
**Report to OVERVIEW AND SCRUTINY PERFORMANCE AND
VALUE FOR MONEY SELECT COMMITTEE**

6-8 Week Breastfeeding Performance Review

Portfolio Holder: Councillor Chauhan, Cabinet Member for Health
and Social Care

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Purpose of the Report

To provide a detailed performance review of the percentage of infants who are fully or partially breastfed at 6-8 weeks old as an exception report due to non-achievement of the corporate target for 2017/18.

Executive Summary

This report provides details of the 6-8 week breastfeeding trends in Oldham, a review of ward level performance for the last three years, the benefits and challenges of increasing breastfeeding rates, and further details about the support, interventions and services in place to improve breastfeeding in the Borough.

Recommendations

The Overview and Scrutiny Committee is asked to:

1. Consider a revised target of 40% for M860 CP 2.02ii - % of all infants due a 6-8 week check that are totally of partially breastfed. Current target is 42%.
2. Note the contents of the report, and support the continued efforts of 0-5 services to improve breastfeeding rates.
3. Support in principle the proposal to develop of a policy which supports Oldham to become a 'breastfeeding friendly town'.
4. Accept an annual progress report on breastfeeding progress in 2019/20.

6-8 Week Breastfeeding Performance Review

1 Background

- 1.1 The request to receive a report on Breastfeeding was made at the PVFM Work Programme meeting in June in connection with the Corporate Performance report on the measure M860 – *percentage of all infants due to a 6-8 week check that are totally or partially breastfed*. The last three corporate performance reports up to September 2017 had shown no improvement in the number of infants who were breastfed. The 2017-18 corporate target set for this indicator was 42%, whereby provisional data suggest the actual year end performance is 38.5% (subject to national validation), whereby this target has not been achieved.
 - 1.2 This report aims to provide further details of the 6-8 week breastfeeding rates in Oldham, review of ward level performance for the last three years, the benefits and challenges of increasing breastfeeding rates, and further details about the support, interventions and services in place to improve breastfeeding in the Borough.
 - 1.3 A detailed Breastfeeding data report has been developed by the Business Intelligence Service (See Appendix) which provides 6-8 week breastfeeding trends by ward over the last three years, and the Oldham's overall 6-8 week breastfeeding trends compared to the local target and England averages.
 - 1.4 Giving nothing but breast milk is recommended for the first 6 months (26 weeks) of a baby's life. The benefits breastfeeding are wide ranging and long lasting for both mother and baby. Breastfeeding reduces a baby's risk of developing ear and chest infections, diarrhoea and vomiting, with few visits to hospital as a result. Breastfeeding also reduces the risk of sudden infant death syndrome (SIDS), tooth decay, childhood leukaemia, overweight and obesity, and cardiovascular disease in adulthood. There is also evidence to suggest that there may be a link between breastfeeding and educational attainment.
 - 1.5 Breastfeeding also has many benefits for the mother with increasing benefits the longer breastfeeding continues. Breastfeeding mothers reduce their risk of developing breast cancer, ovarian cancer, osteoporosis (weak bones), cardiovascular disease, and obesity.
 - 1.6 There have been numerous research studies to explore why breastfeeding rates in Western societies are lower than non-western societies, although there is no conclusive evidence for this phenomenon. In Oldham, anecdotal evidence suggests that there appears to be a higher prevalence of South Asian mothers who breastfeed their babies compared to white British communities, and mothers from a higher socio-demographic status and more affluent areas, appear to have higher breastfeeding rates compared to mothers from lower socio demographic status and more deprived neighborhoods.
 - 1.7 There are still information gaps on the infant feeding practices and effective interventions in deprived areas and the role of public policy and supportive environments in promoting breastfeeding, for example media campaigns, non-health sector interventions and flexible working arrangements. Further studies are also required to examine the costs and benefits of breastfeeding to families and the health care sector, clinical management of problems associated with breastfeeding, beliefs and experiences of breastfeeding and the psychosocial issues related to infant feeding.
 - 1.8 Oldham has a good range of services in place to promote and support breastfeeding, in line NICE Public Health guideline Maternal and child nutrition [PH11] November 2014, and
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services are engaged in working towards the internationally recognised Unicef Baby Friendly Initiative standards. However, the intensity of breastfeeding support is dependent on the level of priority and investment in community, maternity and neonatal services.

