

REPORT

Item No: _____

SUBJECT:	Breast Feeding: Achievement Of UNICEF Re-accreditation
TO:	Integration Joint Board
Lead Officer for Report:	Anne Armstrong: Nurse Director
Author(s) of Report	Anne Armstrong: Nurse Director
DATE:	10/1/19

1. PURPOSE OF REPORT

This paper is coming to the IJB

For approval	<input type="checkbox"/>	For endorsement	<input type="checkbox"/>	To note	<input checked="" type="checkbox"/>
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2. ROUTE TO THE BOARD

This paper has been:

Prepared	<input checked="" type="checkbox"/>	Reviewed	<input type="checkbox"/>	Endorsed	<input type="checkbox"/>
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By: Anne Armstrong

3. RECOMMENDATIONS

That the board notes achievement of UNICEF re-accreditation by Health Visiting Teams within the Health and Social Care Partnership.

4. VARIATIONS TO DIRECTIONS?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
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5. BACKGROUND/SUMMARY OF KEY ISSUES

- 1.1 Breast feeding provides short and long-term benefits to both babies and their mothers making it the optimum infant feeding choice. However breastfeeding rates in North Lanarkshire are low. Recent Scottish Government statistics identified that in North Lanarkshire only 21.5% of babies were being breast fed by the 6 – 8 week GP review compared to the Scottish average of 40.8% the second lowest rate of all 32 Local Authority areas.
- 1.2 In order to change this a pan Lanarkshire approach is being implemented led by the Lanarkshire Breast Feeding Group. This entails working closely with North Lanarkshire Council, Police Scotland, third sector and local business to support mother's breast feed their babies. A Breast feeding summit is being planned for 2019 building on the successful summit in February 2018.
- 1.3 A key component of the approach being taken is for Health Visiting Teams in each of our six Localities to retain UNICEF UK Baby Friendly accreditation. Re-accreditation is required on a three yearly bases and consists of audits and assessment by UNICEF to measure compliance against national standards taking into consideration the views of mothers utilising the breast feeding support provided by the Teams.
- 1.4 UNICEF Baby Friendly Initiative is a worldwide programme of the World Health Organization and UNICEF. It consists of internationally recognised standards in relation to breast feeding, development of positive parent infant relationship building, very early childhood development and enhanced communication skills for Midwives, Health Visitors and University Programmes responsible for producing the Midwives and Health Visitors of the future. Accreditations in undertaken by UNICEF and consists of the following three stages:
- **Stage 1** of the assessment procedure is designed to ensure that the necessary policies, guidelines, information and mechanisms are in place to allow health care providers to implement the Baby Friendly standards effectively.
 - **Stage 2** involves the assessment of staff knowledge and skills.
 - **Stage 3** assesses the implementation of the Baby Friendly standards in the care of pregnant women and new mothers.
- Re-assessment takes place after two years with the aim of ensuring that the standards are maintained. Ongoing assessment is carried out every three-five years with the same goal of ensuring the maintenance of standards.
- 1.5 North and South Lanarkshire Health and Social Care Partnerships were assessed in October 2018. The assessment identified that all of the UNICEF Baby Friendly criteria has been met to a high standard resulting in accreditation being retained. The report commends the staff for their work to maintain the standards established. It was clear to the assessment team that mothers receive a very high standard of care. Feedback from UNICEF highlighted that the work delivered by the Health Visitors was beyond excellent and have encouraged the organisation to go forward for Gold status. The Lanarkshire Breast Feeding Group are keen that UNICEF Gold status is achieved across the organisation. A Project Initiation Document is currently being developed to drive this work forward. It is the intention to host a small awards ceremony for staff to celebrate this achievement. A copy of the report is attached.

6. CONCLUSIONS

Improving breast feeding rates in North Lanarkshire will require a whole system approach in partnership with NHS Lanarkshire, North Lanarkshire Council, Police Scotland, local businesses, parents and community leaders. A Lanarkshire wide Group has been established and a project plan is being developed to drive improvement forward.

Achievement of UNICEF Baby Friendly re-accreditation is an important step and will enable the organisation to work towards achieve UNICEF Baby Friendly gold standard status.

7. IMPLICATIONS

7.1 NATIONAL OUTCOMES

Improving breast feeding rates provides babies with the best possible start in life ensuring they receive optimal nutrition whilst strengthening the bond between babies and their parents regardless of back ground or social circumstance. In doing so it contributes to achieving one and five of the national health and wellbeing outcomes detailed below:

- **Outcome 1:** People are able to look after and improve their own health and wellbeing and live in good health for longer
- **Outcome 5.** Health and social care services contribute to reducing health inequalities

7.2 ASSOCIATED MEASURE(S)

- Compliance with national breast feeding standards.
- Increased attendance at breast feeding support groups
- Improved breast feeding rates.

7.3 FINANCIAL

This paper has been reviewed by Finance:

Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
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7.4 PEOPLE

It's the intention to enable mothers to breast feed their babies by providing high quality consistent advice, support and care in line with national standards.

Provides our front line Health Visitors provide the best care for breast feeding mothers.

7.5 INEQUALITIES

EQIA Completed:

Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>
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8. BACKGROUND PAPERS

None

9. APPENDICES

Breastfeeding (1.3)



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CHIEF ACCOUNTABLE OFFICER (or Depute)

Members seeking further information about any aspect of this report, please contact Stephen Penman, Head of Strategic Communication, North Lanarkshire Council on telephone number 01698 302591.