

Department of Health West Midlands

West Midlands Regional Infant Feeding Co-ordinators' Group

**Notes of Meeting Held on Friday 4th September 2009 at 10 a.m.
Department of Health Birmingham, 5 St Philips Place, Room GA**

Present:

Carmen Baskerville	(CB)	Solihull Care Trust
Julia Brown	(JB)	Heart of Birmingham tPCT
Amanda Costello	(AC)	Royal Wolverhampton Hospitals Trust
Helen Elsoveidi	(HE)	New Cross Maternity
Lorna Hartwell	(LH)	BfN
Suzanne Hayes	(SH)	Sandwell PCT
Chris Lewis	(CL)	Baby Friendly Co-ordinator City Hospital
Amy Maclean	(AM)	Reaching Out Co-ordinator for NCT
Margaret McGregor	(MM)	North Staffordshire PCT
Cathy McInerney	(CMc)	Breastfeeding Co-ordinator
Tina McKenzie	(TM)	NHS Worcestershire
Caroline Mansell	(CM)	DHWM
Caroline Payne	(CP)	Alexandra Hospital Worcs Acute Trust
Jackie Quick	(JQ)	NHS Herefordshire
Clare Reardon	(CR)	NHS South Birmingham
Sarah Rock	(SR)	Telford & Wrekin PCT
Karen Saunders	(KS)	DHWM (chair)
Jackie Scott	(JSc)	Good Hope Hosp HOE NHS Trust
Gill Smith	(GS)	La Leche League
Jenny Sutherland	(Jenny S)	Dudley Group of HOS
Katy Thompson	(KT)	Mid-Staffs NHS Foundation Trust
Rachel Walker	(RW)	NHS Walsall Community Health
Ali White	(AW)	Heartlands Hospital HEFT
Di Woolliscroft	(DW)	Dudley PCT
Jacqueline Wynn-Jones	(JWJ)	Shropshire County PCT

		Action
1	Apologies	
	Apologies were received from Andrene Alejandro, Sue Aucult, Pam Cooke, Rebecca Jenkins Handy, Josphine Locke, Pat Reynolds, Caroline Roth, Jevant Singh, Penny Turton and Natalie Winter.	
2	Welcome / Introductions	
	KS welcomed the group and thanked them for the excellent attendance levels	

3	<p>Notes of Previous Meeting Agreed as an accurate record.</p>	
4	<p>Investing for Health Maternal & Early Years Pilot (RW) Presentation by Rachel Walker (will be forwarded)</p> <p>CB asked RW to do the presentation at Solihull</p> <p>The group reinforced the need for training for staff so they felt equipped to raise issues around BMI in pregnancy and beyond.</p>	RW
5	<p>Matters Arising</p> <p>CUBA</p> <ul style="list-style-type: none"> • Interviews were taking place • Postage costs were being resolved. • Participants were being recruited. • FB asked to attend the CUBA evaluation steering group as a practitioner representative • CUBA completion date for pilot sites is June 2010 <p>Tongue Tie – Update</p> <ul style="list-style-type: none"> • The proforma to map services in the West Midlands area was developed through this regional network with support from the SHA • The proforma was issued to PCT children’s commissioner leads through the SHA in July 09. • The SHA will forward all responses to date to CM next week and CM will collate responses into a report • A reference to NICE Guidance was included in the covering letter • CM thanked Anita Cartilidge for her support in developing the proforma <p>Regional Breastfeeding Peer Support Pack</p> <ul style="list-style-type: none"> • The resource had been very positively received • If demand is there reprints will be made available <p>Breastfeeding Advocacy Pack</p> <ul style="list-style-type: none"> • Completion imminent • WMPHO are updating the data • National leads will check content <p>Feedback on WELCOM Infant Mortality Conference</p> <ul style="list-style-type: none"> • Information is on the regional website <p>Milk bank at Birmingham Women’s Hospital</p> <ul style="list-style-type: none"> • The service is continuing for the present 	<p>FB</p> <p>CM</p> <p>CM</p> <p>CM</p>

