

Department of Health West Midlands

West Midlands Infant Feeding Co-ordinators Network

Notes of Meeting Held

on Friday 11th March 2011 at 10 a.m.

**Room B, West Midlands Public Health Observatory, Birmingham
University Business Park**

Present:

Karen Saunders	(KS)	Senior Public Health Manager, DH and Chair
Andrene Alejandro	(AA)	Heart of England Trust
Carmen Baskerville	(CB)	Solihull Care Trust
Anita Cartlidge	(ACart)	North Staffs PCT
Alison Clayton	(AClay)	South Warwickshire /HEFT
Pam Cook	(PC)	Birmingham Women's Hospital
Amanda Costello	(AC)	New Cross Wolverhampton
Helen Fidgeon	(HF)	Dudley PCT
Lorna Hartwell	(LH)	BFN / Department of Health
Suzanne Hayes	(SH)	Sandwell PCT
Pippa Headon	(PH)	New Cross Wolverhampton
Janet Kent	(JK)	HEFT
Maria Kidd	(MK)	NHS South Birmingham
Chris Lewis	(CL)	City Hospital
Josephine Locke	(JL)	S-O-T Community Health Services
Mary MacDonald	(MMac)	NHS Warwickshire
Caroline Mansell	(CM)	WM Infant Feeding Co-ordinator
Jo Marshall	(JM)	Burton Hospital NHS Trust
Caroline Payne	(CP)	Worcestershire Acute NHS Trust
Floreth Reynolds	(FR)	Greets Green Children's Centre
Sarah Rock	(SR)	NHS Telford and Wrekin
Jewant Singh	(JS)	NHS BEN
Jackie Scott	(JSc)	Good Hope HOEFT
Gill Smith	(GS)	La Leche League
Helena Stopes-Roe	(HS)	Birmingham Women's Hospital
Penny Turton	(PT)	NHS Worcestershire Acute Trust
Michelle Cox	(MC)	Minute Taker

		Action
1	Apologies	
	Apologies were received from Rachel Andrew, Rebecca Jenkins-Handy, Claire Higgins, Sharon King, Lindsey Perry, Frances Ramsden, Jenny Sutherland, Katy Thompson, Hilary Williams and Diane Wooliscroft.	
	<p>Welcome/Introductions</p> <p>KS welcomed the group and new members and introductions were made. As this was her last meeting as Chair, she thanked the Group for their support, efforts and achievements over recent years. She encouraged them to continue meeting in the future under local leadership. She thanked Caroline Mansell particularly for her contribution and wished everyone continued success moving forward.</p> <p>KS would advise the group of key national contacts for future reference.</p>	KS
2	<p>Notes of Previous Meeting</p> <p>Read and agreed as an accurate record with the following exceptions:-</p> <ul style="list-style-type: none"> ▪ Amanda Costello's apologies were not noted relating to the last meeting. ▪ Regarding the Antenatal Toolkit Project Update: due to the administration change, this project was on hold however, <u>part of it</u> (and not all of it- as stated in the last minutes) has turned into the new breastfeeding care pathways work. 	
3	<p>Matters Arising</p> <p>Diabetes Research and DiPAG – Update</p> <p>A CPD session topic was to be held after the meeting. A draft report has gone to the DiPAG. The full report was due out for the end of the financial year and ideas for promoting the report should be agreed by the group.</p>	
	<p>Healthy Start –Update</p> <p>Multilingual & Health Professional resources are no longer being printed. Frozen fruit and vegetables have been accepted into the scheme. The full scheme evaluation undertaken by York University is due to report at the end of March 11.</p> <p>West Midlands has increased uptake of Healthy Start Vitamins but more progress is needed. Lots of work has taken place to</p>	

	<p>improve figures from local baselines towards the end of year 10/11 WM target of 10% increase for each locality. This is still a stretching target so there is a need to keep up all efforts to improve uptake. Some areas still not claiming as at Q3 2010/11– so DH cannot see any improvement in those areas due to lack of data. All localities must claim and where this is not happening DH are asking why.</p> <p>KS will continue to keep the group updated on performance and share quarterly data. She will also lead a stock take with local areas to drive up performance and check progress.</p> <p>Increased number of vitamins to Children’s Centres and Pharmacies are helping to increase uptake generally.</p> <p>Point of Sale promotion KITs are still available – order now from DH/Prolog as these will not be re printed.</p> <p>Telford and Wrekin work with Asda and till rolls advertising of vitamins scheme: as agreed KS has heard back from national lead on this and the line is it is a good idea and up to local areas to take forward with their local retailers.</p> <p>Telford and Wrekin used to link staff to the Healthy Start CPD e-learning module – however they have noticed it has been taken off the web. This e-learning session was useful for generic staff. It was requested that the website could monitor which staff have completed this training so that localities could see which staff have completed the module.</p>	<p>KS</p> <p>ALL</p>
	<p><i>Start4Life/Change4Life Update</i></p> <p>Start4Life</p> <p>Off to the Best Start leaflet is out again now. Bottle feeding leaflet has been renewed and is out again. Use of materials now to be carefully monitored-DH wants feedback on how they are used.</p> <p>Introduction to solid foods leaflet– out from 28th February, but back orders will be dealt with first. Call DH Orderline/Prolog if not sure if you have a back order.</p> <p>Thanks to the DH central infant feeding leads team now re-named as ‘Nutrition Schemes and Maternal Infant Feeding Team’ for their hard work on these resources as they were at risk.</p> <p>Birth to Five publications and the Pregnancy Book will cease at the end of March 2011 however will be available on PDF.</p> <p>Helen Bedford who helps support this publication and the national child health records (red book) has been informed.</p>	

