

EXECUTIVE BOARD DECISION



REPORT OF:	Executive Member for Health and Adult Social Care Executive Member for Children's Services
LEAD OFFICERS:	Director of Public Health Director of Children's Services
DATE:	9 November 2017

PORTFOLIO/S AFFECTED:	ALL
WARD/S AFFECTED:	All
KEY DECISION:	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>

SUBJECT: Blackburn with Darwen Designation as a Breastfeeding Friendly Borough

1. EXECUTIVE SUMMARY

In February 2017, Blackburn with Darwen's Executive Board approved the Eat Well Move More Shape Up strategy and action plan. As described in the strategy addressing unhealthy weight is a priority for Blackburn with Darwen. The impact of high levels of obesity on the borough and its residents is outlined in the strategy. The economic cost of poor nutrition and obesity is significant and with the increasing pressure on the health and social care system, prevention is a priority. In April 2017 the Executive Board signed the Local Authority Declaration on Healthy Weight and were subsequently joined in making this a joint Declaration with Blackburn with Darwen Clinical Commissioning Group in July 2017.

A local priority within this Declaration is the ambition for Blackburn with Darwen to be a Breastfeeding Friendly Borough. This designation signifies our commitment of to give the best start in life to babies and to support breastfeeding mums to continue to breastfeed for as long as possible. It is well known that breastfeeding impacts on babies' physical and mental health and well-being from birth and lasts a whole lifetime. In Blackburn with Darwen, not all babies and children benefit, as breastfeeding rates fall from 74% at birth to around 40% at 6 weeks. This commitment to becoming a Breastfeeding Friendly Borough will help to improve rates as we know that many mothers stop breastfeeding as they don't always see how they can breastfeed out of home life, nor do they feel welcomed or confident to breastfeed anywhere, at any time.

The commitment to becoming a Breastfeeding Friendly Borough will include:

- Supporting local businesses to provide an environment which encourages mums to continue breastfeeding when they return to work by providing a pack of helpful resources for businesses to use including a draft return to work policy.
- Engaging with local public transport agencies to ensure breastfeeding mums feel welcomed when they need to feed their baby.
- Promoting local leisure time establishments including leisure centres, restaurants and shopping centres to welcome breastfeeding mums.
- Supporting council buildings and health settings to be breastfeeding friendly. This will include engagement with dentists and pharmacies as well as GP practices.
- Education of the benefits of breastfeeding for mum and baby along with wider society and how best to support a breastfeeding mum.

- Challenge the ‘bottle feeding’ culture amongst young mums and those from lower socio economic backgrounds by utilising a mother centred / motivational conversation approach during pregnancy.

Blackburn with Darwen’s Community Commitment ‘Feeding Future Generations’ (Appendix A) outlines how all parts of the community can encourage and support mums to continue breastfeeding their baby for as long as possible. This commitment will be championed by the Eat Well Move More Shape Up strategy steering group and driven by the Eat Well sub group including membership from the Baby Friendly Team at East Lancashire Hospitals Trust.

2. RECOMMENDATIONS

That the Executive Board:

- Notes that creating a supportive environment that enables women to breastfeed is a collective responsibility and that breastfeeding has health and wellbeing benefits for both mother and baby, which can last a lifetime.
- Agrees to support Blackburn with Darwen as a Breastfeeding Friendly Borough as part of the recently adopted Local Authority Declaration on Healthy Weight.

3. BACKGROUND

Blackburn with Darwen Midwifery (1998), Health Visiting (2011) and Children’s Centre (2016) services are all now accredited by UNICEF Baby Friendly Initiative (BFI) demonstrating best practise standards in staff education and care / service provision around infant feeding and relationship building. Breastfeeding initiation rates in Blackburn with Darwen have raised from 27% (pre 1995) to 74% currently. The next phase of the BFI journey is to work toward BFI GOLD (Achieving sustainability) status – interventions that are over and above the core BFI standards to demonstrate leadership, monitoring culture and progression. Breastfeeding Friendly Borough status is a great example of innovation and progression.

