

Appendices

Appendix 1: Good Practice Nationally: Summary of Breastfeeding Projects & Initiatives

BFI/Baby Friendly Guidance

The UNICEF Baby Friendly Initiative (BFI) is a global campaign by the WHO and UNICEF and it recognises that implementing best practice in the health services is vital to sustain breastfeeding. The UNICEF UK Baby Friendly Initiative works with NHS organisations and other health care groups to change the way they care for breastfeeding families. The Initiative supports facilities to adopt internationally recognised best practice standards in order to help mothers to make informed decisions about feeding their babies and to provide effective support in their chosen feeding method.¹

Sandwell Breastfeeding Network

The Sandwell Breastfeeding Network offers a peer support programme and provides mothers information and encouragement from women who have gone through the same experiences.

They are trained in listening skills, so they can listen to what a mother wants to do. Not every mum wants to Breastfeed. Sandwell has a very low breastfeeding rate- it's in the bottom five per cent in the country.

The Nurse Family Partnership

The Nurse Family Partnership, or NFP, is a program of prenatal and infancy nurse home visiting developed in America. In the UK the Nurse Family Partnership is more commonly referred to as the Family Nurse Partnership (FNP)

In England there are 50 pilots of this model for young, disadvantaged, first-time mothers. There are four of these in the West Midlands (Walsall, South Birmingham, Coventry and Stoke-on-Trent).²

FNP is a model of intensive nurse-led home visiting for vulnerable first time young parents which involves nurses visiting young, disadvantaged parents from early pregnancy until the child is two years old. Nurses build close, supportive relationships with families and guide inexperienced teenagers to adopt healthier lifestyles, improve their parenting skills, and become self-sufficient.

¹ www.infantfeedingwm.org.uk/goodpractice.aspx

² NHS, (2010), *Research-based evidence and good practice in maternity services* (Bham uni)

Little Angels (Darwen) CIC

The Little Angels is a Community Interest Company which promotes supports and protects breastfeeding. It aims to make breastfeeding fashionable, whilst offering evidence based information and support in a friendly and approachable manner. It does this by offering peer support through employment of the local community.

The service is funded through contracts and grants. Little Angels offers a variety of bespoke breastfeeding support services to each individual area with the aim of support breastfeeding within families and the wider community.

Little Angels fully supports the policy of exclusive breastfeeding for six months in line with the Department of Health and the World Health Organisation.³

NHS Stoke on Trent and NHS North Staffordshire

In 2011, NHS Stoke on Trent and North Staffordshire announced a campaign that gave all local pharmacies materials to help pharmacists support breastfeeding mothers during World Breastfeeding Awareness Week and beyond.

The first Breastfeeding Buddy training was delivered in Dudley in April 2009, since then 72 mothers have been trained as breastfeeding peer supporters across Dudley, as well as 16 key workers within Children's Centres to support and link Buddies to families.

The Buddy training manual has been re developed in collaboration with NHS Walsall Community Health and Dudley PCT in line with UNICEF Baby Friendly Initiative curriculum requirements.

The course is delivered over 9 weeks, a total of 18 hours, in a participatory approach, with group discussion, interactive activities, exploring personal experiences and ideas, using DVDs and completing a practical skills exercise.

The Royal Wolverhampton NHS Trust

This trust ran an initiative that provided and displayed images that presented breastfeeding as the normal way to feed a baby, as a normal every day activity that is part of life.

Local mothers volunteered to model for the pictures that were taken at various places across the city including the Art Gallery and maternity unit delivery suite. Many of the mothers are also involved as breastfeeding peer support volunteers supporting pregnant women and mothers either in the maternity unit or at breastfeeding support groups across the city.⁴

³ www.littleangels.org.uk

⁴ www.infantfeedingwm.org.uk/goodpractice.aspx

Appendix 2

The UNICEF 7 Point Policy for the Community & Ten Steps to Successful Breastfeeding'

Maternity units are assessed against the 'Ten Steps to Successful Breastfeeding' which are:

1. Have a written breastfeeding policy that is routinely communicated to all healthcare staff.
2. Train all healthcare staff in the skills necessary to implement the breastfeeding policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding soon after birth.
5. Show mothers how to breastfeed and how to maintain lactation even if they are separated from their babies.
6. Give new-born infants no food or drink other than breast milk, unless medically indicated.
7. Practice rooming-in, allowing mothers and infants to remain together 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial teats or dummies to breastfeeding infants.
10. Identify sources of national and local support for breastfeeding and ensure that mothers know how to access these prior to discharge from hospital.