	<p>Change4Life</p> <p>Nationally a new 3 year strategy will be out May / June 2011 to accompany the new the obesity document. The responsibility deal is currently being discussed but a main concern for infant feeding is any non compliance with the WHO Code for the Marketing of Breast-Milk substitutes.</p> <p>The national team are looking for local peer reviewers to read the strategy as it is being developed. The Start4Life component of this document particular interest to members.</p> <p>Any volunteers should come forward to ensure it suits needs of this network and provides assurance for our topic area. This offer of consultation is from DH national team to engage in local areas. All to contact KS if interested.</p> <p>Please note: Start4Life and Change4Life are still be kept separate due to sponsorship and are run differently. If any of the group has concerns, voice them.</p>	<p>ALL</p> <p>ALL</p>
	<p><i>CUBA Update</i></p> <p>The draft report had been received and local participating areas should comment ASAP. DH and the SHA have commented.</p> <p>The group should organise a CPD session on this when finalised and agree dissemination.</p>	<p>ALL KS/CM</p>
<p>3</p>	<p><i>Public Health White Paper and Consultation</i></p> <p>The consultation closes on 31 March 2011. Local areas were encouraged to respond on breastfeeding. A response on behalf of the group was sent particularly emphasising the need for breastfeeding to be a PH outcome.</p>	<p>ALL/CM</p>
<p>4</p>	<p><i>Feedback from National Meetings</i></p> <p>Lorna Hartwell's and Phyll Buchanan's post as National Best Practice Infant Feeding Advisor role will finish at end of March 2011. The group thanked them for their support.</p> <p><u>Continuing Roles:-</u></p> <p>Jessamine Matheson (who heads up the team and whose role also involves nursery milk, Healthy Start and infant feeding), Parminder Nijjar and Conrad Ryan from the 31st March when Lorna and Phyll leave post make –up the renamed Team 'Nutrition Schemes and Maternal Infant Feeding'. Sheila Reddy (previous lead) is in Nutrition Science Dept.</p>	

	<p>Food Standards Agency is still functioning as part of DH. NHS Choices now has breastfeeding pages incorporated into it instead of the separate NHS breastfeeding website.</p> <p>East Midlands Infant Feeding Coordinator, Emma Atkinson as she is the only RIFC to stay in post until beginning of Nov 11. She has offered to e-mail our network anything of interest whilst she is still in post</p> <p>Responsibility Deal: pledges have been published so check the DH website.</p>	<p>KS</p> <p>ALL</p>
5	<p><i>Department of Health Funding Allocations and Grant Monitoring</i></p> <p>CM thanked the group for completing returns which had informed legacy work done by DH. Feedback from the national team on the use of and outcomes achieved by West Midlands should be sought from DH.</p>	CM
6	<p><i>Supporting breastfeeding in a Variety of Settings</i></p> <ul style="list-style-type: none"> ▪ <i>Workforce/private companies/Children's Centres/NHS</i> <p>Parminder Nijjar is looking at which best practice companies are supporting Breastfeeding (Nov/ Dec). All to send any good case studies to National Team</p> <ul style="list-style-type: none"> ▪ <i>Higher Education Institutions</i> <p>Hilary Williams attended a meeting in January on behalf of the WMIFC Network/Strategic Infant Feeding lead for Wolverhampton organised by 'Learning for Public Health' Group. The meeting focussed on Higher Education Institutions and our input was requested to discuss that WM Universities progress more quickly towards Baby Friendly Initiative for Midwifery and Health Visiting Courses.</p> <p>It was agreed that more collaborative working across HEIs would help with capacity and sustainability. The group should look at this together.</p>	<p>ALL</p> <p>ALL</p>

