

# Breastfeeding in Brighton and Hove



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Breastfeeding Co-ordinators

For HOSC 25/1/12

# The Community Breastfeeding Team

- 2 Peer Support Coordinators (1FTE)
- 2 Breastfeeding Support Workers
- 2 Breastfeeding Coordinators (1FTE)
  - 1 working in East Brighton
  - 1 project worker - Woodingdean & North Portslade
- Admin support – 6 hours week
- Peer Support Volunteers

## Other Breastfeeding Support

- Specialised support in Children's Centre Teams from "Breastfeeding Champions" (staff who have had additional training)
- Children's Centre teams offer ongoing support at home, in Breastfeeding Support Groups & Child Health Clinics
- Network of Breastfeeding Support Groups across the city

# Breastfeeding in the City

- Breastfeeding Steering Group
- Social Marketing Work
- Brighton and Hove Breastfeeding Strategy
- Brighton Breastfeeding Initiative

# Breastfeeding at 6-8 weeks in Brighton and Hove

	Q1	Q2	Q3	Q4	Cumulative Prevalence	Cumulative Coverage	Inequality Gap
2009/10	63%	74%	71.8%	67.9%	69.3%	94.3%	35.9%
2010/11	66.7%	66.7%	79.7%	68.9%	70.5%	96.3%	25.1%
2011/12	74.3%	75.9%			75.1%	97.8%	33.2%

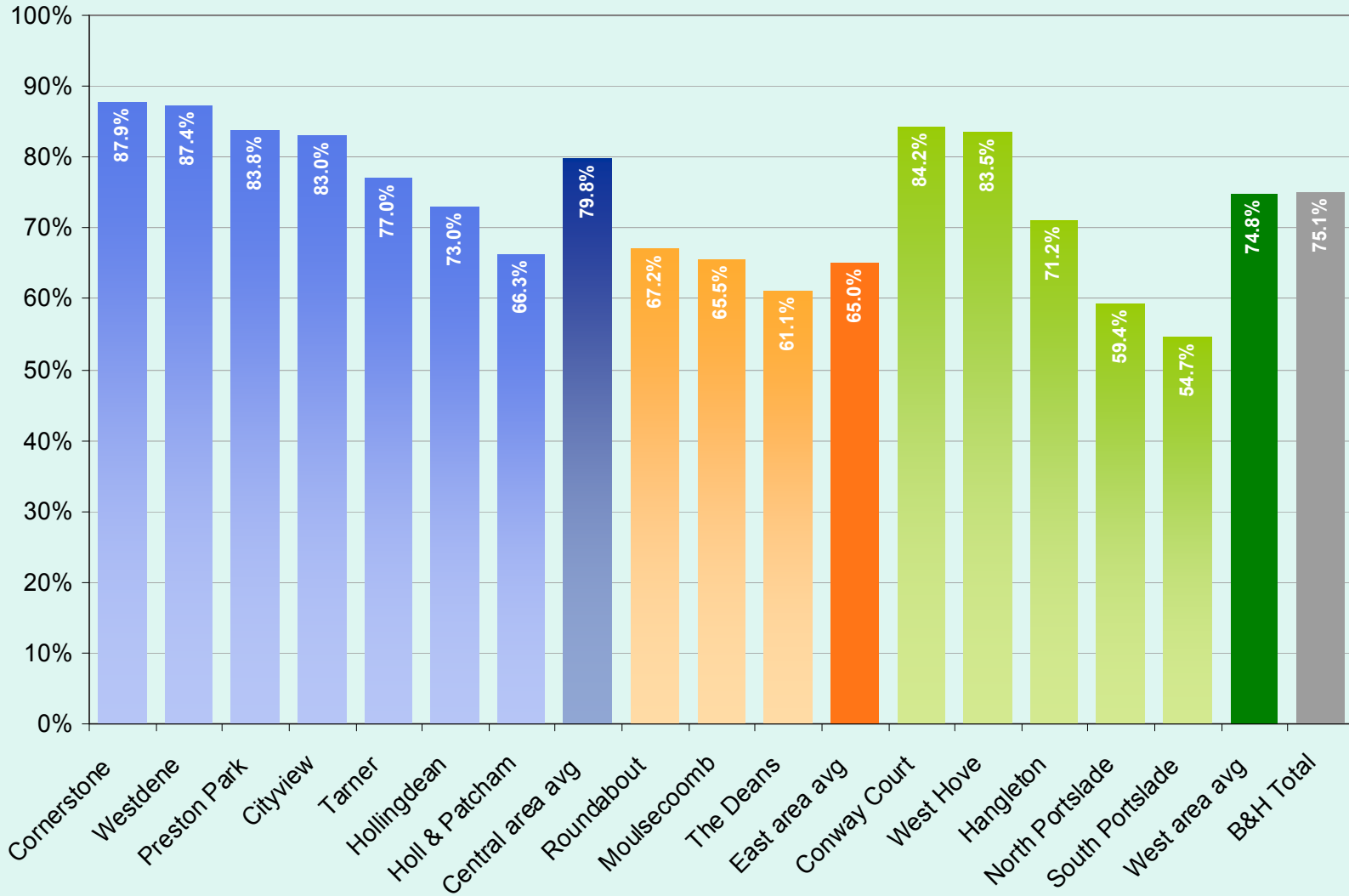
# Prevalence of breastfeeding at 6 to 8 weeks, England