The UNICEF 7 Point Policy for the Community is as follows:

1. Have a written breastfeeding policy that is routinely communicated to all healthcare staff.
2. Train all staff involved in the care of mothers and babies in the skills necessary to implement the policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Support mothers to initiate and maintain breastfeeding.
5. Encourage exclusive and continued breastfeeding, with appropriately-timed introduction of complementary foods.
6. Provide a welcoming atmosphere for breastfeeding families.
7. Promote co-operation between healthcare staff, breastfeeding support groups and the local community.

Appendix 3

BREASTFEEDING SURVEY – Postnatal

Office use quintile

Date:/...../..... Session:

Venue

Area..... Baby's birth date

Age Group: **Under 20** **21- 34** **35 - 44** **45 - 54** **55 +**

Ethnicity: **White British** **White Irish** **Any Other White** **Mixed White & Black**
Mixed White and Asian **Other Mixed** **Asian/British Pakistani** **Asian/British Indian**
Asian/British Bangladeshi **Any Other Asian** **Black/British Caribbean**
Black/British African **Any other Black** **Chinese** **Any other ethnic group**
Please specify

Country of Origin..... **Language Spoken**:.....

Language Support Given: Interpreter Staff None

New to the country- Less than a year 1-2 years 3-4 Years 5 Years or more

Reasons: Study Marriage EU Member Economic Asylum Seeker Refugee
or Other (Please specify)

Unemployed Working F/T P/T Unable to work/health reasons Housewife
Other.....

Please tick all boxes that apply

1. What were your original feeding plans in pregnancy?

Bottle	
Breastfeeding	
Mixed feeding (bottle/breast)	

2. Were you given any information on the **benefits of breastfeeding** during your **pregnancy**?

Yes	
No	

3. Please rate any **breast feeding support** you received **in pregnancy** from the following?

	Very poor	Poor	Good	Very good	Comments
Infant feeding team					
Health visitor					
FWT- a centre for women- MAMTA peers					
Breastfeeding helpline					
Community Midwife					
Children's Centre					
National Childbirth Trust (NCT)					
Other please specify					

4. Did this support help you decide **how** to feed your baby?

Yes	
No	

5. How did you feed your baby **immediately after birth**?

Bottle	
Breastfeeding	
Mixed feeding (bottle/breast)	

6. Was this your preferred choice? Please tell us

.....

7. Were you shown how to put the baby to the breast and how to breastfeed in the **hospital**?

Yes	
No	

If not

why?.....

8. Please rate the breastfeeding service you received **in Hospital**

	Very poor	Poor	Good	Very good
Hospital Midwife				

Hospital Breastfeeding team				
Infant feeding team				
Other please specify				

9. Were you given contact details of health professional support available for feeding issues once you had left **hospital**?

Yes	
No	

10. How did you feed your baby at home in the **first six months after birth**?

	First few weeks	2- 3months	3 -5 months	6 months
Bottle				
Breastfeeding				
Mixed feeding (bottle/breast)				
Comments				

11. How did you come to choose you method of feeding your baby **over the first six months** (what influenced you)

	First few weeks	2-3 months	3-5 months	6 months
Medical reason				
Health professionals advice				
Family				
Convenience				
Cost				
Religious/ cultural practice				
Other- please specify				
Please add further comments				

If breastfeeding go on to question 12 If not go to question 21

12. Do you think there is enough choice of breastfeeding facilities at public venues for you to breastfeed?

Yes	
No	

13. Were you advised on the **benefits of breastfeeding at home** after you gave birth? And who by?

Yes	
No	
Who by?	
1.	
2.	
3.	