There is overwhelming research to support how breast milk / breastfeeding provides optimal physical and mental health and wellbeing for mothers and babies. This is ‘dose related’ – the longer a mother breastfeeds or expresses her milk the greater the health outcomes. Outcomes include improved mental health, attachments, decreased breast / ovarian cancer and stronger bones for mothers, and also include decreased infections, diabetes, respiratory illness, allergies, eczema, cancer for baby (<https://www.unicef.org.uk/babyfriendly/news-and-research/baby-friendly-research/infant-health-research/>). For babies on the neonatal unit who are preterm and / or sick breast milk helps to prevent life threatening illnesses such as necrotising entero-colitis by protecting the fragile gut. Retinopathy of the preterm baby, lung disease and other infections are also reduced.

Latest Fingertips data (Public Health England) reveals that respiratory tract and gastro intestinal admissions in infants under 1 year in Blackburn with Darwen are significantly higher than the national average. Gastro intestinal admissions continue to be significantly higher at all ages up to 4 years Evidence suggests that continuation of breastfeeding for as long as possible can reduce admissions and reduce cost to the NHS.

- Evidence shows that holding baby in our arms to feed them responsively is good for baby’s brain development; it helps them feel secure and supports their long term emotional health.
- In the short term, illnesses such as diarrhoea and vomiting, eczema, asthma, and ear, chest and urine infections are more common in babies who are not breastfed.
- Not feeding breastmilk, increases risks of immediate and later life obesity.
- Women who breastfeed are less likely to suffer breast or ovarian cancers or osteoporosis.
- Breastfeeding is a natural safety net against the effects of poverty where exclusive breastfeeding can go a long way to cancelling out the health difference between being born into poverty or being

born into affluence

A report by UNICEF UK and a multi-university academic team (<https://www.unicef.org.uk/babyfriendly/baby-friendly-resources/advocacy/preventing-disease-and-saving-resources/>), show that for just five illnesses, moderate increases in breastfeeding would translate into cost savings for the NHS of up to £50 million and tens of thousands of fewer hospital admissions and GP consultations. In addition, analyses on three conditions – cognitive ability, childhood obesity and Sudden Infant Death Syndrome (SIDS) – indicate that modest improvements in breastfeeding rates could save millions of pounds and, in the case of SIDS, children's lives. The report makes a strong financial case for investing in better support services for women, to enable them to start breastfeeding and continue for as long as they want to. Having a breastfeeding friendly borough will help mothers to continue breastfeeding for as long as they want, to feel happy and welcomed to breastfeed anywhere, anytime. It is time to take a full community approach. It is not down to individual mothers to prolong their breastfeeding journey – we want to encourage everyone living in the Borough to get involved and make a difference.

4. KEY ISSUES & RISKS

Success of the initiative requires a multi-agency approach and commitment of communities in Blackburn with Darwen to support breastfeeding mums. It is important that the Council leads by example to support its staff and local residents to give babies breast-milk for longer. Breastfeeding needs to be normalised. Only then will more mothers feel and believe they can breastfeed for many months.

Without this commitment, illnesses and childhood obesity / overweight will be persistently higher than average with associated admissions and increased risk of breast cancer for mothers in later life.

Having signed up to the Healthy Weight Declaration, and the commitments therein, failure to support this initiative may compromise the ambitions of the Declaration and miss an opportunity to address the determinants of unhealthy weight at a pivotal time in a child's development.

5. POLICY IMPLICATIONS

The Breastfeeding Friendly Borough initiative will take into account the following policies and strategies listed below:

- The Equality Act 2010
- The Evidence and Rationale for the UNICEF UK Baby Friendly Initiative standards, UNICEF UK BFI, 2013
- From the First Hour of Life; Making the case for improved infant and young child feeding everywhere, UNICEF, 2016
- Public Health Outcomes Framework 2014-15 (Department of Health, 2014)
- Fair Society, Healthy Lives. A strategic review of health inequalities in England post 2010 (The Marmot Review, 2010)
- Blackburn with Darwen Health and Wellbeing Strategy 2015-18
- Eat Well Move More Shape Up Strategy 2017-2020
- BwD Integrated Strategic Needs Assessment
- Commissioning infant feeding services, UNICEF, PHE, 2016

6. FINANCIAL IMPLICATIONS

The initiative will be managed through the Eat Well Sub Group of the Eat Well Move More Shape Up Strategy. Delivery of the actions will be supported mainly by the Baby Friendly Team at East

Lancashire Hospitals Trust and the Council's Public Health Team with further support where required from Eat Well Sub Group partners.