- 1.9 Evidence also suggests that the socio-cultural and demographic contexts of the mother are more important determinants of breastfeeding practice than theoretical knowledge of the benefits of breastfeeding. Therefore to improve breastfeeding rates in Oldham, a whole system approach is needed, such as commitment to becoming a 'breastfeeding friendly town' to shift attitudes, culture and ultimately change behaviours.

2. Current Position

- 2.1 To improve breastfeeding continuation at 6-8 weeks, it is important to consider initiation rates, as evidence suggests there is key window of opportunity 10-14 days after birth which is optimal to starting breastfeeding. Oldham's breastfeeding initiation rates (66.6%) are significantly below the England average (74.5%), which has been a consistent trend over time (see Appendix). However, over the last three years, Oldham's breastfeeding rates have shown a steady year on year improvement.
- 2.2 Breastfeeding continuation rates at 6-8 weeks in Oldham appear to remain consistently below the national averages overtime (Figure 1). England 6-8 week breastfeeding rates appear to have shown a downward trend with a reduction of 7.6% since 2013/14 (Q1) and 2017/18 (Q4). Similarly, Oldham seems to have experienced a 7.2% reduction in 6-8 breast feeding rates for the same period, but at a slower rate.
- 2.3 Due to widespread local and national data quality issues with this indicator, caution is advised regarding data quality and reliability when making comparisons to other local areas, and regional and national averages.
- 2.4 The request to receive a report on Breastfeeding was made at the PVFM Work Programme meeting in June in connection with the Corporate Performance report on the measure M860 – *percentage of all infants due to a 6-8 week check that are totally or partially breastfed*. The last three corporate performance reports up to September 2017 had shown no improvement in the number of infants who were breastfed, with an average of 38.5%.
- 2.5 The 2017-18 corporate target set for this indicator was 42%, whereby provisional data suggest the actual year end performance is 38.5% (subject to national validation), whereby this target has not been achieved. The highest ever 6-8 week breastfeeding quarterly performance was 41.2% (Q2 in 2017/18).
- 2.6 There is a wide variation in breastfeeding rates across Oldham wards (2015/6 local data, 6-8 weeks), with higher than Oldham average breastfeeding rates in both Saddleworth North & South wards, Werneth and Coldhurst wards while lower rates were seen in Chadderton South, Failsworth East & West. Rates are broadly higher in wards with less deprivation and/or high South Asian populations, in line with national evidence.
- 2.7 During the two year period of 2015/16 and 2016/17 (Figure 5), the wards which showed the greatest improvement in 6-8 week breastfeeding rates were Failsworth East (57.6%), Chadderton South (33.1%) and Shaw (27.6%). This could be attributed to targeted community breastfeeding support in wards with the lowest breastfeeding rates.
- 2.8 Conversely, the wards which showed the greatest decline during the same period (2015/16 to 2016/17) were Royton North (-41.6%), Crompton (-26.2%) and Chadderton Central (-19%)(Appendix A, Table 5). This could be attributed to a reduced breastfeeding community support offer due to the redirection of breastfeeding services to wards with lower breastfeeding rates.
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- 2.9 During 2015/16, seven wards out of twenty (35%) had 6-8 week breastfeeding rates above the England average (43.2%) (Figure 2). The following year (2016/17 Q4), only four wards or 20% (Chadderton North, Werneth, Saddleworth South and Coldhurst) appear to be above the higher 2016/17 England average (44.4%). This indicates that Oldham is not performing as well as other areas during this period (Appendix A, Figure 3).
