

Department of Health West Midlands

**West Midlands Regional Infant Feeding Co-ordinators Network
Notes of Meeting Held on Friday 12th March 2010 at 10 a.m.**

Room B at the
West Midlands Public Health Observatory, Birmingham
Research Park, Vincent Drive, Edgbaston, Birmingham
B15 2SQ

Present:

Caroline Mansell	(CM)	DHWM Regional Infant Feeding Co-ordinators (Acting Chair)
Diane Woolliscroft	(DW)	Dudley PCT
Helena Stopes-Roe	(HS)	BWH
Caroline Payne	(CP)	Worcestershire Acute NHS Trust
Penny Turton	(PT)	Worcestershire PCT
Jo Heslop	(JH)	Sandwell PCT
Maria Kidd	(MK)	NHS South Birmingham
Helen Fidgeon	(HF)	Dudley PCT
Caroline Fownes	(CF)	South Birmingham PCT
Suzanne Hayes	(SH)	Sandwell PCT
Chris Lewis	(CL)	Baby Friendly Co-ordinator City Hospital
Sue McKie	(SMc)	Wolverhampton PCT
Pam Cook	(PC)	Birmingham Women's NNU
Jenny Sutherland	(Jenny S)	Dudley Group of Hospitals
Ali White	(AW)	Heartlands Hospital HEFT
Jacqui-Wynn Jones	(JJ)	Shropshire County PCT
Lynn Evans	(LE)	Zone C Children's Centres (Health)
Katy Thompson	(KT)	Mid-Staffs NHS Foundation Trust
Jackie Scott	(JSc)	Good Hope Hosp HOE NHS Trust
Josephine Locke	(JL)	S-O-T PCT Community Health Services
Anita Cartlidge	(AnitaC)	NHS North Staffordshire
Mary MacDonald	(MMac)	Warwickshire PCT
Andrene Alejandro	(AA)	Heartlands Hospital, Heart of England Foundation Trust
Susan Taggart	(ST)	Telford & Wrekin
Lorna Hartwell	(LH)	BfN
Helen Elsoueidi	(HE)	New Cross Maternity
Rebecca Jenkins- Hendy	(RJH)	La Leche League GB
Gill Smith	(GS)	La Leche League GB
Carmen Baskerville	(CB)	Solihull Care Trust
Michelle Cox		Minute Taker

		Action
1	<i>Apologies</i> Apologies were received from Karen Saunders (Chair), Fiona Beckwith, Claire Higgins, Julia Brown, Carolyn Patchell, Sharon Yates, Natalie Winters, Hermione Montgomery, Rachel Andrew, Alison Clayton, Jevant Singh, Sue Aucutt, Cathy McInerney, Alison White, Amanda Costello and Sarah Rock.	
2	<i>Welcome / Introductions</i> CM welcomed the group and stated that after March 2010 there would be more knowledge as to whether secondments for RIFC Co-ordinator and Administrator would be kept in place. CM thanked Michelle Cox for hard work doing Regional Infant Feeding administration since starting post in February.	
3	<i>Notes of Previous Meeting</i> Read and agreed as an accurate record. Apologies relating to last minutes to Helena Stopes – Roe for misspelling of name and to Alison Kent who was omitted in error on the attendance.	
4	<i>Data & Performance</i> CM reiterated for areas who have not met 6-8 week data coverage target, to please ensure that data mapping processes have been reviewed and that missing data is entered by their Performance Managers on the Unify 2 System before 7 May 2010. This means that they can add data to previous quarters in 09/10 to hopefully meet target.	ALL
5	<i>Matters Arising</i> <i>Tongue-Tie</i> The planned Tongue-tie presentation at the SHA (NHSWM) Child Performance Leads meeting due in February 2010 was postponed and rescheduled for 29 March 2010. CM to report tongue-tie mapping information about services in the region to that meeting and will issue reports to RIFCs. If any locality now has a Tongue-tie service or there has been any change in service since completion of templates in August / September 2009 please notify CM.	CM ALL
	<i>Breastfeeding Advocacy Pack</i> Work done on this pack which started two years ago is now largely superceded by Start4Life materials and campaign and the DH/DCSF Commissioning Local Breastfeeding Services Guidance. The group discussed updating the Advocacy pack to align with Start4Life and The Commissioning Guidance. It was felt that the BRAP pack focussing on Infant Feeding and the legislative framework was the main thing missing to link these pieces of work and would compliment Start4Life and the Commissioning Guidance. LH offered to comment on the BRAP pack.	CM to discuss with KS

