

Department of Health West Midlands

West Midlands Infant Feeding Co-ordinators Network

Notes of Meeting Held

on Friday 10th September 2010 at 10 a.m.

Department of Health, c/o 5 St Philips Place, Room GA

Present:

Caroline Mansell	(CM)	WM Infant Feeding Co-ordinator and Chair
Sarah Arnold	(SAr)	Coventry Community Services
Sue Aucutt	(SA)	Coventry Community Services
Carmen Baskerville	(CB)	Solihull Care Trust
Julia Brown	(JB)	HOBtPCT
Alison Clayton	(AC)	Heart of England Foundation Trust & South Warwickshire NHS Foundation Trust
Pam Cook	(PC)	Birmingham Women's Hospital NNU
Amanda Costello	(AC)	Wolverhampton Group of Hospitals Trust
Helen Fidgeon	(HF)	Dudley PCT
Caroline Fownes	(CF)	South Birmingham PCT
Jayne Gregory	(JG)	Queens Hospital, BHFT Foundation Trust Burton upon Trent
Anthea Griffiths	(AG)	NHS Worcestershire
Lorna Hartwell	(LH)	Breastfeeding Network, DH
Suzanne Hayes	(SH)	Sandwell PCT
Wendy Henry	(WH)	Sandwell PCT
Jo Heslop	(JH)	Sandwell PCT
Isabelle Karimov	(IK)	HOBtPCT
Maria Kidd	(MK)	NHS South Birmingham
Chris Lewis	(CL)	City Hospital
Mary MacDonald	(MMac)	NHS Warwickshire
Jo Marshall	(JH)	Queens Hospital, BHFT Foundation Trust Burton upon Trent
Eleanor Molley	(EM)	Coventry City Council
Louise Morgan	(LM)	Coventry City Council
Caroline Payne	(CP)	Worcestershire Acute NHS Trust
Jackie Quick	(JQ)	Hereford Hospital NHS
Floreth Reynolds	(FR)	Greets Green Children Centre Sandwell
Sarah Rock	(SR)	NHS Telford and Wrekin

Jewant Singh	(JS)	NHS BEN
Jackie Scott	(JS)	Good Hope HOEFT
Gill Smith	(GS)	La Leche League
Samantha Smith	(SS)	University Hospitals Coventry and Warwickshire NHS Trust
Helena Stopes-Roe	(HS)	Birmingham Women's Hospital
Jenny Sutherland	(Jenny S)	Russell's Hall Hospital, Dudley Group of Hospitals
Susan Taggart	(ST)	Telford and Wrekin Community Health Services
Katy Thompson	(KT)	Mid-Staffs NHS Foundation Trust
Hilary Williams	(HW)	Wolverhampton PCT
Diane Woolliscroft	(DW)	Dudley PCT
Michelle Cox	(MC)	Minute Taker

		Action
1	Apologies	
	<p>Apologies to Jackie Scott from Good Hope who was omitted in error from the last minutes attendees.</p> <p>Apologies were received from Karen Saunders, Fiona Beckwith, Josephine Locke, Anita Cartlidge, Rachel Andrew, Helena Wood, Hermione Montgomery, Maggie McKeown, Lesley Bates, Penny Turton, Lindsey Perry, Claire Higgins.</p>	
	<p>Welcome / Introductions</p> <p>CM welcomed the group and new members and introductions were made.</p> <p>Notice: CM's contract for secondment of West Midlands Infant Feeding Co-ordinator has been extended to the end of March 2011. Until that time her work will focus on consolidating work done with the NHS WM including payment by results around CQUINS, the QUIPP agenda, providing update information for the National Commissioning of local breastfeeding Services Guidance and Peer Support competencies.</p> <p>The WM IFC Network and website will remain in place until March 2011. Last year, August 2008 – 2009, there were 50,000 hits to the WM IFCN website. This years' report showed the hits for Aug 09 – Aug 10 were nearly 115,000. Subsequently, the West Midlands Director of Public Health is keen to keep website – but hosted in a different way. It is possible the websites will be going to NHS local. The network will be kept updated on any progress.</p>	
2	Notes of Previous Meeting	
	<p>Read and agreed as an accurate record with one exception: Regarding the <i>fact file</i> – the money generated from the sale of the fact file was not held at BEN PCT as noted in the last minutes but was held elsewhere, not with a Trust.</p>	
3	Matters Arising	
	<p>Tongue-Tie</p> <p>Karen Saunders and Helen Hipkiss have requested CM to review the Tongue-tie report in light of the White Paper and to re-do the referencing before sending to Commissioners. This is now being done and will be out soon.</p>	