- 2.10 The wards which have had consistently lower 6-8 week breastfeeding rates during the last three years (2015/16 to 2017/18 respectively) include Failsworth West (20.5%, 18.5%, 25.4%), Failsworth East (15.7%, 18.9%, 24.7%), St James (24.4%, 20%, 30.3%), Shaw (22.9%, 27.1%, 30%) and Hollinwood (28.1%, 26.9%, 25.9%). This three year trend data shows a promising year on year increase in 6-8 week breast feeding rates, with the greatest improvement in Failsworth East. Conversely, Royton North has seen the greatest decrease of -41.6%, during this period.
- 2.11 The wards which have consistently higher 6-8 week breastfeeding rates over the last three years (2015/16 to 2017/18) respectively include Coldhurst (50.6%, 52.9%, 56.7%), Chadderton North (44.8%, 44.7%, 42.9%), Werneth (54.3%, 45.8%, 50.5%) and Saddleworth South (52.1%, 51.3%, 60%). Wards with a higher proportion of South Asian heritage communities tend to have higher breastfeeding rates, such as Coldhurst and Werneth, which suggests a strong socio-cultural determinant.
- 2.12 Wards with lower breastfeeding rates generally have residents from White British communities, from relatively lower socio-economic groups (unemployed or from routine and manual group), lower levels of education, lower health literacy, and are generally less affluent (higher Index of Multiple Deprivation score).
- 2.13 Wards with higher breastfeeding rates generally have residents from higher socio-economic groups (professional/managerial), such as Chadderton North and Saddleworth South; tend to have higher levels of education, higher health literacy, and are more affluent (lower Index of Multiple Deprivation score).
- 2.14 The four main services providing breast feeding support for Oldham residents include: a) Pennine Acute Hospitals Trust Maternity services with trained midwives and breastfeeding peer support on maternity wards); b) NHS Bridgewater provide the integrated 0-19 Right Start service, including health visitors, early years education, oral health practitioners, and infant feeding specialists; c) Homestart Breastfeeding Peer Support service (trained volunteers and support groups based in children centres); and d) Homestart Baby Welcome scheme, which is an award for service businesses and community venues which meet the standard required to ensure a breast feeding friendly environment and facilities (see Appendix)
- 2.15 A comprehensive breastfeeding improvement plan is in place which is monitored via quarterly contract monitoring review meetings. Key objectives include: workforce training, auditing against Baby Friendly Initiative standards, promotional campaigns, eg. National Breastfeeding Awareness Week, Infant Feeding and Oral Health newsletter, community peer support groups, early breast feeding postnatal support for families before 10-14 days, Breastfeeding champions, referrals for additional support and complex breastfeeding problems (eg. tongue tie, mastitis), surveys to gather insights and feedback to improve support, promotion of Breastfeeding app and out of hours service, recruitment of local businesses, GP practices and dentists to join the Baby Welcome Scheme.
- 2.16 The Baby Welcome scheme, is an award for service businesses and community venues which meet the standard required to ensure a breast feeding friendly environment and facilities. To date, there are 83 community venues which have achieved the Baby
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Welcome standards, and the list is shared with breastfeeding women on the maternity ward to encourage continuation and reassurance of community support (see Appendix). Homestart lead on the Baby Welcome scheme, who are working well on the recruitment of two new premises every quarter.

- 2.17 The Breastfeeding Peer Support service commenced in October 2015, which is delivered by Home start, whereby volunteers are recruited and trained as breast feeding peer supporters by the Infant Feeding Specialist. Breast feeding support groups have been established in children's centres across the Borough, including Greenfield, Alexandra, Holly Grove and Honeywell. Breastfeeding Peer Supporters also provide support for new mothers alongside midwives on the maternity ward and in neonatal intensive care unit (NICU).