Funding for the Breastfeeding Friendly signage on all Borough entry signs (26 signs @ £300 per year £7800) and advertising at designated times in strategic places in the Borough across the year and the distribution of a Feeding Future Generations Commitment to all households in BwD will be supported through an overall allocation of £70,700 social determinants of health monies within Local Health and Social Media Communications within the Policy department.

7. LEGAL IMPLICATIONS

The Equality Act 2010 has specifically clarified that it is unlawful for a business to discriminate against a woman because she is breastfeeding a child of any age. Discriminating against someone because they are with a breastfeeding mother is also prohibited. It is important that employees, especially those who deal with the public, are trained to be aware of the protection from discrimination given to breastfeeding mothers under the Equality Act 2010. The law also requires an employer to provide somewhere for a breastfeeding employee to rest.

8. RESOURCE IMPLICATIONS

The progress towards increasing breastfeeding continuation rates through the Breastfeeding Friendly Borough initiative will be monitored and driven via the Eat Well Move More Shape Up Steering Group. Public Health chair the strategy steering group and will coordinate the reporting against the commitments in the Local Authority Declaration on Healthy Weight on an annual basis.

9. EQUALITY AND HEALTH IMPLICATIONS

Please select one of the options below. Where appropriate please include the hyperlink to the EIA.

Option 1 Equality Impact Assessment (EIA) not required – the EIA checklist has been completed.

Option 2 In determining this matter the Executive Member needs to consider the EIA associated with this item in advance of making the decision. (*insert EIA link here*)

Option 3 In determining this matter the Executive Board Members need to consider the EIA associated with this item in advance of making the decision.



Eat Well Move More
Shape Up HIA review

10. CONSULTATIONS

The ambition to become a designated Breastfeeding Friendly Borough is detailed in both the Eat Well Move More strategy and Local Authority Declaration for which extensive consultation took place over the last 18 months.

The consultation for the strategy and the Declaration has included the following:

- Eat Well Move More Shape Up Public Online Consultation – 110 responses
- Health Professional Online Consultation – 27 responses
- Stakeholder Engagement event in June 2016 and face to face/email engagement with individual stakeholders
- Senior Policy Team briefings across all portfolios
- Quarterly Eat Well Move More Shape Up Steering Group meetings
- Primary School Catering Managers
- Clinical Commissioning Group Protected Learning Time event and Clinical Commissioning

Group Operations Group and Clinical Commissioning Group Governing Body Policy Development Session

- Bangor Street Ladies group & Inter Madrassah Organisation Women 4 Women group
- Families Health & Wellbeing Consortium
- Older People's Forum and Age UK consultation
- Learning Disabilities Partnership Board
- Blackburn with Darwen Health and Wellbeing Board, Live Well Board and Children's Partnership Board.
- Local Authority Declaration on Healthy Weight Local Commitments Public Online Consultation – 45 responses

In specific reference to the development of the Borough commitment and how families wish to be supported to breastfeed for longer, the Baby Friendly Team from East Lancashire Hospitals Trust are conducting consultation with families throughout July and August on the 'Feeding Future Generations' commitment and to further develop a list of venues they would like to see sign up to the commitment.

11. STATEMENT OF COMPLIANCE

The recommendations are made further to advice from the Monitoring Officer and the Section 151 Officer has confirmed that they do not incur unlawful expenditure. They are also compliant with equality legislation and an equality analysis and impact assessment has been considered. The recommendations reflect the core principles of good governance set out in the Council's Code of Corporate Governance.

12. DECLARATION OF INTEREST

All Declarations of Interest of any Executive Member consulted and note of any dispensation granted by the Chief Executive will be recorded in the Summary of Decisions published on the day following the meeting.

VERSION:	5.0
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CONTACT OFFICER:	Beth Wolfenden
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DATE:	4/9/2017
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BACKGROUND PAPER:	Feeding Future Generations: Blackburn with Darwen's Commitment
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