

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

Scrutiny recommendation	Proposed action/ comment	Target date	Link to Themes/ Strategies	Impact Analysis		SLT recommendation to Cabinet
				Benefit/ Risk	Cost implication <i>Impact on revenue/capital budget, MTFS</i>	
8.1 Rotherham Metropolitan Borough Council						
8.1.1 Publicise the Council's support for breastfeeding on the home page of the Council website and also on web pages and literature relating to libraries, leisure facilities, customer service centres etc.	<p>Because of the style of the council homepage, this could not be publicised on here, but could be on all relevant pages i.e. CYPS, children's centres, libraries, leisure facilities.</p> <p>Once buildings have achieved accreditation, a sticker to be placed in the window/entrance to promote they are BF friendly</p> <p>Relevant literature, such as library leaflets, leisure facility leaflets etc to be updated with BF Friendly logo when produced</p>	On-going	All linked to Alive theme/ Public Health Strategy/ NHSR Breastfeeding Policy	To raise awareness across council and partners and advertise our support to the public	No cost implications	Approved
8.1.2 Provide breastfeeding mothers with a private area to breastfeed, if requested. This need not be a dedicated breastfeeding room. Any designated feeding area should NOT be in the toilet area, although baby changing facilities should also be available elsewhere in the building.	<p>The area need not be a room – a quiet screened corner of a public area would be sufficient.</p> <p>Audit all RMBC buildings to assess what can be provided.</p>	December 2011		<p>The audit needs to be completed to assess what is possible in each building.</p> <p>This is also linked to raising staff awareness, which will be an important element of BF friendly in all buildings</p>	There may be cost implications for providing a separate area (with a screen if necessary) in some buildings	For audits to be completed and consideration given as to what can be provided within existing resources

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8.1.3 Pilot breastfeeding friendly council buildings at all libraries – ideally with a launch during National Breastfeeding week, 21 to 27 June 2010. Evaluate the lessons learned from the pilot by October 2010.	<p>Recommendation completed, all libraries participated in BF Friendly Week</p> <p>all libraries will work towards BF Rotherham accreditation</p>	On-going action	Libraries Strategy	<p>NHSR experiencing capacity issues that may reduce the rate at which libraries can be accredited unless others help with this task</p> <p>Potential to include this assessment with another so that facilities management staff are able to complete them. NHS offered to train RMBC staff to do this.</p>	<p>There has been no cost to libraries for achieving the accreditation, however, if we wish to continue to use NHSR to undertake the assessments there will be a charge for this.</p> <p>Option to do this in-house makes this more feasible</p>	Approved - NHSR to train RMBC staff to complete audits
8.1.4 Audit all council buildings that are open to the public against the 'Breastfeeding Friendly Rotherham' criteria.	<p>Prior to assessing against the BF Rotherham criteria, a self assessment of all public buildings to be undertaken by building managers.</p> <p>NHSR will support on this by providing a basic criteria for what is required.</p> <p>All RMBC buildings to be included in this – not just public</p>	Self-assessment checklist (audit) of all public buildings to be complete by March 2011	Facilities Services	<p>Assessing against the BF Rotherham criteria should not be undertaken until a self assessment is complete and it is clear which buildings are included in the scope and what is possible in each</p> <p>NHSR to train RMBC officers to undertake assessments</p>	No cost implication	Approved
8.1.5 Develop a phased programme to apply for accreditation to NHS Rotherham's 'Breastfeeding Friendly	The Equality Act will become law in autumn 2010, which will make it illegal to discriminate against a woman for breastfeeding.	December 2011 for all buildings to have accreditation		Need to be fully up to speed with the equality act – to avoid non compliance	No identified cost implication	Approved

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Rotherham Award' for all buildings that are open to the public	Awareness raising via a staff briefing should therefore be priority even before accreditation has been awarded to buildings	Front-line staff to be fully aware of Act by autumn 2010				
8.1.6 Distribute NHS Rotherham's directory of breastfeeding friendly places via Children's Centres, libraries, customer service centres, tourist information centre etc. and arrange for it to be downloadable from the Council website.	The directory is an on-line resource only, currently available through the RMBC website/Family Information Service. To include details of this in staff briefing so all staff are aware of it and know where to find it	Already available		Informs the public which buildings have BF friendly accreditation	Printing costs if hard copies of this are to made available to distribute	Approved to remain as on-line resource
8.1.7 Provide publicity for commercial businesses that hold the Breastfeeding Friendly Rotherham Award, via the Council website.	Links to 8.1.6 – all accredited businesses will be added to the directory, available on the website	On-going communication		No associated risk	No cost implications if done via website	Approved
8.1.8 Widen the existing joint Breastfeeding Policy to cover all council buildings as well as children's centres	NHSR BR lead to support with this	April 2011	Links to existing NHSR BF policy and children's centre appendix		No cost implications	Approved
8.1.9 Make existing staff aware of the Breastfeeding policy via a compulsory e-learning module, notified to staff via team briefings, by March 2011.	Awareness raising to be done via an electronic staff briefing circulated to all staff (An e-learning module is not seen as appropriate for this) NHSR to provide the content for this	December 2010		If staff are not made aware of BF Friendly, there may be issues as a result of certain situations and non-compliance with the Act	No cost implications for issuing a briefing to all staff	Approved