	<p>Diabetes Research and DiPAG – Update</p> <p>This research concerns antenatal preparation and postnatal support for infant feeding for women with pre-existing diabetes – research is mapping what best practice is happening across the region.</p> <p>Keele University who are performing this research on behalf of this Network gained research ethics committee in May and have during the summer approached Acute Trust Research and Development offices via Midwifery Managers to see if they would like to take part in the study - as it would involve speaking to staff and patients. A list detailing the status of each Trust in this process for members to view after the meeting. MC to email to group the update report.</p>	<p>MC</p>
	<p>Healthy Start – Communications Update</p> <p>Point of Sale kits are now available. The Network needs to remind women about vitamins as the uptake nationally and in the West Midlands is still very poor. The POS kits contain reception desk stands, badges, lanyards, stickers, posters etc. There is also a decision making tree available on PDF via the Prolog website. Members need to make sure their areas order them. To save costs (each POS kit costs approx £7 to post out) a borough could receive the POS kits at a central delivery address and distribute them within their locality. If any area does arrange this, let Prolog know which specific addresses are receiving POS kits as it is being internally audited to monitor the impact on uptake of vitamins. If anyone in the network has problems ordering, contact CM.</p>	<p>CM</p> <p>All</p>
	<p>Start4Life / Change4Life Update</p> <p>The campaign is continuing in a limited form. The guidance on the use of the Start4Life logo is on the web and the websites are to be reviewed. Keep using the logo and resources locally as appropriate and if you find it useful obtain staff / client feedback as proactive use and feedback supports keeping it. Well used schemes are more likely to be supported.</p>	
	<p>Child and Maternal Public Health Observatory Mapping (ChiMat) and Newsletter - Update</p> <p>Regarding the network’s concerns relating to the ChiMat article in their Jan 2010 national newsletter concerning the Norwegian University study. Concerns had been raised in May 2010 through the NHS WM and a response from Helen Duncan, Director at ChiMat had been received from the letter sent by Helen Hipkiss at NHS WM. The email response from ChiMat confirmed that many issues are raised in the news articles section and stated that there is a disclaimer in the newsletter to the effect the views represented in the News Section articles are not necessarily those of ChiMat. CM said she had again replied to ChiMat to say that the counter evidence should still be published in their newsletter and that to busy practitioners this disclaimer as it might not be obvious to them. Thanks to JH and LH in her BFN capacity for their efforts in helping write the letter.</p>	

	<p>Department of Health Funding Allocations and Grant Monitoring</p> <ul style="list-style-type: none"> • In 2008/9, 7 WM areas received £100,000 • In 2009/10 there were 6 WM areas to receive funding: 13 out of the 17 areas in total for the WM. • Due to winding down CM's role, all information relating to the bids and monitoring has been passed to Julie Davis and Karen Saunders. • First 7 (2008/9) are due to report 1 October 2010. • CM is able to offer support before sending monitoring forms to the National Team. Leads to copy CM into email correspondence when forwarding reports to DH central team. • 6 areas (2009/10) reporting deadline has been moved back to March 2011. • Reports need to reflect all activity relating to breastfeeding services / action plans regardless of whether it is core funded or funded by DH additional funds. • Use the reporting form to highlight if something is working as it reinforces the argument for keeping the additional activities put in place by the DH funding. 	Network
	<p>Breastfeeding Fact File</p> <p>CM can not lead on this herself. JS confirmed pages updated and circulated but no feedback. JS to forward any updates needing input to MC who will email to Network. Editing and updating a resource takes a large amount of the funding. Useful if updates obtained from the group. CM advised spending the money on updating the resource in terms of content via the Graphic Designer and areas could buy multiple themselves.</p>	JS / MC
	<p>CUBA</p> <p>The CUBA website will stay open until the end of September 2010 instead of August for participants to undertake CUBA2. Coventry University will call to do the second round of participant's evaluations for Solihull, Walsall and Dudley. Views can be given via telephone. CM has contacted the evaluation team and a new researcher from Coventry University, Puja to ensure evaluations get underway quickly. There will be a final report in December 2010.</p>	Solihull, Dudley, Walsall
	<p>Start4Life WHO CODE and Introduction to Solids Training WM Programme 2010</p> <p>CM said KS had advised to send out the BfN's Start4Life (WM training course) evaluation. No comments received from National Change4Life Team on the evaluation forwarded by CM in August.</p> <ul style="list-style-type: none"> • Thanks to BfN and Carol Williams for delivery of the training. MC to email a report to the Network. • Health Visiting Clinical Leads Group is happy to help roll out similar training in their localities. Warwickshire is 	MC