14. Please rate the **breastfeeding support** you received.

	in the community (out of home setting)				at home			
	Very poor	Poor	Good	Very good	Very poor	Poor	Good	Very good
Breastfeeding Peers								
Health Visitor								
Foleshill Women Training MAMTA peers								
Breastfeeding helpline								
Community Midwife								
Family								
Children's centre								
Other please specify								

15. Do you think the support you received was right for you?

		Please comment
Yes		
No		

16. Were there any barriers in accessing breastfeeding support in the following stages? Please comment

17.

Antenatally/Pregnancy	
In Hospital	
At home	
In the community	

18. In relation to your experience of breastfeeding support were your cultural needs met?

Yes	No	N/A
-----	----	-----

Pregnancy				
Hospital				
In community after birth				
Please comment				

19. What **did or will** influence your decision to stop breastfeeding?

Family issues		Not enough support		Time management Factor		
Work issues		Personal choice		Tongue tie		
Professionals advice		Medical reasons		Baby not settling		Cultural reasons
Other please specify						

20. What is/would be your **preferred method of support** around feeding?

	Yes	No	Please comment (on your preferred method)
Professional support			
One to one support			
Groups			
Different settings			
Flyers/leaflets			
Cultural support			
Other please specify			

21. What changes, if any, would you like to see in the stages below in the **breast feeding support** given to you?

Please describe below.

	Option 1	Option 2	No change
Antenatal/Pregnancy			
Hospital			
First Few weeks after birth			
8weeks – 6 months			
No change			

Please tell us about any other comments about your experience of feeding your baby.

If Bottle-feeding

22. Were you shown how to use infant formula and make up a bottle?

No			
Yes		Who showed you?	
		Hospital Midwife	
		Health Visitor	
		Community Midwife	
		Family	
		Other	

23. Were you supported with your choice in feeding your baby in the community?

Yes	
No	

Thank you for your feedback

Guided Survey

BREASTFEEDING SURVEY – Postnatal

Date:/...../..... Session:.....

Venue

Area..... Baby's birth date

Age Group: **Under 20** **21- 34** **35 - 44** **45 - 54** **55 +**

Ethnicity: **White British** **White Irish** **Any Other White** **Mixed White & Black**
Mixed White and Asian **Other Mixed** **Asian/British Pakistani** **Asian/British Indian**
Asian/British Bangladeshi **Any Other Asian** **Black/British Caribbean**
Black/British African **Any other Black** **Chinese** **Any other ethnic group**
Please specify

Country of Origin..... **Language Spoken:**.....

Language Support Given: Interpreter Staff None

New to the country- Less than a year 1-2 years 3-4 Years 5 Years or more

Reasons: Study Marriage EU Member Economic Asylum Seeker Refugee
or Other (Please specify)

Unemployed Working F/T P/T Unable to work/health reasons Housewife
Other.....

Please tick all boxes that apply

24. During **your pregnancy**, were you been able to discuss feeding choice individually with;

	Yes	No
Midwife		
Health Visitor		
Any other professional please specify		
1.		
2.		

25. Did you find it useful?.....

26. Were you given any information on the **benefits of breastfeeding** during your **pregnancy**?

Yes	
No	

Who by?
1.
2.
3.

27. If you received information on the benefits of breast feeding, was it helpful information?

Yes	
No	

28. Please rate any **feeding support** you received in pregnancy from the following?

	Very poor	Poor	Good	Very good	Comments
Infant feeding team					
Health visitor					
FWT- a centre for women- MAMTA peers					
Breastfeeding helpline					
Community Midwife					
Children's Centre					
National Childbirth Trust (NCT)					
Other please specify					

29. How did you feed your baby **immediately after birth**?

Bottle	
Breastfeeding	
Mixed feeding (bottle/breast)	

30. Was this your preferred choice? Please comment

.....

31. Did you have skin to skin contact after birth?

Yes	
No	

If not why?

.....

32. Were you shown how to put the baby to the breast and how to breastfeed in the hospital?

Yes	
No	

If not

why?.....

33. Were you told not to offer your baby food or drink for the first 6 months?

Yes	
No	

34. Where did you hear this information?

.....

35. If breastfeeding were you shown how to maintain breastfeeding even if you were separated from your baby? i.e baby was in baby unit.

