

Department of Health West Midlands

West Midlands Regional Infant Feeding Co-ordinators Network

Notes of Meeting Held on Friday 4th December 2009 at 10 a.m.

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

Present:

Jackie Quick	(JQ)	NHS Herefordshire
Caroline Mansell	(CM)	DHWM
Di Woolliscroft	(DW)	Dudley PCT
Helena Stopesroe	(HS)	BWH
Natalie Winters	(NW)	South Staffs PCT
Caroline Payne	(CP)	Alexandra Hospital Worcs Acute Trust
Penny Turton	(PT)	Worcestershire PCT
Cathy McInerney	(CMc)	Breastfeeding Co-ordinator
Isobelle Karimov	(IK)	Heart of Birmingham tPCT
Karen Saunders	(KS)	DHWM Chair
Katy Thompson	(KT)	Mid-Staffs NHS Foundation Trust
Josephine Locke	(JL)	Stoke on Trent Community Health Services
Anita Cartlidge	(AnitaC)	NHS North Staffordshire
Amanda Costello	(AC)	Royal Wolverhampton Hospitals Trust
Gill Smith	(GS)	La Leche League
Helen Elsoveidi	(HE)	New Cross Maternity
Jackie Scott	(JSc)	Good Hope Hosp HOE NHS Trust
Ali White	(AW)	Heartlands Hospital HEFT
Jenny Sutherland	(Jenny S)	Dudley Group of HOS
Pam Cook	(PC)	Birmingham Women's NNU
Suzanne Hayes	(SH)	Sandwell PCT
Andrene Alejandro	(AA)	Heartlands Hospital / BEN PCT
Chris Lewis	(CL)	Baby Friendly Co-ordinator City Hospital
Amy Maclean	(AM)	Reaching Out Co-ordinator for NCT
Carolyn Patchell	(CP)	Birmingham Children's Hospital
Hermione Montgomery	(HM)	Birmingham Children's Hospital NHS Foundation Trust
Lorna Hartwell	(LH)	BfN
Carol Williams	(CW)	Infant feeding Consortium
Joanne Heslop	(JH)	Sandwell PCT
Joanna Overend	(JO)	Sandwell PCT
Sian Tipper	(ST)	Sandwell PCT
Mary McDonald	(MD)	Warwickshire PCT

		Action
1	<i>Apologies</i>	
	Apologies were received from Helena Wood, Jacqui Wynn - Jones, Julia Brown, Fiona Beckwith, Rebecca Jenkins - Handy, Jewant Singh, Sue Aucult, Mary Mac, Anita C and Rebekah Wells (Admin).	
2	<i>Welcome / Introductions</i>	
	KS welcomed newcomers to the group, in particular new locality Infant Feeding Coordinators and Birmingham Children's Hospital NHS Foundation Trust as the Children's Hospital has not been in this regional network before.	
3	<i>Notes of Previous Meeting</i>	
	Read and agreed as an accurate record. Thanks to Mary for taking the minutes of this meeting.	
4	<i>Healthy Start: Communications Consultation</i>	
	<p>Guest Presenter Rachel Allen from the National Healthy Start Teams and her colleague from the DH Communications company gave presentations on the re-launch and refresh of the Healthy Start Campaign, the scheme generally and Vitamins.</p> <p>Healthy start National relaunch has been planned over the past 6 months and plans are going well.</p> <p>Feedback from the group was that:</p> <ul style="list-style-type: none"> • The User Guide only mentions formula milk once, to try to de-emphasise it within the scheme publicity. • On the new resources, it was suggested a visual message 'Breastfeeding women' be included. CM asked it was possible to add a breastfeeding woman to be put on everything associated e.g. Breastfeeding woman with a toddler and also feeding a baby. • There was a discussion about the alignment of 'Start for Life', 'Change for Life', and 'Healthy Start'. More alignment was needed in future. • Case studies of things that are working well should be sent to national Healthy Start via their website or via www.healthystart.nhs.uk. • Distribution issues will be looked at alongside the promotion of Healthy Start and messages should be aligned with the Vitamin D leaflet and Start4Life materials. • Contact Rachel Allen at 'Healthy Start' national team if there are any problems with orders for Prolog distributed resources. 	<p>CM</p> <p>All</p>

