

## Rotherham Breastfeeding Friendly Action Plan

	Action	Lead	Timescale
1.	Publicise the Council's support for breastfeeding on relevant pages of the Council website and literature, including CYPS, children's centres, libraries, customer service centres and leisure facilities  Information to be included on the website to be distributed to all officers responsible for updating web pages.	Relevant RMBC officers (responsible for updating pages on the website and producing literature – to be identified)	On-going
2.	Make existing staff aware of the Breastfeeding policy via an electronic staff briefing circulated to all staff, to include simple guidance for staff to ensure a consistent approach to breastfeeding women – both employees and visitors to council buildings.	NHSR breastfeeding lead to provide content for this to the RMBC Policy Officer leading on this agenda  Circulated via the usual RMBC staff briefing procedures	December 2010
3.	Provide front line staff with more in-depth breastfeeding friendly training (covering both policy and guidance)  Number of staff requiring training to be established and discussed with NHSR with regards to capacity.	To be provided by NHSR breastfeeding lead and peer supporters (although they currently have limited resources to undertake this)	To be agreed following discussions with NHSR
4.	Include Breastfeeding information for staff in induction training for Members and officers.	NHSR breastfeeding lead to provide information for this.	On-going
5.	Undertake an audit of all public council buildings, based on criteria to be provided by NHSR	NHSR breastfeeding lead to provide basic criteria  RMBC Facilities Services to undertake audits	March 2011
6.	Develop a phased programme for all public council buildings to apply for the Rotherham Breastfeeding Friendly accreditation, developed by NHSR (once basic audit has been undertaken)	NHSR to train RMBC facilities services staff to undertake assessments	December 2011

	RMBC Officers to be trained by NHSR to undertake the BF Friendly assessment		
7.	Ensure the directory of breastfeeding friendly places is kept up to date and accessible via the RMBC and NHSR websites.  To include details of this directory in the staff briefing so all staff are aware of it and know where to find it	NHSR Breastfeeding lead	On-going
8.	Widen the existing joint Breastfeeding Policy to cover all council buildings as well as children's centres	NHSR Breastfeeding lead to support Policy Officer within RMBC Chief Exec's	April 2011
9.	Review and strengthen the Council's planning policy and guidance so that the needs of breastfeeding mothers are considered.	RMBC planning officer to be identified	To be incorporated into the policy when refreshed
10.	Ensure all refurbished or new-build council buildings incorporate a quiet area for those women who would prefer to breastfeed privately, including the new Civic Offices in Rotherham town centre	RMBC lead to be identified	On-going
11.	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, requesting for a response to the suggestion	Cabinet Member for Health with support from NHSR breastfeeding lead and RMBC lead on public health  Children's centre manager to provide addresses of venues for letters to be sent to.	December 2010
12.	Raise the issue of breastfeeding promotion through the Secondary Schools' PSHE Co-ordinators Group, to be included on agenda for meeting in 2010/2011 academic year	RMBC CYPS (lead to be agreed)	End of 2010/11 academic year
13.	Rotherham Healthy Schools to continue to be represented on the 'Breast Feeding and Childhood Obesity' Steering Group' led by NHSR	RMBC Healthy Schools	On-going
14.	To include breastfeeding friendly as a key element within the refreshed Public	RMBC Chief Execs Policy	March 2011

	Health Strategy – including a pledge for RMBC/NHSR to continue to develop this agenda	Officer (leading on the public health strategy)	
<b>15.</b>	To develop a council policy which supports RMBC employees to continue to breastfeed on their return to work, by: <ul style="list-style-type: none"> <li>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</li> <li>Ensuring 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</li> <li>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).</li> </ul>	RMBC Chief Execs Policy Officer to incorporate into breastfeeding policy for RMBC  RMBC HR manager to support the distribution of a managers briefing to raise awareness of this	
<b>16.</b>	Continue with the breast pump loan scheme within Children’s Centres.  Evaluate the effectiveness of this scheme	RMBC Children’s Centre Manger	To be agreed
<b>17.</b>	Report the evaluation of the current peer support pilot and any development plans to the Adult Services and Health Scrutiny Panel	RMBC Children’s Centre Manger	To be agreed on completion of the pilot scheme
<b>18.</b>	Report the evaluation of ‘Be a Star’ campaign to the Adult Services and Health Scrutiny Panel	Evaluation to be done by the external social marketing organisation	Scheduled as part of project – to be confirmed
<b>19.</b>	NHSR to evaluate the effectiveness of the Peer Supporters at Rotherham Foundation Trust all women within 24 hours of birth.	NHSR breastfeeding lead (dependent on resources available to undertake evaluation)	To be agreed with NHSR
<b>20.</b>	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 with support from relevant officers	First progress report March 2011 (every 6 months thereafter)