<p>7</p>	<p><i>Breastfeeding Introduction to Solid Foods Training (Start4Life Programme) – Update and Progression</i></p> <p>CM is compiling a training pack with LH and Carol Williams (currently the London regional Infant feeding Coordinator) following on from the meeting on 13th January 2011. CM has sent out copies of work so far to those who attended the workshop.</p> <p>Carol Williams has also been working on a trainer pack for the Greater London and South Central areas and we are trying to merge our WM work into the same pack. This could then go national re any future work / national recommendations for this topic area.</p> <p>At present Carol Williams is editing our ‘evidence base/scientific content’ and will circulate the final pack to our network when it is ready. The WM work will be acknowledged.</p> <p>Regarding the adverse publicity in January and confusion about policy direction on the Introduction to Solid Foods: the DH concurs with the current Scientific Advisory Committee on Nutrition (SACN) position - a newly updated SACN report will be out shortly and it is unlikely that the current SACN position will change.</p> <p>The current British Dietetic Association Specialist Paediatric Group position statement (which differs from SACN and DH position) is due to be reviewed in May 11.</p> <p>If staff have queries on behalf of families, or are have local issues refer to the SACN site for guidance. (Note: all disciplines including dieticians are represented on SACN so this advice should cross-cut disciplinary differences).</p>	<p>CM</p>
<p>8</p>	<p><i>Peer Supporters in hospital / community settings – Competencies –update and progression</i></p> <p>Birmingham Hospital and Community Colleagues have been working on this since November. CM has helped edit some of the drafts.</p> <p>This is now at final draft stage and will be issued shortly and shared nationally.</p> <p>The WM HV Clinical Leads Meeting is going to continue meeting. With support from some members of the WMIFC Network they have produced a Band 5 nurses within Health Visitor teams competency framework. CM has discussed with Sue Hatton, NHSWM Deanery lead for Health Visiting about forwarding this piece of work to the national team as the Health Minister is interested in progression routes into Health Visiting as a career. CM to forward final version to DH.</p> <p>It was noted by WMIFC Network members Nursery Nurses lack a competency framework. CM thought this may be looked</p>	<p>CM</p> <p>CM</p>

	<p>at next by the WM HV Clinical Leads Group. BEN to check if their area are working on one and forward any information to CM.</p>	
<p>9</p>	<p><i>The Future of WM IFC Network and website</i></p> <p>CM contract ends 31 March 2011. A volunteer was requested for chairing future meetings. KS offered to attend and update the group if required. The network can utilise GOWM building for at least the next meeting – 10th June 2011</p> <p>The network should maintain the website which will remain hosted until March 2012 by WMPHO. Steven Hales from WMPHO will manage postings/uploads to the website in the short term however a longer term more sustainable approach would need to be agreed by the group. Steve will put documents onto the website only if you are a current, named Infant Feeding Coordinator lead on the ‘Your Coordinators’ page of www.infantfeedingwm.org.uk</p> <p>Instructions for Posting on our infant feeding WM website for 2011/12:</p> <ul style="list-style-type: none"> • If you move on as infant feeding co-ordinator or you would like to add a new colleague to the local lists of ‘your coordinators’ you will have to contact Steve to get their details uploaded to the site, otherwise they won’t be recognised as legitimate. (They may be a formula company sales person for all Steve can tell so we need this safeguard in place). Please also advise Julie Davis (julie.davis@dh.gsi.gov.uk). • Screen all documents for BFI standards and WHO Code of the marketing of Breast Milk substitute’s compliance point of view. • No personal addresses/details contained on any content of any uploaded documents – confidentiality from an NHS governance point of view must be complied with. • All images/photos of staff and the public need signed for ‘model release forms /permission forms’ from the NHS or the organisation wanting the information uploaded (e.g. Children’s Centre or Voluntary sector) • Downloaded images from the internet: Check you have permission/licence to use any images. <p>CPD sessions would continue to be organised by the group and under the auspices of Learning for Health Public if appropriate.</p>	<p>ALL</p> <p>KS/ALL</p>