Yes	
No	
N/a	

36. Were you encouraged to breastfeed on demand?

Yes	
No	

37. Were you recommended to avoid bottles, dummies and nipple shields whilst you were in the hospital?

Yes	
No	

Who/where did you have this information from?

.....

38. Were you referred to other services?

If yes, please

specify.....

39. Please rate the service you received in **Hospital**

	Very poor	Poor	Good	Very good
Hospital Midwife				
Hospital Breastfeeding team				
Infant feeding team				
Other please specify				

40. Do you think the support you received in **hospital** was right and appropriate and helped your choice in feeding?

	Please comment	
Yes		
No		

41. How did you feed your baby at home in the **first six months after birth**?

	First few weeks	2- 3months	3 -5 months	6 months
Bottle				
Breastfeeding				
Mixed feeding (bottle/breast)				
Comments				

42. How did you come to choose you method of feeding your baby (what influenced you)

Medical reason	
Health professionals advice	
Family	
Convenience	
Cost	
Religious/ cultural practice	
Other- please specify	
Please add further comments	

If breastfeeding go to question 20 If not go to question 30.

43. Do you think there is enough choice of breastfeeding facilities at public venues for you to breastfeed?

	Please comment
Yes	
No	

44. Give an example of what you think is a good breastfeeding facility at a public venue and say why.

Breastfeeding facility	Why you think it is a good venue
1.	1.
2.	2.
3.	3.

45. Were you advised on the benefits of breastfeeding when you went home after birth? And who by?

Yes	
No	
Who by?	
1.	
2.	
3.	

46. If you received information on the benefits of breast feeding, was it helpful information?

Yes	
No	

47. Please rate the Breastfeeding support you received **in the community**

	Very poor	Poor	Good	Very good
Breastfeeding Peers				
Health Visitor				
Foleshill Women Training MAMTA peers				
Breastfeeding helpline				
Community Midwife				
Family				
Children's centre				
Other please specify				

48. Please rate the Breastfeeding support you received **at home**

	Very poor	Poor	Good	Very good
Breastfeeding Peers				
Health Visitor				
Breastfeeding helpline				
Community Midwife				
Family				
Children's centre				
Other please specify				

49. Do you think the support you received was right and appropriate and helped your choice in feeding?

		Please comment
Yes		
No		

50. In relation to your experience of breastfeeding support were your cultural needs met?

	Yes	No	N/A
Pregnancy			
Hospital			
In community after birth			
Please comment			

51. How long **did or will** you breastfeed for?

Day 1-6 weeks	6 weeks – 8 weeks	2 -3 months	4 - 6 months	More than 6 months

52. What **did or will** influence your decision to stop breastfeeding?

Family issues		Not enough support		Time management Factor		
Work issues		Personal choice		Tongue tie		
Professionals advice		Medical reasons		Baby not settling		Cultural reasons
Other please specify						

Please explain further

.....

53. What is/would be your **preferred method of support** around feeding?

	Yes	No	Please comment (on your preferred method)
Professional support			
One to one support			
Groups			
Different settings			
Materials			
Cultural support			
Other please specify			

54. What changes, if any, would you like to see in the stages below in the breast feeding support given to you?

	Option 1	Option 2	No change
Antenatal			
Hospital			
First Few weeks after birth			
8weeks – 6 months			
No change			

If Bottle-feeding

55. Were you shown how to use infant formula correctly and make up a bottle?

Yes	
No	

56. If yes, who showed you?

Hospital Midwife	
Health Visitor	
Community Midwife	
Family	

57. Were you shown how to sterilise equipment correctly?

Yes	
No	

58. Who by-

Hospital Midwife	
Health Visitor	
Community Midwife	
Family	

59. Were you given contact details of health professional support available for feeding issues once you had left hospital?

Yes	
No	

60. Were you supported with your choice in feeding your baby in the community?

Yes	
No	

61. Who do you feel you could have received more support from and why?

	More support	Why?
Breastfeeding Peers		
Health Visitor		
Breastfeeding helpline		
Community Midwife		
Foleshill Women Training MAMTA peers		
Children's centre		
Family		
Children's centre		
Other please specify		

Please tell us about any other comments about your experience of breastfeeding.