3 Key Issues for Overview and Scrutiny to Discuss

- 3.1 The National Childbirth Trust (NCT) charity has joined UNICEF UK in calling UK Government and policy makers to recognise that breastfeeding is a major public health issue and low breastfeeding rates results in significant costs to the NHS.

Key local recommendations include:

- 3.2 Policy: Breastfeeding to be a priority action for all Health and Wellbeing Boards / Local Health Boards/ Local Health and Social Care Trusts / Local NHS Boards.
- 3.3 Practice: Effective implementation of Baby Friendly Initiative standards in maternity, neonatal, health visiting and children's centre services.
- 3.4 Practice: Development of pre-registration curriculums across health and early years to support the implementation of evidence practice for breastfeeding across health and early years services.
- 3.5 Information: Ensure that evidence-based information about the important impact of breastfeeding on the health of mothers and babies is readily available in the public domain including in the schools' curriculum.

National recommendations include:

- 3.6 Strengthening legislation to protect breastfeeding, including full implementation of the International Code of Marketing of Breast-milk Substitutes and subsequent resolutions.
- 3.7 Supporting further research into the impact of breastfeeding on health, in particular the extent of the burden of disease associated with low breastfeeding rates.

Conclusion

- 3.8 Overall, there is good service provision for breastfeeding support in Oldham, which are working to further develop and implement evidence based Baby Friendly Initiative standards, within their current resources. There is a detailed service improvement plan in place to improve breastfeeding rates with a targeted focus on the wards with the lowest rates, and there are promising signs of improvement over time in these wards. Despite concerted service efforts to address the gap breastfeeding gap between the least and the most affluent residents, health inequalities will continue to exist in Oldham, resulting in poorer health and wellbeing outcomes for our most deprived children and families.
- 3.9 Further work could be done to improve breastfeeding rates through the development of local policy, to promote Oldham as a 'breastfeeding friendly town' to raise the profile of this
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important agenda, to demonstrate strategic commitment, leadership and sustained support to tackle this public health issue.

4 Key Questions for Overview and Scrutiny to Consider

- 4.1 The Overview and Scrutiny Committee is asked to consider a revision to the Corporate Target for 2018-19, in ensure it sufficiently challenging but achievable in view of the complexities and challenges associated with improving breastfeeding rates. Since 2015/16, Oldham's 6-8 week breastfeeding rates have shown an overall reduction, from 42.7% (2015/16), 38.1% (2016/17), 38.5% (2017/18), and 38% (2018/19 Q1).
- 4.2 As a result of trend analysis, a revised target of 40% (2017/18 target was 42%) is recommended for 6-8 week breast feeding rates for 2018-19, which closer aligns with service plans, trends and current service resources.
- 4.3 The Overview and Scrutiny Committee is asked to note the contents of the report, and support the continued efforts of 0-5 services to improve breastfeeding rates.
- 4.4 The Overview and Scrutiny Committee is asked to support the proposal in principle to the development of a policy which supports Oldham to become a 'breastfeeding friendly town'.
- 4.5 The Overview and Scrutiny Committee is asked to receive an annual progress report on breastfeeding in 2019/20.

5. Links to Corporate Outcomes

- 5.1 Breastfeeding is a key priority within the Greater Manchester Early Years model, which includes the 8 stage assessment model and interventions for children's aged 0-5 years.
- 5.2 Plans and services which support and promote residents to breastfeed contributes to Corporate Objective 2: Thriving Communities - where everyone is empowered to do their bit.

