encourage more women to initiate and sustain breastfeeding.

The key recommendations include:

- For all public council buildings to sign up to the Breastfeeding Friendly accreditation developed by NHS Rotherham and publicise this on the council website and through other council literature
- Further develop the existing joint breastfeeding policy to include all council buildings
- Raise awareness of the breastfeeding friendly accreditation to all council staff, particularly front-line staff such as receptionists, through a staff briefing and training by NHS Rotherham
- Ensure all refurbished and new builds incorporate a quiet area for mothers to breastfeed
- Support partners to sign up to the accreditation and promote this via the council website

Since the scrutiny review took place, there has been considerable progress made with the breastfeeding agenda in Rotherham. A number of the recommendations have already been implemented and/or completed. The commentary provided therefore makes suggestions for re-wording of some of the actions to reflect this progress and ensure the recommendations remain relevant.

To ensure the breastfeeding agenda continues to progress, the recommendations set out in **Appendix A** need to be underpinned by clear governance arrangements for both NHS Rotherham and RMBC, including:

- RMBC Children's Centre representative to continue to lead on the UNICEF accreditation work for Rotherham; including audits, policy development and Breastfeeding Friendly Rotherham
- The breast pump loan scheme to continue to be developed through RMBC
- Children's Centre's to continue with the peer support service and undertake evaluation of this, funding has been secured through NHS Rotherham to part fund the continuation of the peer support work for 2011/12
- As part of the budget setting process future funding to be explored to secure the continuation of the service post 2012

Cabinet are being asked to consider and approve the recommendations, based on the commentary provided. The relevant recommendations will then be compiled into an action plan and monitored on a 6 monthly basis through the Adult Services and Health Scrutiny Panel.

8. Finance

There is no identified funding available for delivering these recommendations; recommendations will have to be delivered within existing resources.

9 Risks and Uncertainties

Ensuring a space is allocated for mothers who wish to breastfeed in a quieter area and ensuring members of staff who work in RMBC buildings have received awareness training will become especially important once the Equality Act is published, making it illegal to turn away a mother wishing to breastfeed.

However, what is feasible at this time needs to be considered in light of the move to the new building which already includes plans to have a designated breastfeeding room. Therefore it may not be cost effective to put into place any expensive alterations.

10 Policy and Performance Agenda Implications

Both the Rotherham Community Strategy and the Women's Strategy contain objectives to encourage more women to breastfeed. A joint breastfeeding policy with NHS Rotherham, the Rotherham Foundation Trust and Children's Centres has now been developed. The review makes recommendations to develop this policy further to include RMBC libraries and other public buildings.

11 Background Papers and Consultation

Scrutiny Review: Breastfeeding for Rotherham: A Healthy Future

Strategic Leadership Team's Commentary on Scrutiny Review: Breastfeeding for Rotherham – A Healthy Future (Appendix A)

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