Thank you for your Feedback

Appendix 4

Coventry Positive about Breastfeeding Project 2007-2009

This project was a multi-agency partnership aimed at increasing the uptake of breastfeeding in Coventry. Its remit was to tackle some of the issues on infant mortality and obesity faced by Coventry

The partners included: City Council, UHCW (University Hospitals Coventry and Warwickshire) NHS Infant Feeding midwives; Coventry Teaching PCT, named breastfeeding health visitor and Public Health practitioners; National Childbirth Trust volunteers; MAMTA - a community-based health project for women of all ethnic backgrounds; local authority Children's Centre midwives and health visitors and social researchers.

A steering committee met every month to move the project forward. The project involved social marketing campaigns targeting particularly young, white lower income household women for whom breastfeeding rates were particularly low; a breastfeeding strategy and an employee returning to work breastfeeding. Within the stream of work a policy to encourage city centre outlets to promote breastfeeding was also developed. A breastfeeding directory on places to breastfeed was funded through this project. Breastfeeding DVDs was also produced supporting practitioners and users.

Alongside this project two midwives worked on a part-time basis to support the breastfeeding agenda at UHCW. This included the application and first stages of UNICEF Baby Friendly Accreditation. A named health visitor would additionally support the Baby Friendly Process within the community with a steer from public health. Training for staff that came into contact with mothers was conducted. During this work the breastfeeding initiation rates increased from being below the national average to above it.⁵

⁵ Department of Health, (2009), *Communities for Health: Unlocking the energy within communities to improve health*

Appendix 5: focus group questions

In Pregnancy

1. When asked who gave breastfeeding advice:
2. When asked to comment on whom they discussed feeding choices with:
3. When asked about if they knew about benefits of breastfeeding and who mentioned this to them
4. When asked if this advice influenced them to decide and in which way
5. Outline any gaps and issues regarding breastfeeding support in pregnancy
6. What changes/ recommendations, if any, would you like to see regarding breastfeeding support in pregnancy?