	<p>taking a good lead and will share information when session plans written up.</p> <ul style="list-style-type: none"> • Dudley is receiving training in November 2010 and Lindsey Perry from Walsall may be interested. • Network to email MC if interested in being on a task group to plan the session plans / learning outcomes for such training and CM will aim to arrange a room to accommodate the meeting. • Dudley, Wolverhampton, Warwickshire, Walsall and Coventry are interested in helping to develop and check session plans / learning outcomes together. • KS and West Midlands Director of PH are pleased with the training evaluation report. • Thanks to all those members involved in organising venues, inviting staff and in particular Michelle Cox for doing all the project co-ordination. • Regarding the Evaluation Survey, 100% of participants said they had learnt more about the WHO Code. • Carol Williams who works for the Institute of Child Health and is a dietician can be commissioned to deliver similar training. 	Network
	<p><i>WM Breastfeeding Peer Support Training Handbook resources - update</i></p> <ul style="list-style-type: none"> • Version.2 (2010) went to print on 9 September 2010 • Well done to Helen Fidgeon and Louise Bennett for their efforts in updating these resources. It was a major project. • The rewrite under April 2009 standards were costly to produce so CM has ordered 8 Tutor Guides and 60 Peer Support Manuals only. • These will go mainly to Dudley and Walsall who have led on the work and South Staffs who have been requesting these resources. • Not all localities will receive them especially if they have BfN, La Leche League or commission any other package training (as there would not be a need). • Network to contact CM if any locality delivers peer support training themselves. Coventry confirmed they would like a copy. The PS Handbook is funded but when the supply runs out will cost approximately £15 per handbook from the Graphic designer. 	
	<p><i>WM Sleep Safe Work</i></p> <p>CM was contacted in June 2010 by the West Midlands Government Office (Local Authority Representative), NHS West Midlands and FSID. They were trying to develop a WM resource to prevent SIDS. CM had suggested the WMIFC Network to be used to confirm any planned work in line with Baby Friendly. If they did produce a resource, the network could be used as a consultation group (Maria Kidd and SA are involved in this type of work and can be utilised as key contacts. However, since then, do not know if going ahead. CM to check situation.</p>	CM