6 Additional Supporting Information

- 6.1 None

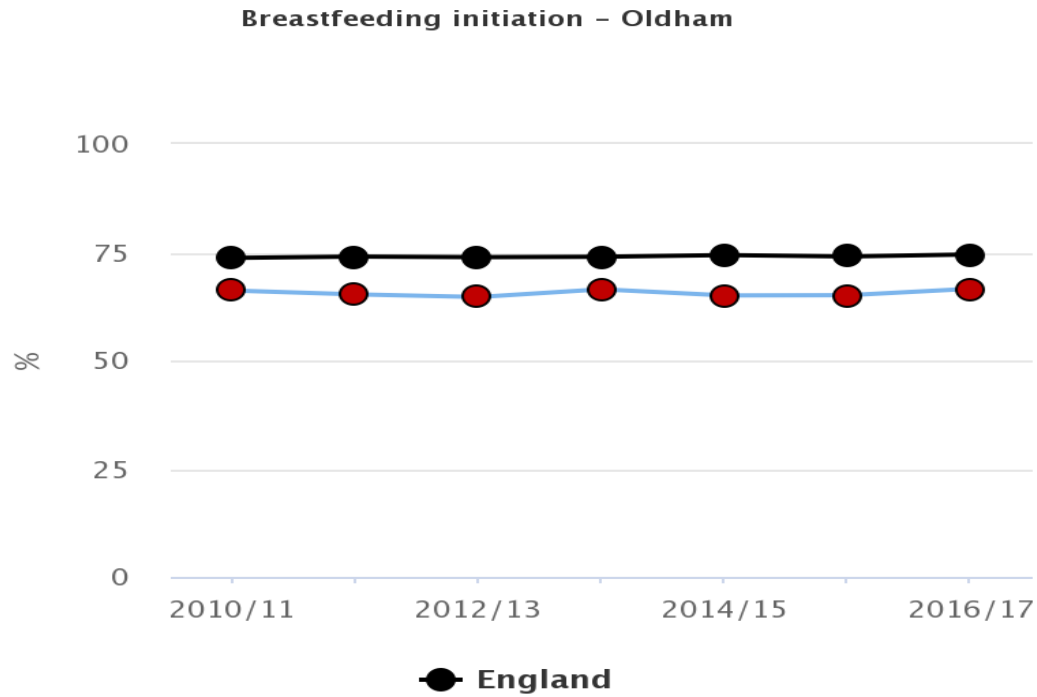
7 Consultation

- 7.1 No corporate checks or consultation were deemed necessary for this report as it is for information only.

8 Appendices

- 8.1 Appendix A: Business Intelligence Service report: Breastfeeding at 6-8 weeks (July 2018); Data: 2013/14 – 2017/18 (attached separately).
 - 8.2 Appendix B: Oldham Breastfeeding initiation rates trends over time.
 - 8.3 Appendix C: List of Baby Welcome Scheme venues in Oldham.
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Appendix B - Oldham Breastfeeding initiation rate trends over time



Recent trend: →

Period	Count	Oldham Value (%)	Lower CI	Upper CI	North West %	England %
2010/11	2,099	66.2	64.5	67.8	63.4	73.7
2011/12	2,025	65.3	63.6	66.9	62.0	74.0
2012/13	2,054	64.7	63.0	66.3	62.3	73.9
2013/14	2,092	66.4	64.8	68.1	64.5	74.0
2014/15	2,050	65.0	63.3	66.7	64.6	74.3
2015/16	2,083	65.1	63.4	66.7	64.2	74.0
2016/17	2,147	66.6	64.9	68.2	64.5	74.5

Source: LA, Regional and England data are calculated by NHS England. PHE National Child and Maternal Health Intelligence Network has calculated additional geographies.