	<ul style="list-style-type: none"> • Question raised Re: future funding • Pam Cook, Birmingham Women’s Hospital to keep group updated. <p>National Breastfeeding Awareness Week</p> <ul style="list-style-type: none"> • The evaluation report from the Central Office for Information (COI) to be sent with minutes • Areas who have not advised on coverage to do so and to be added to COI report • 2010 event to be planned now possibly in Sandwell <p>Diabetes Mapping Project Update</p> <ul style="list-style-type: none"> • Keele University had been awarded the contract led by Carolyn Roth <p>Diabetes In Pregnancy WM Group (DiPAG) – Feedback From RIFCN Representative – C Lewis</p> <ul style="list-style-type: none"> • CL had been to the meeting of the DiPAG leaflet sub-committee. They are developing a suite of regional leaflets from conception through to post natal. CL will advise on any breastfeeding related content on behalf of this group. • There is a possibility that DiPAG may also produce a leaflet on colostrum harvesting which would be timely to coincide with DHWM research. • DiPAG have no additional funding for this leaflet at present. KS asked for costings. • Dates of DiPAG meetings have been shared with Carolyn Roth • CL will liaise with Pat Brydon regarding representation on the group <p>National Breastfeeding Commissioning Guidance</p> <ul style="list-style-type: none"> • Thanks for those from the region who helped with the workshops / development process of this guide • Guidance anticipated <p>West Midlands Infant Feeding Regional Development Programme (to be distributed)</p> <ul style="list-style-type: none"> • Comments from the group required regarding the relevance and feasibility of updating the resource including what other resources are available. 	<p>CL/CM</p> <p>CL</p>
6	<p>Healthy Start & Vitamin D Guidance</p> <ul style="list-style-type: none"> • Regional workshops underway to increase uptake especially of vitamins 	
7	<p>Start 4 Life, Change 4 Life – Communications</p> <ul style="list-style-type: none"> • Group to comment on the visuals • Group to use Change 4 Life and sub brands locally (see website and regular updates from DHWM) 	<p>Group</p>

8	<p>DH & UNICEF UK Feedback from National Meetings</p> <ul style="list-style-type: none"> • Julie Smee officer at UNICEF is now the regional link • Further work required on clinical competency; GP training; resources and paediatric/neonatal information • An enhanced audit course was available 	
9	<p>WHO CODE & Breastfeeding Friendly Settings including Schools</p> <ul style="list-style-type: none"> • Schools settings. The Warwickshire Training pack covering primary and secondary curricula has been passed to Fran Pool and Mary MacDonald to lead on this for updating. CM to discuss at the national leads meeting for more guidance on the options on developing schools resource packs. This piece of work also links into the planned WHO Code and Baby friendly Settings work. The new Enhanced Healthy Schools model could be used as a lever to introduce breastfeeding friendly settings into schools. 	CM
10	<p>Health Visitor Leads Regional network</p> <ul style="list-style-type: none"> • CM is now a regular member of this group. • The HV leads have requested information and training for their teams on WHO Code environments and the Introduction of Solid Foods 	CM
11	<p>Cascading New Information to Health Professionals from Infant Feeding Manufacturers</p> <ul style="list-style-type: none"> • More detailed guidance and support is required for infant feeding co-ordinators on this. • CM to raise with national team • Adverse experiences at local level to be reported to KS 	CM
12	<p>Department of Health Additional Funding Allocations</p> <ul style="list-style-type: none"> • Six more areas had been given the opportunity to bid for additional funds. Six bids have been submitted from the following PCT areas: <ul style="list-style-type: none"> ➤ Coventry ➤ Dudley ➤ Heart of Birmingham ➤ Walsall ➤ Wolverhampton ➤ South Birmingham <p>Results awaited.</p>	

13	<p>Fathers</p> <ul style="list-style-type: none"> • More work needed on father's and breastfeeding. • The HV Leads and Children's Centre Leads Network had requested this. <p>Need a scoping of what resources exist and what more is needed.</p>	CM
14	<p>Date and Time of next meeting: Friday 4th December 2009 10:00 am</p> <p>West Midlands Public Health Observatory Birmingham Research Park 97 Vincent Drive Edgbaston Birmingham B15 2SQ</p>	