	<p>Diabetes Research and DiPAG Since Dec 09, an advisory group has been established for this project. This group includes some RIFC group network members plus representation from the Perinatal Institute.</p> <p>In terms of methodology, the scope of this work in Maternity Units is currently to access both diabetic women and staff. Carolyn Roth, who has the service contract for this piece of research, submitted the paperwork for full ethical approval in the last week of February.</p> <p>CM, CL and others in the Advisory group have worked on the questionnaires and letters for the study. However, there was a query from the ethical Approval Committee regarding methodology and access to women, so Carolyn awaits a new date to obtain ethical approval.</p> <p>CM expects IFCs from Maternity Units that have been requesting the research for some time via the RIFC network to get their Heads of Midwifery involved</p> <p>National Breastfeeding Commissioning Guidance AC stated that the use and implementation to the Commissioning Guidance was still a training need for IFCs.</p> <p>CM to ask West Midlands based senior Commissioners if they can run a CPD workshop on this issue.</p>	<p>CM</p> <p>Carolyn Roth</p> <p>ALL Maternity IFCs</p> <p>CM to approach National team and Commissioners</p>
	<p>Healthy Start Regional Roadshow DW reported good photos, publicity and feedback from February's Regional DH Healthy Start Roadshow held in Dudley for the West Midlands.</p> <p>Thanks to Dudley staff who supported the roadshow. Also thanks to Walsall, Sandwell and Telford & Wrekin staff who travelled across on the day. Thanks to the DH Healthy Start team for their support.</p> <p>CM has adapted the Dudley press release for Public Health talk e-bulletin (Regional DH newsletter) to be cascaded via the SHA (NHSWM) Communications Officer to all Trusts in the Midlands. The article also refers to the new Healthy Start resources available on Prolog and the regional support that is available via Catherine Goodridge.</p> <p>Healthy Start Regional Vitamin Uptake Plans All PCT areas Children's Commissioner Leads were requested by the Regional Director of Public Health to submit a Healthy Start Vitamin Uptake action plan for their localities involving all relevant teams. All action plans have now been received (except one which is on its way) by DHWM. Vitamin uptake for women and children in the West Midlands has increased to the best in the country, although it is still fewer than 2% of eligible claimants. HS Vitamin uptake targets are being planned regionally.</p>	

	<p>Start4Life / Change4Life / Start4Life Regional Roadshow West Midlands regional Start4Life Roadshow will be held in Sandwell on 16 March. Thanks to Sandwell staff for hosting this event. CM will also be there on the day.</p> <p>Start4Life Update DH informed CM and other Regional RIFCs that the Start4Life resources including the new introduction to solid foods leaflet are to be reprinted omitting the banana challenge (as per text of the current Start4Life booklet and the new introduction to solid foods leaflet). There has been a concern about “challenging” infants before 6 months. However the signs for readiness for the introduction for solid foods are correct. LH advised not to distribute resources in the interim. AC would like to know how the Group feedback if they are unhappy about the withdrawal and waste of current printed resources prior to the new reprint being available. CM advised to respond to the email circular about Start4Life when she issues it next week.</p>	<p>CM to send a circular next week when available</p> <p>ALL</p>
	<p>DH & UNICEF UK Feedback from National Meetings</p> <ul style="list-style-type: none"> • CM stated that a major strand of work this year for UNICEF UK Baby Friendly Initiative is to commission a University to do a cost benefit analysis on breastfeeding. This was felt to be a priority in the current financial climate to ensure that commissioning intentions and priorities to breastfeeding services are maintained. • CM asked if there had been any updates since the last RIFC and National leads meeting regarding a generic leaflet on bed sharing/SIDs. LH reported there was no update on SIDs publication. Discussions are taking place between DH, UNICEF UK BFI and FSID. • CM reminded the first tranche of 08/09 funded areas to return their monitoring forms before the end of 31 March 2010. Any queries, contact CM. 	<p>All leads from the seven 08/09 funded areas.</p>
	<p>WHO Growth Chart Regional Training 40 WM staff from Acute Trusts came to the DHWM funded WHO UK Growth Charts training delivered by Dr Rob Moy in November 09. Dr Moy is a member of the Royal College of Paediatrics and Child Health WHO UK Growth Charts Steering Group. Dr Moy omitted to handout / collect evaluations for this trainer trainers course. CM has issued the evaluation form via email to all who attended but response has been poor. Those who attended the training and have not yet completed the form, please return at earliest opportunity. CM asked how the Health Visiting Training / Professional</p>	<p>Trainer trainers course attendees</p>