**Table 2: Prevalence of breastfeeding at 6 to 8 weeks, England**

Source: Department of Health, Integrated Performance Measure Return  
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Quarter	Infants due a 6–8 week check No.	Infants being breastfed (Totally + Partially)				Totally		Partially		
		No.	% of all infants (NHS Operating Framework indicator) 95% confidence interval	% of those who status is known 95% confidence interval	% of all infants	No.	% of all infants			
2008/09 Q1	160,258	53,345		48.7%	48.4% - 49.0%	37,137		16,208		
2008/09 Q2	165,743	58,521		<b>49.3%</b>	49.0% - 49.5%	41,447		17,074		
2008/09 Q3	166,962	60,962		<b>48.8%</b>	48.5% - 49.1%	42,632		18,330		
2008/09 Q4	158,733	63,793		<b>49.2%</b>	49.0% - 49.5%	43,898		19,895		
2009/10 Q1	158,961	70,891	<b>44.6%</b>	44.4% - 44.8%	<b>50.3%</b>	50.0% - 50.5%	50,190	31.6%	20,701	13.0%
2009/10 Q2	165,726	74,494	<b>45.0%</b>	44.7% - 45.2%	<b>49.6%</b>	49.4% - 49.9%	52,383	31.6%	22,111	13.3%
2009/10 Q3	167,065	74,878	<b>44.8%</b>	44.6% - 45.1%	<b>48.9%</b>	48.7% - 49.2%	52,046	31.2%	22,832	13.7%
2009/10 Q4	163,476	73,843	<b>45.2%</b>	44.9% - 45.4%	<b>48.3%</b>	48.0% - 48.5%	50,631	31.0%	23,212	14.2%
2010/11 Q1	160,664	73,017	<b>45.4%</b>	45.2% - 45.7%	<b>48.2%</b>	48.0% - 48.5%	50,885	31.7%	22,132	13.8%
2010/11 Q2	166,781	77,618	<b>46.5%</b>	46.3% - 46.8%	<b>49.4%</b>	49.2% - 49.7%	53,890	32.3%	23,728	14.2%
2010/11 Q3	173,545	79,258	<b>45.7%</b>	45.4% - 45.9%	<b>48.9%</b>	48.7% - 49.2%	54,856	31.6%	24,402	14.1%
2010/11 Q4	167,290	75,645	<b>45.2%</b>	45.0% - 45.5%	<b>47.8%</b>	47.6% - 48.1%	51,880	31.0%	23,765	14.2%
2011/12 Q1	162,929	74,349	<b>45.6%</b>	45.4% - 45.9%	<b>49.1%</b>	48.9% - 49.4%	51,370	31.5%	22,979	14.1%
2011/12 Q2	171,204	80,603	<b>47.1%</b>	46.8% - 47.3%	<b>50.0%</b>	49.7% - 50.2%	55,565	32.5%	25,038	14.6%

Breastfeeding at 6 weeks by Health Visiting Team and CYPT Area: Cumulative 2011/12



## Key insights

No obvious area specific reasons for women not continuing to breastfeed to 6-8 weeks

Key themes and barriers identified include:

- Isolation and lack of support
- Fear and uncertainty
- Unexpected problems arising

The first point could have some links to the target areas:

- A number of participants had recently moved out to location
- Quite low awareness of services available in area
- Poor quality provision in Woodingdean specifically
- Some comments about “cliquey” groups in North Porstlade

Text from FORSTER



# Breastfeeding Support Workers

- Focus on areas of inequalities
- Antenatal contact
- Early, proactive, postnatal support
- Signposting to other support services
- Consistency and continuity of care

# North Portslade Breastfeeding data, 6-8 weeks.

	Q1	Q2	Q3	Q4	Inequality Gap/west	Inequality Gap/city	City Inequality
<b>2009/10</b>	<b>43.2%</b>	<b>54.5%</b>	<b>51.4%</b>	<b>57.7%</b>	<b>18.8%</b>	<b>18.2%</b>	<b>35.9%</b>
<b>2010/11</b>	<b>53.1%</b>	<b>54.8%</b>	<b>63.9%</b>	<b>58.5%</b>	<b>15.2%</b>	<b>12.5%</b>	<b>25.1%</b>
<b>2011/12</b>	<b>62.9%</b>	<b>55.9%</b>			<b>15.4%</b>	<b>12.7%</b>	<b>33.2%</b>

\*B/F Support Worker started work in Q3 2010/11

## Breastfeeding inequality data for North Portslade during project period.

	Inequality gap west	Inequality gap city
Q3 2009/10 – Q2 2010/11	16.7%	14.0%
Q3 2010/11 – Q2 2011/12	15.1%	14.4%

# East Brighton Breastfeeding data, 6-8 weeks.

	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Inequality Gap/ City</b>
<b>2009/10</b>	<b>58.1%</b>	<b>65.6%</b>	<b>50.3%</b>	<b>53.6%</b>	<b>12.5%</b>
<b>2010/11</b>	<b>51.4%</b>	<b>52.7%</b>	<b>71.2%</b>	<b>58.9%</b>	<b>12.7%</b>
<b>2011/12</b>	<b>63.5%</b>	<b>66.3%</b>			<b>10.1%</b>

# Breastfeeding Peer Support Volunteer Programme

- Breastfeeding Peer Support Volunteer Programme – commenced in 2008.  
2 Peer Support Coordinators
- Seven 9 week training courses completed since November 2008.  
40 active volunteers from 66 trained.
- Almost daily presence on postnatal ward and at some community groups.

Thank you for your attention

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