	Antenatal Toolkit Project Update CM reported the Antenatal Toolkit Project is not going ahead.	
	Breastfeeding Welcome Scheme in Children's Centres (Telford & Wrekin / Solihull) This project has been on hold since June 2010 and is still on hold.	
	NCT targeted projects – WM region Solihull is commencing the NCT project. Well Done to Solihull for coming forward at short notice to get this work going in their area.	
4	DH & UNICEF UK Feedback from National Meetings: DH Central team, IFCs and UNICEF UK were having half yearly meetings to update but the meeting in June 2010 did not take place so these meetings are not going ahead at present. More general liaison between UNICEF UK, BFI and DH will however be ongoing. BFI – Harrogate Conference in December 2010. Concentrating on Hospital Initiative Review and Hypernatramia	
5	Health Visiting Leads West Midlands Network Feedback and CPD Planning There is an ongoing schedule of CPD sessions that the Health Visiting Leads Network undertakes. Topics relate to issues on: grades of staff; reconfiguring of services; Health Visitor Services but their group is interested in doing joint CPD sessions with our network. Network to contact CM and Theresa Bishop, the HV Clinical Lead for Warwickshire if joint topics to suggest. The Introduction to Solids and also Peer Support Competencies work may be of interest to the HV Leads Group. The red book development of the breastfeeding checklist / assessment is also a good joint topic.	Network
6	Peer Supporters in hospital / community settings – Competencies e.g. Cup and Syringe feeding issues <ul style="list-style-type: none"> • CM has been given a copy of the national Welsh Peer Support Handbook – this work was mainly on learning outcomes competency rather than ongoing checking, but a good starting point for competency checking / competency frameworks development. • AC stated with Peer Supporters working in hospital settings, there is a need for competency frameworks. To see how this fits in with Community Peer Supporters, AC has been contacted by JB. They are having a meeting arranged for next week to progress. Competencies need to be transferable to different settings if possible. • CM confirmed some competencies in the community may need to be enhanced for Midwifery settings. AC to make information available. 	MC to send to JB and AC Welsh handbook

	<ul style="list-style-type: none"> • HF stated was trying to get information on similar roles / grades but this was limited. HF to send this information to MC. • CM stated the National Commissioners Guidance recommended a grade 3 for Peer Supporters so any competency frameworks need to reflect this. • CM asked Network to forward new or partial documents to AC on a.clayton@nhs.net and copy in CM and MC. 	<p>HF</p> <p>Network</p>
7	<p><i>Hypernatraemic Dehydration – Policies and Protocols</i> JQ confirmed sent email re Hypernatraemic Dehydration – Policies and Protocols but had had no response to her request. JQ confirmed wants to move other clinicians in her area away from the management of this issue as simply being seen as one of a breastfeeding ‘problem’. AC and CL confirmed their areas had just had a weight loss policy passed. CM requested Dudley, Wolverhampton, and City Hospital to ask their Managers if their new policies could be shared with this Network. JQ to revise her policy after BFI Conference.</p>	<p>JQ, CL, AC</p>
8	<p><i>UNICEF UK Baby Friendly review of the Hospital Initiative</i> This will be covered at the December 2010 conference. Please refer to BFI website to read review and new documents relating to changes being implemented.</p>	
9	<p><i>National Breastfeeding Awareness Week 2010:</i> Apologies to BEN re their NBW event not being advertised on the website in time – some events were late going on.</p> <p><i>Activities / Media Report</i></p> <ul style="list-style-type: none"> ☞ Website hits have increased by 120% since 2009 and in increased in June 2010 for NBW. ☞ Estimated attendees for NBW 2009 were 1300 for NBW 2010 were 1663. <p>This information will be forwarded to the Communications team at Department of Health.</p> <p>Network to edit form (circulating in meeting) if any other NBW events need to be added to the current information</p> <ul style="list-style-type: none"> • In 2009 the media coverage was 925,000 readers in printed publications and 142,000 via radio coverage. • In 2010 the coverage was 495,055 • The decrease is explained by a press release from National Team not being released until NBW 2010 and no COI coverage this year. • HOB received BRMB coverage not noted in these figures and will add to circulating information during the meeting. • Despite General Elections press / ‘Purdah’ embargos which have hindered NBW media coverage, the 	<p>CM</p> <p>Network</p> <p>JB</p>

