

West Midlands Infant Feeding Co-ordinators Network

Friday 10th June

10.00 – 12.15

Room GA, Government Office West Midlands, Department of Health West Midlands,
5 St Philips Place, Birmingham B3 2PW

MINUTES

Attending:

Sarah Rock (Chair), Maria Kidd, Lindsey Perry, Gill Smith, Jackie Scott, Helena Stopes-Roe, Pauline Evans, Jo Marshall, Caroline Payne, Hilary Williams, Diana West, Amanda Costello, Anita Cartlidge, Sara Ward, Sandra Umataliev, Pam Cook, Andrene Alejandro, Julia Brown, Helen Fidgeon, Mary Macdonald

1	<p>Welcome / Introductions</p> <p>Apologies received from: Josephine Locke, Jewant Singh, Jenny Sutherland, Rebecca Jenkins-Handy, Philippa Pearson-Glaze, Chris Lewis, Sharon Yates, Karen Shorthose, Sue Anatt, Samantha Smith</p>
2	<p>Sarah Rock explained that the group no longer had admin support and that she would be chairing in a voluntary capacity with the support of her PCT.</p> <p>Updating of circulation list to be reviewed at each meeting.</p> <p>Congratulations to Caroline on the birth of her baby.</p>
3	<p>Notes of previous meeting Agreed as correct.</p>
4	<p>Matters arising <u>CPD</u>: this afternoon.</p> <p><u>CUBA</u>: Sarah will circulate report via website discussion on report. Concerned that articles had been written for CPHVA & midwives without the commissioners being aware. Second of 3 pilot sites will not be taking the CUBA training forward. Action: invite Louise Wallace to present and to offer her feedback at September meeting.</p> <p><u>Healthy Start</u>: Kirsten Fruin has sent quarterly report. A 25% improvement in uptake is expected in 2011/12. Karen S will organise an information sharing on HS. Training has been removed from website at present for update. Hopefully it will be up and ready for October. Action: Sarah will contact KF for update to present to group prior to each meeting. It was reported that there is a national shortage of vitamin tablets.</p> <p><u>Diabetes research update</u>: SR suggested this would be a good CPD session – agreed by group. Copies of report will go on website. To invite leads for diabetes in areas. Diabetes research on website. Action: task and finish group to work on recommendations.</p> <p><u>Public Health White Paper</u>: Agreed that CPD session early 2012 will be useful around where BF sits and the best way to target commissioning / how to profile breastfeeding in the appropriate arenas.</p>

	<p><u>NBAW</u>: Events across region – Sarah can forward via contact list if anyone has anything to share.</p> <p>Website: will upload to website only by those on regional co-ordinators group. steven.hales@nhs.net wmpo.org.uk Funding for the website is only secured for 1 year. Action: SR to identify cost to maintain website. SR will feed back on costs etc in September.</p> <p>Group values the website as a useful tool for sharing information.</p> <p><u>Birth to Five & pregnancy</u>: Hard copies are still available but reprints will not be available. PDFs will be available for individual organisations to download.</p> <p><u>Peer support in hospital/community</u>: Helena reported on competency framework – recommendation that it be adopted regionally – so it could be transferable. Group thanked those involved for their hard work.</p> <p><u>Actions:</u></p> <ul style="list-style-type: none"> • Adopt by region with recommendation that it be adopted by individual organisations. • Get it signed off at regional level through Sue Hatton – Work Force Development. • Comments from today and cover sheet to remove banding to be amended and sent to SR to get signed off by region. • Clarification of sphere of practice
5	<p>National Breastfeeding meetings Looks as if they will continue. SR has made contact with the national leads. No reports back this quarter.</p>
6	<p>Supporting breastfeeding in variety of settings. Private companies → no further feedback. Higher Education BCV – going for BFI – maternity. Concern about HV training not including BFI – need to take own responsibility. Those commissioning HV places need to put pressure on the HE providers. Action: HW will follow this up with Sue Hatton so that there is a regional influence rather than individual organisations.</p>
7	<p>Introduction to solid foods training Carol Williams developed package – to present half day training for HVs. Will be costs - £500 + travel. Action: A Cartlidge will look at facilitating a session in region. Train the trainer event – A Cartlidge will investigate costs etc for whole package. Look at date in September.</p>
8	<p>National breastfeeding week Discussed in item 5.</p>
9	<p>Data and performance Target setting has been agreed for 6-8 week. Breastfeeding initiation 73% West Midlands. Increasing slowly. Prevalence 45.2% West Midlands – no change</p>
10	<p>Information sharing</p> <ul style="list-style-type: none"> • Bump to breastfeeding DVD for waiting rooms now available.

	<ul style="list-style-type: none">• UNICEF bed sharing leaflet used across region. <p>Action: DW is working on safe sleep policy – will be asked to bring to next meeting. Anyone with policies/guidance - to bring to next meeting.</p> <ul style="list-style-type: none">• Concerns about presentations that are being given across the region – do they support breastfeeding.• Concern raised that doctors are using SMA for sponsorship of study days.• PSR booklet to be circulated.• Infant feeding reps are targeting Children’s Centres.• Call for information on peer support training packages for young mums directed to NCT.
11	<p>Date, time & venue of next meeting</p> <p>10.30am – 1.00pm</p> <p>Friday 30th September 2011</p> <p>Room B, West Midlands Public Health Observatory Vincent Drive, Edgbaston, Birmingham, B15 2SQ</p>