	<p><i>Healthy Start Regional Plans</i></p> <p>Regionally the Regional Director of Public Health has asked for action plans by Jan 2010 to urgently increase Vitamin supplementation rates in localities and promote the scheme generally.</p> <p>All 17 WM PCT area Public Health Departments have already received letters outlining the requirements within their Healthy Start action plans. There is a requirement for each areas plan to be submitted to the Regional Director of Public Health by strategic leads by the end of January 2010.</p> <p>The last of the current series of DHWM led seminars on Healthy Start regional planning with localities will take place at Government Office West Midlands on 12th Feb 2010, 9:30-1:30pm. All areas have been asked to send representation from their Public Health Children's Commissioner leads plus Midwifery, Health Visiting and Children's Centre Service Leads.</p> <p>All areas are expected to claim for Healthy Start vitamins and drops, which not all areas are currently doing. Once all WM areas are claiming, DHWM / WMPHO and NHSWM are looking at regional performance management of the Healthy Start schemes.</p> <p>Healthy Start Vitamin update local action plans should identify Children's Centres as an excellent source of vitamin distribution and promotion of the scheme.</p>	
5	<p>Start4Life</p> <p>The Start4Life website went live last week for Professionals in the first instance, so that they are aware of the scheme prior to the public launch. Please could all members and their staff teams become a supporter.</p> <p>www.nhs.uk/start4life</p> <p>A Leaflet is available on the DH (Prolog orderline) website 50 max. A PDF of the leaflet is also available on the website.</p> <p>Jan 2010 consumer campaign – watch the website and in magazines and in the media for news items and information. CM to ask DH orderline (prolog) to increase availability.</p> <p>The Start4Life campaign lacks the corporate sponsors of the Change4Life Campaign, so it relies on NHS and other staff to roll it out effectively and make the scheme successful. National and Regional DH leads have argued strongly against potential sponsors of the Start4Life scheme who are not fully compliant with the WHO Code of the Marketing of Breast Milk Substitutes, so the scheme needs your involvement.</p>	<p>All</p> <p>CM</p>

6	<p>Matters Arising</p> <p>CUBA There is an Evaluation Steering group on the 9/12/09 The steering group have asked if any of the project leads would like to do a presentation of their experience in the project at the UNICEF UK BFI Conference in 2010. The project leads present wondered if the evidence would be ready in time. CM to discuss at the steering group next week and work up a presentation request proposal, as necessary.</p> <p>Tongue Tie</p> <ul style="list-style-type: none"> • Shropshire's response still awaited. Three quarters of West Midlands do commission Tongue-tie services. • CM will attend an SHA led (NHSWM) West Midlands commissioner's meeting in Jan 2010 to give a report on the WM's PCT's position on Tongue Tie services. CM will facilitate links between paediatricians who are offering a service and those who are not and explore the possibility of some work on this. <p>Breastfeeding Advocacy Pack</p> <ul style="list-style-type: none"> • Regionalised data still to be incorporated into the pack. <p>ChiMat (National Child and Maternal Public Health) Observatory:</p> <ul style="list-style-type: none"> • A National breastfeeding service mapping is in process: London and North East have been leading on this development. West Midlands needs to look at undertaking this process. <p>WHO Code and Introduction to Solids Training Start4Life:</p> <ul style="list-style-type: none"> • The Breastfeeding Network has secured the regional contract for delivery of this training. • The training will be piloted after this meeting as part of the regional infant feeding coordinators network CPD sessions. • 240 regional half day training sessions will be available. <p>National DH funded breastfeeding helpline:</p> <ul style="list-style-type: none"> • Generally a very good response and numbers of calls are increasing. • Maintain the help line's profile and update by advertising its use. <p>National Breastfeeding Awareness Week 2010</p> <ul style="list-style-type: none"> • There will be an additional Regional Infant Feeding Coordinators meeting to look at Breastfeeding awareness week. Dates to be confirmed. All welcome to contribute. 	<p>CM</p> <p>CM</p> <p>CM</p> <p>CM</p> <p>CM</p> <p>CM</p> <p>All</p> <p>CM</p>
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	<ul style="list-style-type: none"> • A template will be created again this year on our Regional website to post information of Regional events and WM localities events. <p>Diabetes Research</p> <ul style="list-style-type: none"> • The Maternity units will be told in the New Year about the research. • The Research Ethics Committee process for access to staff and service users is in progression. • Chris L and Amanda C will be invited to be on the project planning group to represent this Network. 	<p>CM / All</p> <p>CM</p>
7	<p>DH & UNICEF UK Feedback from National Meetings</p> <ul style="list-style-type: none"> • CM is attending the UNICEF UK/DH coordinators meeting on 18/1/10 with the other Regional Infant Feeding Coordinators (RIFCs). • DH swine flu guidelines: there was no mention of Breastfeeding. • The generic leaflet on bed sharing needs to be revamped. UNICEF UK BFI are in discussion with FSID and DH regarding a combined leaflet. <p>National DH Child and Maternal Nutrition Policy Team</p> <ul style="list-style-type: none"> • Regional Infant feeding Co-ordinators Network meeting in London with the national team – meets quarterly. • Regional Start4Life road shows are being organised for March 2010. <p>West Midlands Regional Health Visiting Leads Meeting:</p> <ul style="list-style-type: none"> • CM/KS attend. • Topics they have requested involvement on are: <ul style="list-style-type: none"> - Baby led introduction to solid foods. - Fathers and extended families supporting breastfeeding – we have asked if this can be the National Breastfeeding week 2010 theme. - WHO growth chart awareness sessions to incorporate Health Professionals, GPs and Children’s Centre staff. 	<p>CM</p> <p>CM</p> <p>CM / KS</p>
8	<p>WHO CODE & Breastfeeding Friendly Settings including Schools</p> <ul style="list-style-type: none"> • The network needs to establish best practice in relation to the WHO code. 	<p>CM</p>
9	<p>Cascading New Information to Health Professionals from Infant Feeding Manufacturers</p> <p>At the last meeting Infant Feeding Coordinators required more detailed guidance for infant feeding co-ordinators who are having to analyse research information supplied by the Infant Feeding Manufacturer representatives they meet under their</p>	<p>CM</p>