Appendix C – Baby Welcome Scheme venues in Oldham

1	Morris Dental Care	20 Union Street		Oldham	OL1 1BE
2	Wee B's Mums and Tots at Greenacres Community Centre	Greenacres Community Centre	Galland Street	Oldham	OL4 3EU
3	First Place	First Place	22 Union Street	Oldham	OL1 1BE
4	Saddleworth Museum	33 High Street	Saddleworth	Oldham	OL3 6HS
5	Mad Hatters Tearooms	93 High Street	Lees	Oldham	OL4 4LY
6	fresca Italian	Block A Gatehead Business Park	Delph	Oldham	ol3 5de
7	The Flower Pot Cafe	378 Shaw Road	Oldham		Ol1 4AH
8	The village Tea Room	St Thomas' Parade	Lees	Oldham	OL4 5DA
9	Coles Cake and Coffee House	93 High Street	Lees	Oldham	OL4 4LY
10	Coffee & Sandwich Bar	7 Market Street	Shaw	Oldham	ol2 8nr
11	Diggle Day Nursery	Huddersfield Road	Diggle	Oldham	OL3 5PT
12	Clough Manor	Rochdale Road	Denshaw	Oldham	OL3 5UE
13	Play	5 Laurel Trading Estate	Higginshaw Lane	Oldham	OL2 6LH
14	Saints Cafe	12a St Mary's Gate	Upper mill	Oldham	OL3 5AT
15	Village Manor Bakery & Cafe	499 - 501 Huddersfield Road	Waterhead	Oldham	OL4 2JG
16	The White Lion	1 Delph Lane	Delph	Oldham	OL3 5HX
17	Edna's Cosy Cafe	12 King Street	Delph	Oldham	OL3 5DQ
18	The Cafe	106a Huddersfield Road	Hill stores	Oldham	OL4 2AH
19	Muse	27 High St	Upper mill	Oldham	OL3 6HS
20	Wholesome cafe	Failsworth Library	Oldham Road	Failsworth	M35 0FJ
21	Upper mill Library	St Chad's	High Street, Upper mill	Oldham	OL3 6AP
22	Royton Library	Rochdale Road	Royton	Oldham	OL2 6QW
23	Oldham Library	Cultural Quarter	Greaves Street	Oldham	OL1 1AL
24	Northmoor Library	Chadderton Way		Oldham	OL9 6DH
25	Limehurst Library	St Chad's Centre	Lime Green Parade, Limehurst	Oldham	OL8 3HH
26	Lees Library	Thomas Street	Lees	Oldham	OL4 5DA
27	Greenfield Library	Chew Vale	Greenfield	Oldham	OL3 7EQ
28	Fitton Hill Library	Fitton Hill Neighbourhood Centre	Fircroft Road, Fitton Hill	Oldham	OL8 2QD
29	Delph Library	Millgate	Delph	Oldham	OL3 5JA
30	Crompton Library	Farrow Street East	Shaw	Oldham	OL2 8QY
31	Chadderton Library, Burnley Lane		Chadderton	Oldham	OL9 0JW
32	Sure Start East Locality	Byron Road	Thornhill	Southampton	SO19 6FH
33	Toby Carvery Chadderton Park	Burnley Lane		Oldham	OL1 2QS
34	Tesco Extra Cafe Oldham	Huddersfield Road		Oldham	OL1 3LG

