

ROTHERHAM BOROUGH COUNCIL - REPORT TO MEMBERS

1.	Meeting:	Adult Services and Health Scrutiny Panel
2.	Date:	7 October 2010
3.	Title:	Breastfeeding Friendly Action Plan
4.	Directorate:	Chief Executive's

5. Summary

Following consultation with relevant colleagues in RMBC and NHS Rotherham, the breastfeeding review recommendations have been reported to SLT and Cabinet, along with a commentary on the best course of action for implementing the recommendations.

An action plan has now been developed, drawing on the knowledge and expertise of colleagues and approval from Cabinet.

6. Recommendations

That the Adult Services and Health Scrutiny Panel:

- **Note the Breastfeeding Friendly Action Plan attached as appendix A to this report**
- **Agree to monitor the action plan on a 6 monthly basis**

7. Proposals and details

Following the breastfeeding review, the recommendations made by Elected Members have been consulted with colleagues in RMBC and NHS Rotherham.

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 to Cabinet therefore made suggestions for re-wording of some of the actions to reflect this progress to ensure the recommendations remained relevant.

To ensure the breastfeeding agenda continues to progress effectively, there needs to be adequate joint working between the council and NHS Rotherham; the action plan is a reflection of this which includes actions for both organisations.

The action plan will be reported on a 6 monthly basis to 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

Raising staff awareness will be integral to ensuring Rotherham becomes breastfeeding friendly. Front-line staff, such as receptionists, library staff etc will need to be fully aware of what breastfeeding friendly means and how to react to certain situations, so that any mother wishing to breastfeed within a public building is treated appropriately.

Providing a separate room or screened area may not always be possible within certain buildings, but staff should be able to direct a mother to a quieter area within the building where it would be possible for her to breastfeed if that was her wish.

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 plan includes an action to develop a policy to include RMBC libraries and other public council buildings.

11 Background Papers and Consultation

Scrutiny Review: Breastfeeding for Rotherham: A Healthy Future

Breastfeeding Friendly Action plan

12 Contact

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