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8.1.10 Draft simple guidance for staff to ensure a consistent approach to breastfeeding women – both employees and visitors to council buildings.	Suggestion to merge 8.1.9 and 8.1.10 – provide a briefing to all staff raising awareness NHSR to provide details for the briefing	December 2010		Awareness raising	No cost for circulating staff briefing	Approved
8.1.11 Provide front line staff with more in-depth breastfeeding friendly training (covering both policy and guidance) from Children Centres' staff by September 2011.	NHSR have offered to provide this but only at a cost. Alternatively peer support officers could do this, but would also need to be paid.	Dependent on capacity for training – to be agreed		This should be seen as essential for implementing breastfeeding friendly in council buildings – staff need to be aware how to handle certain situations and understand the council policy Available resources and capacity needs to be considered	NHSR have limited resources available to deliver this	Approved
8.1.12 Include Breastfeeding policy in induction training for Members and officers.	A one-page briefing, along with the policy could be included in materials given to all members and new staff and put onto the intranet for staff to view.	On-going			No cost implications	Approved
8.1.13 Review and strengthen the Council's planning policy and guidance so that the needs of breastfeeding mothers are considered.	Planning implications of Equality Act also need to be considered		Planning policy		No cost implications	Approved

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8.1.14 Ensure all refurbished or new-build council buildings incorporate a quiet area for those women who would prefer to breastfeed privately.	To be added to the brief for all new and refurbished buildings	On-going	Planning policy	Not all existing buildings may be able to provide adequate space for a quiet screened area, to look at on an individual basis and provide as is appropriate	There may be a cost implication to put in place screened areas, could be built into the plans for the building	Approved – to look at each building as necessary
8.1.15 Design the planned parenting room in the new Civic Offices so that it meets the needs of nursing mothers and those wishing to express breast milk.	Plans for the new building include a designated breastfeeding room, which is lockable and provides drinking water for mothers.	Completion of the new build			Already built into the plans	Approved
8.1.16 Encourage children's centres and all council-run providers of foundation stage education to remove toy feeding bottles from 'home corners' and children's books with a bottle-feeding bias, via a letter from the Cabinet Member for Health and Adult Services, asking for a response to the suggestion	Suggestion to reword to 'consider removing' toys etc To liaise with children's services to provide details of where letters should be sent	Letter to be sent October 2010 – for a response by end November 2010		Having bottle feeding bias in books and toys promotes this as the norm to young children and parents, especially younger mums.	No cost implications	Approved
8.1.17 Raise the issue of how best to promote breastfeeding through schools via the summer meeting of the PSHE Co-ordinators' group. Consider piloting the primary school resource that is currently	<i>Suggest this should read as follows:</i> Raise the issue of breastfeeding promotion through the Secondary Schools' PSHE Co-ordinators Group. Report the outcome of this to the Adult Services and Health Scrutiny Panel	Ongoing	Healthy Schools	Healthy schools have limited resources at present	No identified cost implications	Approved

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available. Report the outcome of this to the Adult Services and Health Scrutiny Panel	Promotion of breast feeding to be included on agenda for Secondary PSHE Co-ordinators' meeting in 2010/2011 academic year Rotherham Healthy Schools represented on 'Breast Feeding and Childhood Obesity' Steering Group' led by NHSR Promote breast feeding in Healthy Schools newsletter, including signposting to resources Continue to liaise with colleagues from NHSR regarding promotion of breastfeeding					
8.2 Rotherham Partnership – Alive Theme						
8.2.1 Develop a Rotherham Breastfeeding Manifesto (to make the Borough of Rotherham breastfeeding-friendly) by bringing together all relevant agencies with the shared aim of boosting breastfeeding rates. Produce the Manifesto by April 2011.	Already a Manifesto in place and individuals are encouraged to sign up to this. However, organisations are being encouraged to sign up to BF Friendly Rotherham, the NHSR developed accreditation To also include in the refreshed Public Health Strategy	On-going action	Public Health Strategy	To boost breastfeeding rates by promoting across the partnership	No identified cost implications	Approved
8.2.2 Become a member of the Breastfeeding Friendly [sic] Coalition.	This should be reworded to 'encourage individuals to sign-up to the Breastfeeding Manifesto Coalition'	On-going action		To promote commitment to BF Friendly	No identified cost implication	Approved
8.2.3 Publicise the Breastfeeding Friendly Rotherham Award through Rotherham News, with a specific focus on	Rotherham News is no longer in print Suggestion to merge with 8.1.1	On-going				Approved to publicise via websites and literature