	<p>leads were doing in terms of cascading the training on the use of the WHO UK Growth charts to generic Health Visitor teams. Most Health Visitor IFC Leads agreed that training activities had been going very well.</p> <p>Discussed the gap in knowledge of the WHO UK Growth Charts and raising awareness with other staff teams and peer supporters as there is an expectation that the Health Visiting Leads will train other staff, such as Children's Centres, GPs Peer Supporters and School Nurses. CM asked that is anyone had developed an awareness raising training session for such staff teams who do not plot infant's weight and height to please forward details.</p> <p>All training materials for staff grades that plot infant's weight and height are on the RCPCH website.</p>	<p>Health Visitor IFC leads</p>
	<p><i>Health Visiting Leads Regional Network</i> KS or CM to both attend the WM Children's Health Visiting Clinical Leads meeting. <i>WM Regional Sleep Safe Work:</i> The Group discussed looking at Regional Infant Mortality and Sleep Safe campaigns / Bed sharing and SIDs. It was decided to hold a further meeting and CM is attending a WM Regional Planning meeting on this issue. GS gave CM the most recent La Leche League leaflet covering breastfeeding and bed sharing for reference.</p>	
	<p><i>Child and Maternal Public Health Observatory Mapping (ChiMat)</i> York Public Health Observatory takes the National lead on Child and Maternal informatics. There is a CPD session workshop after this meeting. The intention after the workshop is to start to map West Midlands Regional breastfeeding services for every locality area. This locality mapping will cover:</p> <ul style="list-style-type: none"> • services available in the statutory and voluntary sectors, • staffing levels • funding costs • Breastfeeding data. <p>This will ultimately help women and families find services and commissioners benchmark their services to other areas with similar demographics.</p>	

	<p><i>Cascading New Information to Health Professionals from Infant Feeding Manufacturers</i></p> <p>After requests from local IFC leads and RIFC the DH has met to form a working group to scrutinise claims on new scientific information made by Infant feeding manufacturers. The group met at the end of January and was comprised of DH National and Regional leads, UNICEF UK and Specialist experts. CM is awaiting the outcome of this meeting and future plans.</p>	
	<p><i>Department of Health Funding Allocations</i></p> <p>The 6 new WM areas funded in 09/10 after submitting bids on August 09 were successful in gaining DH additional funding for breastfeeding services. The money was drawn down in Dec 09. Successful areas were Coventry, Dudley, Heart of Birmingham, South Birmingham, Walsall and Wolverhampton. This means that 13 out of 17 WM PCT areas have now received additional funding.</p> <p>Of the 4 remaining areas, Solihull and Telford & Wrekin have been recommended by CM to be offered a DH/DCSF package of support to increase breastfeeding rates. Details to be announced however this will be a non cash support offer.</p>	
	<p><i>Logo and Website for Regional Infant Feeding Co-ordinators Network</i></p> <p>A variety of designers and artists have done drafts of the logo for our network. Other earlier logos were not suitable. CM showed a new design plus the organisational structure chart. CM asked the group to vote on this new design and it was accepted after comments were received.</p> <p>The only issue was that baby was in blue colour which could be interpreted as being gender specific.</p>	<p>CM to liaise with KS and Graphic Designer.</p>
	<p><i>Breastfeeding Fact File</i></p> <p>BEN rep not present.</p> <p>CM noted the need to be up to date with new clinical guidance but did not expect there to be funding next year. PC stated there may be funds from sale of the current fact file. JJ suggested better to do on-line.</p> <p>CM requested PC to find out how much funding had been generated and co-ordinate with Jevant Singh for the group to self publish, especially if the artwork can be found.</p> <p>CM stated Group will need to rewrite the text and forward the exact wording to the original printing company.</p> <p>The “Map of Medicine” from GPs was considered a good idea as an alternative.</p> <p>CM asked group to look and see if any details needed amending and CM could forward any issues to the</p>	<p>PC</p> <p>Group</p> <p>Group</p>

	clinicians and company that own the Map of Medicine.	
	<p>Father's Work</p> <p>The Think Father's Conference is 22 March 2010 at East Midlands Department of Health in Birmingham. CM to attend.</p> <p>CM requested Fathers workers aware of breastfeeding issues to develop ideas to gain men's views. A workshop is planned at National Breastfeeding Awareness Week (Regional event) to generate a way forward.</p>	CM
6	<p>CUBA</p> <p>Dudley had discovered that several CUBA workbooks had gone astray when staff sent them to Coventry University Health Behaviours for marking. They have still not yet been returned and a lot of time has elapsed. CM to query with CUBA. Louise Wallis and Sue Law from Coventry University are meeting today to discuss workbook marking.</p> <p>CM and KS to also query in CUBA evaluation steering group.</p> <p>The CUBA package had been assessed by Baby Friendly under Stage 1 assessment processes since April 09s new BFI Community Standards. The last edition of the CUBA workbook and the new community standards were written at the same time so CUBA workbook needs to be updated in the light of the new community standards. There was however some additional Neonatal information that needs including.</p> <p>CUBA project due to finish in June 10, evaluation report due 6 months later.</p>	<p>CM and KS</p> <p>Group members</p>
7	<p>WHO CODE and Breastfeeding Introduction to Solid Foods Regional Training (Start4Life Programme) – Update</p> <p>The Start4Life Training has had an overwhelming response for the 240 spaces of half day training for Health Professionals. This has been well received by Health Visiting, Peer Supporters and Children's Centres Staff teams who were the target groups. This is the first Start4Life training that has been planned and delivered in England.</p> <p>Alternative ways to cascade training for the future being considered.</p> <p>CM confirmed colleagues from Children's Accident Prevention organisations regarding choking had been incorporated into the Regional Start4Life course and fed up to the National DH team.</p> <p>CM thanked all those hosting events and Michelle Cox for arranging the events. This was a huge task.</p>	<p>Michelle Cox to send notice re 21 April 2010 event.</p>