	<p>overall attendees across the WM and its localities have increased. Well done to the whole Network for all their hard work.</p> <p>Fathers Workshop feedback</p> <ul style="list-style-type: none"> • Sandwell shared feedback following the Father's workshop; the men gave feedback of their experiences regarding feeding when women were not in the room. • The HOB's Dad's workshop was positive but found when a father was not resident with mother and baby, fathers cited mothers utilising breastfeeding to keep fathers excluded. <p>Report to be forwarded to CM to share with the Network and Father's Institute.</p> <p>Thanks to Sandwell, HOB, La Leche League and all others involved in these workshops – LH, Father's Groups and FR childcare workers. Wolverhampton had also used their local Art Gallery as Walsall had done in previous years. It was agreed by members that June is a good month for the NBW for next year and will be suggested by CM to the national team. However, the original date in May had generally worked well too.</p>	<p>JB</p> <p>CM</p>
	<p>UNICEF Training Keep checking the BFI website and get added to newsletter mailing list.</p>	<p>ALL</p>
10	<p>Data & Performance</p> <ul style="list-style-type: none"> œ The 6-8 week indicator will cease at the end of the financial year 31/03/11 but the 6-8 week all indicators have been reviewed because of policy direction of new administration. œ Completeness of data at Initiation 98-99% is excellent. œ Completeness of 6-8 week date has been obtained at 90% in all but 1-2 areas as at Qu1 2010-2011 (March-June 2010) which also means data is now very good. œ CM stressed the need for good data to support evidence and reiterated the importance of data processes. œ Network encouraged to maintain good practices. œ CM to re-do a Data and Benchmarking Tool workshop / CPD session with WMPHO Statistician. œ WM not moved on ChiMat mapping of Breastfeeding services – though this may not be a project which is ongoing from ChiMat's point of view anymore œ Importance of good reporting stressed in areas of DH funding monitoring reports so DH can show funding has shown progress in areas. œ Importance of responding to the White Paper 	<p>CM</p>

	<p>Consultation documents was re-iterated.</p> <ul style="list-style-type: none"> ∞ Dudley has completed a report and will be recruiting 2 buddies due to good data recording evidencing ∞ It was mentioned that with a years worth of data, they can be put on the Mosaic system 	
11	<p>WMPCHR (Regional Red Book)</p> <p>Question was raised as to how well the information from the red book was used.</p> <p>(JS) feedback from Health Visitors – there is no checklist for the Primary visit by Midwives.</p> <p>General consensus that there should be a checklist in the red book for Midwives in addition to Health Visitors to help with information sharing at handover of care.</p> <p>AC stated Maternity Unit needs to generate the checklist and Baby Friendly post natal form UNICEF UK completed at day 5.</p> <p>Dudley confirmed they have a checklist on their own BF assessment forms which go out with postnatal notes.</p> <p>Network to look at the Hospital Initiative review on the website.</p> <p>CM to look at proposals and mention issue if not raised in consultation phase. Paul Carter soon to retire so CM to contact him and see if he can move this forward.</p>	<p>Network</p> <p>CM</p>
	<p>Information Sharing & Updates:</p> <ul style="list-style-type: none"> ❖ Good Luck to AC on her sponsored 180 mile cycle for the Best Beginnings Charity. If anyone would like to sponsor Amanda, please contact her directly via Breastfeeding Manifesto Website. ❖ Evaluation Survey – many thanks to those who have completed this survey. The Regional Director of Public Health has received this report. Thanks also to members of the Health Visitors Leads Group who also fed back via the survey. ❖ Experience with travelling families – if anyone has worked exclusively with this group and needs information, contact HW. ❖ The 8th edition of La Leche League book ‘The Womanly Art of Breastfeeding’ has been rewritten and circulating in the meeting. Discussion re: Support Midwives give on the management of breastfeeding ❖ GS of La Leche League has information regarding Cup Feeding – anyone interested please contact her directly. CM requested Midwife Infant feeding leads to review this new Cup / information 	<p>ALL</p> <p>ALL</p> <p>ALL</p> <p>Midwives</p>

12	<p style="text-align: center;"><i>Date and Time of next meeting:</i></p> <p style="text-align: center;">Friday 17 December 2010 10:00 am – 12.15pm</p> <p style="text-align: center;">Room B at the</p> <p style="text-align: center;">West Midlands Public Health Observatory, Birmingham</p> <p style="text-align: center;">Research Park, Vincent Drive, Edgbaston, Birmingham</p> <p style="text-align: center;">B15 2SQ</p> <p style="text-align: center;"><i>CPD Session (1pm - 3.30 / 4.00pm)</i></p> <p style="text-align: center;"><i>Subject: Breastfeeding Data:</i></p> <p style="text-align: center;"><i>Quality data supporting quality services</i></p> <p style="text-align: center;">A BUFFET LUNCH WILL BE PROVIDED AT THE CLOSE OF THE</p> <p style="text-align: center;">MEETING</p>	
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