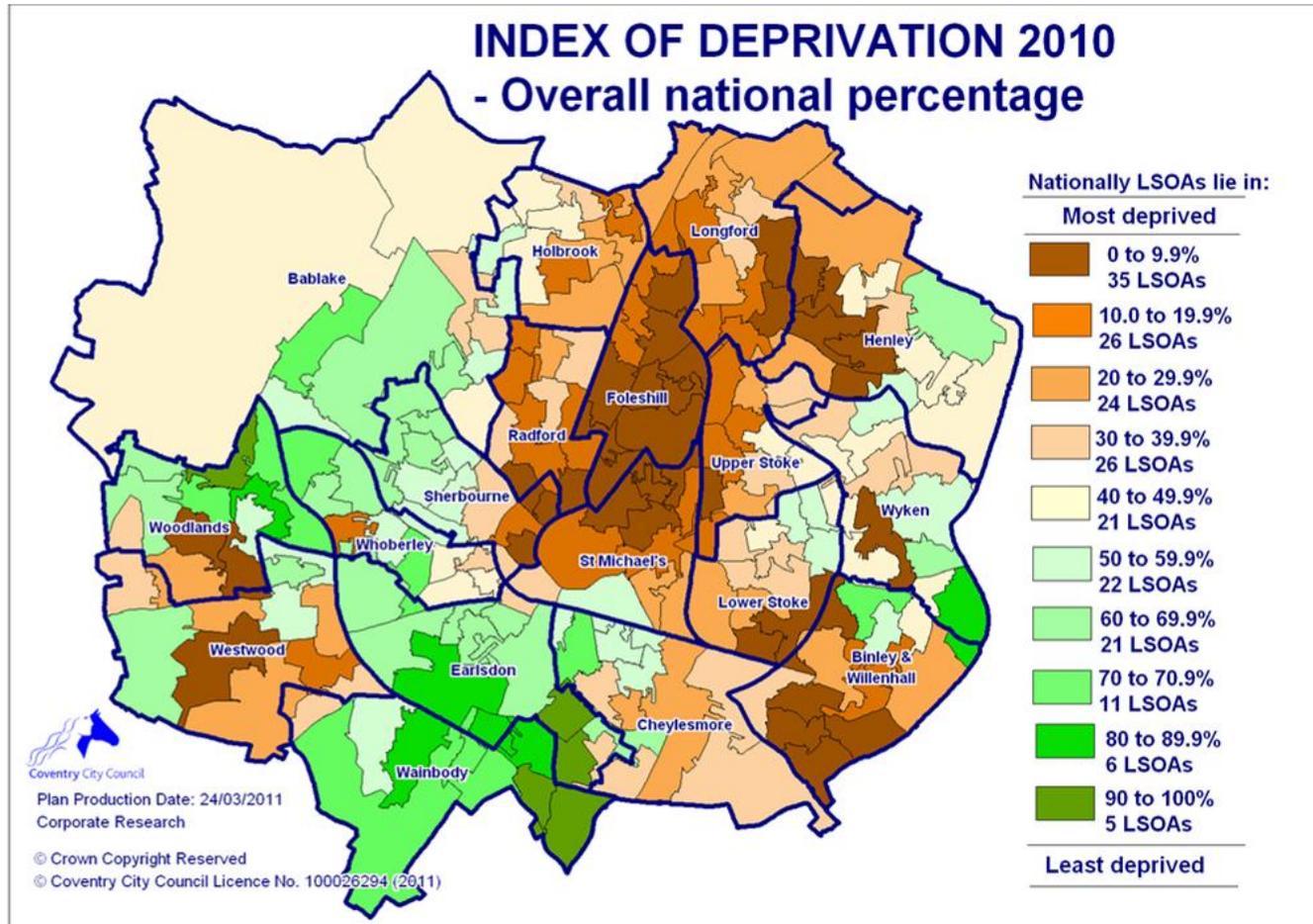
In Hospital

1. The women were asked- How did you feed your baby immediately after birth?
2. Women that were shown how to put the baby to the breast and how to breastfeed in the hospital
3. Women that were supported/ encouraged with their choice in feeding
4. Gaps or issues regards to breastfeeding support in hospital. Comments included

In Community and Home

1. Breastfeeding support they received once they came home
2. Explain if the support you received influenced your choice of feeding and in which way
3. How long will you continue to breastfeed
4. What did or will influence their decision to stop breastfeeding
5. Gaps or issues regarding breastfeeding support at home and in the community

Appendix 6



Least Affluent (Quintiles 1 and 2): St Micheals, Foleshill, Stoke Heath, Willenhall, Bell Green, Tile Hill, Woodend, City Centre)
Most Affluent (Quintiles 4 and 5): Finham, Coundon, Earlsdon, Stivichall and Allesley Park)

Appendix 7

Venues where self completed and guided surveys were carried out

Tile Hill Children's Centre
Barley Lea Children's Centre – Stoke Aldermore
Bell green Children's Centre
Breastfeeding Café – Foleshill Children's Centre
Stay and Play- Foleshill Library
NCT Bumps and Babies – Allesley Park
City of Coventry Health Centre (baby clinic)
Central Library _ Rhyme time
Gosford Park Children's Centre
Toddle tots – Welcome Centre
Coffee tots – City Centre
Baby Clinic – Coundon Clinic
Earlsdon Children's Centre
Baby Clinics – St Martins Church (Finham)
Hillfields Children's Centre
Play together – John White Community Centre
Jubilee Health Centre Radford
Longford Medical centre – Baby clinic
Middle Ride Childrens centre _ Willenhall
Moat House – Woodend
Paradise Health Centre – Foleshill
St Augustines Children's Centre Radford
Spon Gate Children's Centre
Stoke Heath Children's Centre
Tommies Children's Centre
Whoberly Children's Centre

Venues where Focus groups took place

Focus Groups took place at the following venues

1. Tommie's Children Centre (14%) - **Quintile 3**
2. Tile Hill Children Centre attended (32%) -**Quintile 2**
3. Canley Children Centre attended(7%) - **Quintile 1**
4. FWT- MAMTA (21%) - **Quintile 1**
5. Bell Green Children Centre (25%) - **Quintile 1**