	Trust's Baby Friendly breastfeeding Policies. LH reported that DH is now looking nationally at formula milk information dissemination to health professionals.	LH
10	<p>Department of Health Additional Funding Allocations</p> <ul style="list-style-type: none"> All 6 WM areas funded in the 2nd round of funding. Newly selected areas – 1st reporting deadline will be June 2010. Reporting is six monthly The first tranche of PCT areas reported on 1st Sept 09 and will be due to report again in March 2010. The template has been slightly adjusted since the first round of reporting in September 09 i.e. it no longer includes an update section for Universities – as other government departments can report on their progress. The template will be available on word and on a spreadsheet. 	CM to issue new reporting templates to relevant leads
11	<p>Website and Logo</p> <ul style="list-style-type: none"> Other designs will be offered to the group to agree at the next meeting. There had been 50,000 hits (plus 16,000 redirected from other DH WM sites) between August 2008 and August 2009. The website links into other areas of DHWM work and national sites, such as Start4Life. 	
12	<p>Data and Performance</p> <ul style="list-style-type: none"> CM reminded everyone again to make sure that their PCTs return complete data to the SHA (NHSWM) for their 6-8 week breastfeeding coverage target. If PCT's have not already undertaken a process mapping exercise for their organisation and fully implemented remedial plans they will likely continue to fail this performance indicator. Leads should contact CM and Ann Perry Performance manger at NHS WM for advice. There was generally a very good response to the data analysis CPD session, which we may repeat in the future. <p>Investing for Health KPI on Infant Perinatal Mortality:</p> <ul style="list-style-type: none"> KS went over this data and identified missing data for Hereford which did not reconcile with local understanding. 	<p>All</p> <p>JQ to investigate</p>

Date and Time of next meeting:

Friday 12th March 2010 10:00 am

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

**A BUFFET LUNCH WILL BE PROVIDED AT THE
CLOSE OF THE MEETING**

CPD Workshop after the meeting:

The National Public Health Observatory for Child and Maternal
Health (ChiMat): Regional Breastfeeding Services Mapping

Target Audience: Infant Feeding Coordinators / locality
Breastfeeding leads

Commencing 1.00 pm – Finishing at 3.00 pm

Guest speakers: *Stacey Croft, WMPHO, Data Informatics
Specialist for Children and Maternal data.*

Participants will gain 3 CPD credits.

To book a place please contact Michelle Cox on
michelle.a.cox@walsall.nhs.uk