8	<p>National Breastfeeding Awareness Week 2010: Planning Update</p> <p>2010 Theme: Accessing support. Resources available are: Bags, Wheels for EDD and Age in Weeks calculators, fridge magnets with helpline and new Expressed Breast Milk storage guidance. CM stated no other resources available but stocks still available for older products and advised obtaining if needed whilst in stock. NBW WM event will be held at the Public on 22 March 2010: Sandwell hosting and encouraged neighbouring boroughs to come over to the area. CM to get a flyer arranged with JH and a Graphics Designer. CM urged anyone wanting to do a workshop or have a stand to email her, SH and JH.</p>	<p>CM and JH</p> <p>Group</p>
9	<p>WM Breastfeeding Peer Support Handbook Resources Update</p> <p>WM Regional Peer Support training handbook was also written just before the new community standards and therefore also needs updating. Peer Support Co-ordinators from Dudley and Walsall to update certain information CL mentioned the La Leche League evaluated training pack</p>	<p>CM to circulate</p>
11	<p>West Midlands Personal Child Handheld Records (red book) Revisions</p> <p>Dr Paul Carter, the Regional lead for handheld records stated any edits to go via CM to RIFCs. CM thanked Michelle for collating information. CM thanked group for forwarding all suggestions which have been sent to Dr Carter. New edition will be out in due course. Please encourage the use of the BFI style postnatal checklist / breastfeeding assessment.</p>	
12	<p>Bounty Services</p> <p>The National DH Maternal and Child Nutrition Policy team had a meeting with Bounty last week and CM will feedback when details available.</p>	<p>CM</p>
13	<p>Antenatal Toolkit Pilot</p> <p>Details of the pilot have been circulated. Worcester and Heartlands Acute Trusts have expressed an interest. The pilot depends on the active involvement of the heads of midwifery. The pilot is to offer an alternative resource pack in which to include NHS leaflets, to introduce pregnant families to breastfeeding information and signpost to breastfeeding services.</p>	
14	<p>RIFC Network email addresses</p>	

	Please update contact details on the website and the template circulated.	Michelle Cox
15	<p>Bump to Breastfeeding DVD Supplies There have been issues raised by Local Infant Feeding Co-ordinators regarding ordering and delivering of this resource. There are also requests that this resource is funded by DH in an ongoing way. CM clarified that the funding commitment for the DVD was for the financial years of 08/09 and 09/10 – 600,000 per annum based on the national birth rate were produced. CM to check if there is a commitment to maintain this resource for the financial year 10/11</p>	CM
16	<p>Information Sharing and Any Other Business Heinz is ceasing production of first formula milks (nurture). SACN report – please comment and encourage other clinicians to do likewise. Do not miss the opportunity to influence policy. Deadline is end March 2010. Milk Bank – new guidelines have now been issued from NICE. Networks - Regional Director of Public Health is auditing regional networks. CM said that as a strong network, she is hopeful that the WM Infant Feeding Co-ordinator's Network will remain a structure supported by DHWM. Regional Infant feeding Co-ordinator's Network satisfaction survey – Purdah is currently on (restrictions on printed material and public appearances related to DH) until the general election so unable to issue the survey via email. Please complete a hard copy after the meeting. Survey will be emailed after Purdah lifted. University Hospital North Staffs have changed their policy with effect from 1 March 2010 in relation to access to free formula. The hospital will provide mothers who are not breastfeeding and have no formula with them to one free feed then families are expected to buy their own supplies.</p>	<p>Group</p> <p>Group</p> <p>Michelle</p>
	<p><i>Date and Time of next meeting:</i></p> <p>11 June March 2010 10:00 am Department of Health West Midlands, GOWM, 5 St Philip's Place, Birmingham, B3 2PW Room GA A BUFFET LUNCH WILL BE PROVIDED AT THE CLOSE OF THE MEETING</p>	