	<p>The group thanked KS for chairing meetings and spearheading the group as a real champion for breastfeeding</p> <p>Thanks also given to Lorna Hartwell, National Lead, Michelle Cox and previous admin colleagues for their efficient work in running meetings and CM for all her hard work and commitment.</p> <p>All to update contact distribution lists circulating in meeting as information will be forwarded to Julie Davis and Conrad Ryan, plus East Midlands Infant Feeding Coordinator at end of March 2011.</p>	
10	<p><i>Breastfeeding Awareness week commencing 19th June, 2011</i></p> <p>CM has had a message this week that DH not co-ordinating NBW this year as no central funding or resources available. NBW will be locally led. All to notify Parminder Nijjar of NBW dates and themes for local activities. CM to respond to this situation on behalf of the Network.</p> <p>World Alliance for Breastfeeding Action Website (WABA) – for August World Breastfeeding Week - have suggested a theme of intergenerational work and mobilising youth. They have suggested doing quilts and see how many square metres are made if everyone across the world joined up what they produced. Has an activity pack and logos to use locally, but this would not help for NB Week in June. CM said she still thought the England NBW could be aligned with the World Breastfeeding Week despite summer holidays and consolidate efforts into one event annually.</p> <p>Walsall event will be at New Art Gallery on Tuesday 21st March 2011. Neighbouring boroughs to let each other know plans so don't clash days. Use our website to advertise events.</p> <p>Stoke Born and Breast Fed recent campaign on buses and local press www.born'n'breastfed.com You may be able to adapt this publicity locally – speak to Josephine Locke.</p>	<p>ALL</p> <p>CM</p>
11	<p><i>Data & Performance</i></p> <p>Breastfeeding Initiation plans should have been set between providers and commissioners locally and added to local service contracts. If you are a Midwifery Infant feeding lead or the Infant Feeding lead for a borough and don't know what has been agreed, check now with your commissioners.</p> <p>Changes to maternity data sets (through NHS Informatics Centre) Heads of Midwifery have been consulted and alerted to any imminent changes in data sets.</p>	

If data sets changed then contracts may need to be amended locally

6-8 week prevalence rates are being nationally and regionally reported on and performance managed again for 2011/12.

Mick Mather Performance Manager at NHSWM issued the following responses to WM localities on their initial submissions after consultation with DHWM [CM]

2011/12 (next financial year's) 6-8 Week Plans/targets

BEN	No Comment	Adequate Plan
Coventry	Flat	Revise up
Dudley	High	Revise down
HOB	Low	Revise up
Hereford	No Comment	Adequate Plan
North Staffordshire	High	Revise down
Sandwell	Flat	Readjust via staging plan across year
Shropshire	No Comment	Adequate Plan
Solihull	No Comment	Adequate Plan
South Birmingham	No Comment	Adequate Plan
South Staffordshire	No Comment	Adequate Plan
Stoke-on-Trent	No Comment	Adequate Plan
Telford and Wrekin	Slightly Low	Revise up
Walsall	High	Revise down
Warwickshire	Slightly High	Revise down
Wolverhampton	No Challenge	Adequate Plan
Worcestershire	Slightly High/flat	Revise/stage plan across the year

All to notify Unify2 via Lesley Cable at the SHA regarding any adjustments, Locality Performance Managers have to upload any re-adjusted data by 15th March 2011.

ALL

CM to speak to Mick Mathers regarding North Staffs and check what has been submitted on Unify 2.

CM

CM to check data coverage and prevalence annual refresh deadlines and also Qu4 data deadline with DH/NHSWM and share with the network

CM

Conrad Ryan national data lead for breastfeeding needs to keep in touch with network members in future. Any information in future coming from him is important and may need action.

ALL

11	<p>Information Sharing & Updates: Information sharing</p> <p>CQUINS: there remain issues with providers not knowing what is going on.</p> <p>CQUIN contact for any queries is: Andrew.Gill@westmidlands.nhs.uk</p> <p>CM to email out Tongue Tie information and alert national team to recommendations</p>	<p>ALL</p> <p>CM</p>
12	<p>Date and Time of next meeting:</p> <p>All England Breastfeeding Group/Infant feeding Specialists Group meeting</p> <p>Venue: Birmingham GOWM, 5, St Phillips Place, off Colmore Row/Snow Hill</p> <p>Date/Time: Wednesday 6th April 2011, 11-4pm</p> <p>NOTE: THIS MEETING IS DISTINCT FROM OUR WMIFC Network MEETINGS.</p> <p>CM to get agenda/details from chairperson - Carol Walton and circulate via MC</p> <p>If anyone would like to hold a CPD session on an infant feeding topic on the 6th April let Jevant know if you are interested and she will let the Chair person Carol Walton know.</p> <p>WMIFC Network next Meeting:</p> <p>10:00am-12:15pm Friday June 10th 2011 at GOWM. Michelle Jones, Lead Cleft Nurse Specialist, Birmingham Children's Hospital to hold CPD between 1-2:30/3:00pm after the meeting – see CPD flyer for full details.</p> <p>Celebration meal/social to celebrate the work done over the past few years by the WMIFC Network to take place on Friday 6th May 2011 at Chez Jules, 5a Ethel Street, New Street, Birmingham B2 4BG for more information: DINNER MENU Chez Jules</p> <p>Email MC if you can attend (£5 per person deposit non refundable will be paid in advance for 20 people by CM so those attending will pay this to CM directly on the evening - but if a deposit is paid and you can't attend you can swap for another person on the night if someone can take your place).</p>	<p>CM/MC</p> <p>ALL</p> <p>MC/CM</p> <p>All Welcome</p>