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successful accreditation of public and private sector facilities and businesses.						
<p>8.2.4 Encourage public sector employers to lead by example by:</p> <ul style="list-style-type: none"> • providing information to employees on the opportunities to breastfeed or express milk on returning to work • holding post-maternity leave return to work interviews with staff, • wherever possible, supporting employees to continue breastfeeding or giving breast milk on return to work. 	<p>Recommended changes to these actions, as suggested by HR:</p> <p>Encourage public sector employers to lead by example by:</p> <ul style="list-style-type: none"> • Using existing appropriate communication methods (eg intranet pages) to make available information to employees on the opportunities to breastfeed or express milk on returning to work • Ensure current maternity provisions provide opportunities for keeping in touch days and facilitate discussions on arrangements for return to work which could include breastfeeding/expressing milk • wherever possible, supporting employees to continue breastfeeding or giving breast milk on return to work (e.g. by allowing unpaid expressing/breastfeeding breaks in addition to the lunch break). <p>Suggestion also to review current practice and provide an update report back to ASH panel. No need to review this annually as long as practice continues.</p>	April 2011		To ensure appropriate opportunities are available for staff returning from maternity leave	No cost implications	Approved

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8.2.5 Explore the possibility of sponsorship of breast pump hygiene kits through members of the Barnsley and Rotherham Chamber of Commerce by December 2010.	Already in place Children's Centre's to take responsibility for evaluating this scheme	On-going		Scheme is currently working well; an evaluation will inform whether or not the scheme continues	Scheme is self funded	Approved
8.2.6 Consider the development of a breastfeeding awareness campaign aimed at men, as part of the next revision of the parenting strategy.	This has already been done through a dad's magazine as part of the Be a Star campaign by NHSR. There is no additional funding available at present. Suggestion that this is not an Alive Board role – to be picked up via CYPS			To raise awareness of the importance of breastfeeding to dad's	No funding through NHSR available to promote this further	Approved
8.3 NHS Rotherham						
8.3.1 Report the evaluation of the current peer support pilot and any development plans to the Adult Services and Health Scrutiny Panel	NHSR to do provide this report to ASH	To be agreed		To evaluate the effectiveness of the peer support work and raise awareness of what they can offer in Rotherham	No cost implications	Approved
8.3.2 Commission from Rotherham Community Health Services, the continuing employment of the six antenatal and postnatal support workers, after existing contracts end	These posts no longer exist. The NHSR funding has been reallocated to a contract with RFT to employ Maternity Health Support Workers, providing support for anti/post-natal services	On-going	breastfeeding performance indicators	Supports target to increase breastfeeding rates	NHSR funded	Approved

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in 2011.						
8.3.3 Promote Breastfeeding Friendly Rotherham via the Rotherham Show in September 2010.	A range of health initiatives were promoted during the show	On-going promotion			No cost implications	Approved
8.3.4 Report evaluation of 'Be a Star' campaign to the Adult Services and Health Scrutiny Panel.	Evaluation of Be a Star is scheduled and will be done externally	To be agreed		Evaluate effectiveness of the campaign and whether breastfeeding rates have gone up as a result	No cost implication	Approved
8.3.5 Encourage midwives to register women with their local children's centre before they have their babies.	Suggestion to change to: 'encourage better links between Health Visitors, Family Support Workers and children's centres' This is now happening through Family Outreach Workers	On-going		To advise of support available through children's centres for new mothers	No cost implication	Approved
8.3.6 Encourage closer working between health professionals and peer supporters by asking health professionals to: <ul style="list-style-type: none"> • Give mothers and their families information about peer support for breastfeeding; • Ask women if they would like a peer supporter to contact them to discuss their feeding choices; • Refer women experiencing difficulties or in need of support • Involve peer supporters in antenatal 	Peer Supporters at RFT are now contacting all women within 24 hours of birth. The NHR evaluation of this will be dependant on funding. A 24 hour help line is also available for all breastfeeding mums	On-going		Without evaluating this service there will be no evidence that this is effective at increasing breastfeeding rates at birth	Cost to NHR to undertake evaluation	RMBC/NHR/VAR need to explore future funding for the longer term

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groups.						
8.4 Monitoring						
8.4.1 Monitor progress against the review's recommendations on a six-monthly basis, via the Adult Services and Health Scrutiny Panel, inviting members of the Children and Young People's Scrutiny Panel also	ASH panel to lead on this action	First progress report March 2011 (every 6 months thereafter)		To ensure all actions are being put into place and concerns are raised when this is not possible	No cost implication for reporting	Approved