

APPENDIX B - HEALTH SCRUTINY PANEL ACTION PLAN

DATE: 15 MARCH 2016

SCRUTINY RECOMMENDATION	PROPOSED ACTION	POST TITLE	BUDGET COST	TIMESCALE
<p>a) That the South Tees CCG, Middlesbrough Council, Middlesbrough Council Public Health Team the South Tees Hospitals NHS Foundation Trust and the work together, to implement the 6 suggested requirements to improve infant breastfeeding in Middlesbrough and develop a detailed plan which will be fed into operating plans for the next year. Those 6 requirements being –</p> <p>i. A public buildings programme that would embed the ‘breastfeeding welcome scheme’ in appropriate local venues.</p>	<p>Public health, Supporting communities and children’s services to develop an implementation plan for embedding Breastfeeding Welcome Scheme (BFWS) in all council buildings. CCG to explore with GP practices if it would be appropriate for them to sign up to the BF welcome scheme. CCG does not commission primary care.</p>	<p>Health Improvement Specialist (Nutrition)/ 0-19 service representative and Commissioning Manager NHS South Tees CCG</p>	<p>BFWS Licence £1000 per annum to funded out of PH grant Funding for the implementation plan to be jointly funded between public health NHS</p>	<p>April 2017 (planning, identification of businesses and training package)</p>

<p>ii. A schools education component that would improve current learning for students that was appropriate for age and setting.</p>	<p>A 'task and finish group' to be established scope out education programmes and current breastfeeding education (age and setting appropriate). To explore if this can be incorporated into the PHSE curriculum review.</p>	<p>Health Improvement specialist (Nutrition)</p>	<p>South Tees CCG</p>	<p>June 2016</p>
<p>iii.</p> <p>iv. An effective and accessible programme for antenatal education to embed breastfeeding awareness throughout the programme</p>	<p>Current programmes Pregnancy, Birth & Beyond (PBB), Parent Craft, Breast Buddies Support Group and Best Beginnings. Maternal infant feeding group to fully map what is available and also what the programmes cover. Midwifery parent craft to be updated. Awaiting the evaluation of PBB.</p>	<p>Health Improvement specialist (Nutrition) / HCP 0-5 Lead / Commissioning Manager STCCG</p>	<p>Stage 1 accreditation £950.00 +VAT – to be funded out of PH grant</p>	<p>September 2016</p>
<p>v. A comprehensive staff training programme for professionals in various settings who would influence and support mothers and families</p>	<p>Health Visiting (HV) team to develop a training matrix of staff training requirements and an annual delivery plan. Reoccurring costs will include UNICEF Train the trainer. CCG is going to highlight training packages available to GP's.</p>	<p>HV/ Children Centre Leads/ Commissioning Manager ST CCG</p>	<p>UNICEF Train the trainer £720.00 per delegate – to be funded out of PH grant</p>	<p>April 2016 for training matrix April 2017 for staff training to be rolled out – recurrent training</p>

<p>vi. A professional support staff level for helping mothers and infants to initiate and continue breastfeeding as required. The level of this would need to be determined accordingly.</p> <p>vii. A system manager with executive level authority, responsibility and accountability with one single aim to improve breastfeeding.</p>	<p>Employment of Infant feeding maternity Care Assistants to provide 5 day contact. Funding for Maternity Care Assistant role being considered by CCG.</p> <p>New HV contract dedicated Band 5 Breastfeeding role for Middlesbrough. More clarity required for funding for such a role from scrutiny panel</p>	<p>Commissioning Manager ST CCG</p> <p>Scrutiny Panel</p>	<p>£56,338 per annum across South Tees (£28,169 per locality). A business case is currently being considered by STCCG.</p> <p>Costs are covered as part of the Healthy Child Programme (paid for from the public health grant)</p>	<p>Infant Feeding business case to be reviewed by NHS South Tees CCG Health Inequalities Work stream on 16/03/16.</p> <p>A new role leading on breastfeeding has been established to work with the Healthy Child Programme from 1st April 2016</p>
<p>b) That the organisations above are invited back to the panel in April 2016 with a detailed plan to update members with progress on recommendation a.</p>	<p>Health scrutiny panel to arrange a follow up session in April 2016</p>	<p>Scrutiny officer</p>	<p>None</p>	<p>April 2016</p>
<p>c) That the South Tees CCG and the South Tees Hospitals NHS Foundation Trust consider whether an incentive</p>	<p>South Tees Hospitals NHS Foundation maternity services are submitting a bid to CCG for funding for 10 ARDO</p>	<p>Commissioning Manager ST CCG/ Specialist</p>	<p>£1299.50 potentially funded by</p>	<p>Business case to be sent to CCG</p>

	scheme to provide packs, to include breastfeeding pumps, to new mothers would be beneficial.	Breast pumps. CCG to develop a Project Initiation Document (PID)/strategy for infant Feeding. STFT are proposing a scheme to have BF electric pumps available for women who are bf but having complex cases.	Midwife Infant Feeding & Nutrition	the CCG	
d)	That the Council write to the Secretary of State to ask the Government to ensure that it is prominently stated in the advertisement of formula milk and baby food that it is not a substitute for breast milk and that breast milk is best for babies.	The director of public health, on behalf of the Council, will write to the Secretary of State to ensure that it is prominently stated in the advertisement of formula milk and baby food that it is not a substitute for breast milk and that breast milk is best for babies.	Director of Public health	None	March 2016
e)	That the Council write to Public Health England to ask them to develop a sustained national public campaign stating the long-term health benefits to the mother and child of breastfeeding.	The director of public health, on behalf of the Council, will write to Public Health England to ask them to develop a sustained national public campaign stating the long-term health benefits to the mother and child of breastfeeding .	Director of Public health	None	March 2016
f)	That the Council develop their staff welfare policies to include support for mothers who are still breastfeeding on their return to work and provide a private space for them to do so. This should also include an internal campaign to promote the benefits of breastfeeding.	Middlesbrough Council is achieving the Better Health at Work Award with continuing excellence. This award includes the support of staff returning to work to continue to breastfeed. An internal campaign to be developed to promote the benefits of breastfeeding.	Health Improvement Specialist (Best Start & Families)/ Public Health Comms Lead		May 2016
g)	Linked with (f) above, the Council should promote their support of breastfeeding and ensure that all public	Children centre leads will review BFWS and ensure implementation in each centre.	Children Centre Leads/ Health Improvement	Awaiting final UNICEF	June 2016

	buildings and Children's Centres are prominently marked with improved 'Breastfeeding Welcome Here' signs and that there are (where possible) facilities for breastfeeding mothers.	All Children's Centres to reach stage 1 accreditation of UNICEF Baby Friendly Initiative.	Specialist (nutrition)	costs. Stage 1 accreditation £950.00 +VAT	
h)	That positive stories from breastfeeding mothers in the town be sought for inclusion in the Council's Love Middlesbrough newsletter, along with an article highlighting the positive health benefits to mother and child of breastfeeding. This could also be extended to the Erimus Housing newsletter.	MICH Infant feeding group to gather positive breastfeeding stories to promote in media	Health Improvement Specialist (Best Start & Families)/ Public Health Comms Lead	None	July 2016
i)	That the Middlesbrough Breastfeeding Welcome scheme be strengthened with a push to seek more businesses to sign up including the major retail centres and employers within the town.	Review current businesses signed up to BFWS. Target implementation for 1 st year, 10 new businesses to sign up to BFWS, review annually.	Health Improvement Specialist	None	January 2017