35	Eats and Treats	93 High St		Lees	OL4 4LY
36	The village Tea Room	9 St Thomas Parade	Thomas street	Oldham	OL4 5BT
37	Little rascal and cheeky monkeys	28 - 30 Partington street		Failsworth	M35 9RD
38	Jungle J's Party and Play Centre	16 Watts Street,		Chadderton	OL9 9LQ
39	Tesco Failsworth Cafe	Ashton Road		Failsworth	M35 0EJ
40	Peace Love and Cake	12-14 Rochdale Rd		Royton	OL26qj
41	Mezzo Restaurant	43 Radcliffe Street		Royton	OL26ql
42	sparkles adventure play ltd	Sparkles adventure play ltd	48 Market Sq	Oldham	OL2 5QD
43	Tower of Fun	Prince Charlie Street	Derker	Oldham	OL1 4HJ
44	Free Spirit Coffee Shop	45 Market St		Shaw	OL28NR
45	Naughty But Nice	44 Market Street		Shaw	OL2 8NH
46	Asda Cafe Shaw	Greenfield lane		Shaw	OL28 QP
47	Scãna at Reclamation Room	Reclamation Room	Lee Street, Upper mill	Oldham	OL3 6AE
48	Dinnerstones	99 - 101 High Street	Upper mill	Oldham	OL3 6BD
49	The Woollyknit Cafe	Huddersfield Road	Diggle	Oldham	OL3 5PJ
50	The Limekiln Cafe	Brownhill Visitor Centre	Wool Road, Dobcross	Saddleworth	OL3 5PB
51	Vintage Cup Cakes	High Street	Upper mill	Oldham	OL3 6HS
52	The Boathouse Cafe	The Boathouse Cafe	Alexandra Park	Oldham	OL8 2AX
53	Royton Health & Wellbeing Centre	The Parks Medical Practice	Royton Health & Wellbeing Centre, Park Street	Royton	OL2 6QW
54	Gallery Oldham	Greaves Street	Oldham Cultural Quarter	Oldham	OL1 1AL
55	Stanley Road Children's Centre	Stanley Road Cp School	Derby Street	Chadderton	OL9 7HX
56	Holly Grove Children's Centre	Bare Trees Primary School	Holy Grove	Chadderton	OL9 0DX
57	Chadderton Children's Centre	St Luke's CofE Orimary School	Chadderton	Oldham	OL9 9HT
58	Hopwood House Medical Practice	Lees Road		Oldham	OL4 1JN
59	Debenhams	Unit 9 / 10	Spindles Town Square Shopping Centre	Oldham	OL1 1HD
60	BHS	Unit 11/12	Spindles Town Square Shopping Centre	Oldham	OL1 1HD
61	Spindles Town Square Shopping Centre	Unit 50 George Street	Spindles Town Square Shopping Centre	Oldham	OL1 1HD
62	TJ Hughes	Unit 32 / 33	Spindles Town Square Shopping	Oldham	OL1 1HD

			Centre		
63	Rhode Island Coffee	Unit 66	Spindles Town Square Shopping Centre	Oldham	OL1 1HD
64	Tuchez	Unit 29	Spindles Town Square Shopping Centre	Oldham	OL1 1HD
65	Costa Coffee	Unit 23	Spindles Town Square Shopping Centre	Oldham	OL1 1HD
66	Coffee Mug	Unit 48a	Spindles Town Square Shopping Centre	Oldham	OL1 1HD
67	Royton Medical Centre	15 Market Street	Royton	Oldham	OL25QA
68	The Chowdhury Practice	Integrated Care Centre	New Radcliffe Centre	Oldham	OL1 1NL
69	Hollinwood Medical Practice	1 Clive Street	Hollinwood	Oldham	OL83TR
70	Hill Top Surgery	Fircroft Road	Fitton Hill	Oldham	OL82QD
71	CH Medical	Fields New Road Primary Care Centre	Chadderton	Oldham	OL98NH
72	Beever Children's Centre	Moorby Street		Oldham	OL13QU
73	Spring Meadows Children's Centre	Leamington Street	Littlemoor	Oldham	OL42RN
74	St James Children's Centre	Stevenson Drive	Sholver	Oldham	OL14RS
75	Failsworth sports centre	Brierley avenue	Failsworth	Oldham	M35 9HA
76	Royton Leisure Centre	Byron Street	Royton	Oldham	OL26QZ
77	Oldham Leisure Centre	Middleton Road		Oldham	OL96AF
78	Royton Childrens Centre	1 Blackshaw Lane	Royton	Oldham	OL2 6NT
79	Medlock Vale Childrens Centre	The Honeywell Centre	Hathershaw	Oldham	OL8 3BP
80	Coldhurst Childrens Centre	In the grounds of Richmond Primary School	Winterbottom Street	Oldham	OL9 6HY
81	Werneth Childrens Centre	Heathcot 78 Windsor Road	Oldham	Oldham	OL8 1RP
82	Shaw and Crompton Childrens Centre	High Street Shaw		Oldham	OL2 8RF
83	Alexandra Childrens Centre	Wildmoor Avenue	Oldham	Oldham	OL4 5PU