

HAMPSHIRE COUNTY COUNCIL

Executive Decision Record

Decision Maker:	Executive Member for Health and Public Health
Date:	30 March 2016
Title:	Breastfeeding Model of Delivery in Hampshire
Reference:	7284
Report From:	Director of Public Health (interim)

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1. The decision:

- 1.1. That the Executive Member for Health and Public Health recognises the work that the Breastfeeding Task and Finish Group have undertaken.
- 1.2 That the Executive Member for Health and Public Health gives approval for the new breastfeeding model (as outlined in option 3 in the report) commencing 1 April 2016.

2. Reason(s) for the decision:

- 2.1. To ensure that breastfeeding support services are integrated, equitable and sustainable across Hampshire, and represent good value for money, a breastfeeding support model has been developed by a cross-agency partnership group consisting of maternity, health visiting service providers and commissioners; service user representatives and non-statutory breastfeeding support providers. The purpose of this paper is to seek approval to implement the breastfeeding model from 1 April 2016
- 2.2. In Hampshire, support for breastfeeding is mostly provided by universal services: maternity and health visiting services. Additional support is also provided by charitable organisations, voluntary and not for profit organisations on a geographically variable basis. Currently, there is an inequity of access to breastfeeding support across Hampshire, meaning that some areas have benefited greatly from breastfeeding support and others have not. The breastfeeding support model will address this by providing all women and families with equitable breastfeeding support including support for all, but more support for those families who need it the most e.g. due to deprivation, rural isolation, etc., or those that simply require more help to feed their child. Some additional support has relied on short term funding, which is not sustainable. The breastfeeding support model maximises the utilisation of

universal services, thus ensuring sustainable support for women and families. This does not preclude further third sector breastfeeding support, but this is an add-on, rather than core provision.

- 2.3. Under the terms of the Health and Social Care Act 2012, Hampshire County Council has a duty to improve and protect the health of its population. As part of this duty, the commissioning responsibility for the Healthy Child Programme¹ was transferred from NHS England to Local Authorities on the 1st October 2015. For the first time Hampshire County Council has the opportunity to influence the Health Visitor service specification and performance manage the contract. The Healthy Child Programme is a prevention and early intervention public health programme that lies at the heart of the universal service for children and families and is led by the Health Visiting service. The programme supports the delivery of the Council's aim to ensure that children and young people thrive and achieve their full potential. One element of this programme is a focus on improving the rates of breastfeeding to support the best start in life for all children. Southern Health NHS Foundation Trust currently delivers Health Visiting in Hampshire.

3. Other options considered and rejected:

- 3.1. Option 1: Maintaining the status quo. Considered unsustainable as the current model of statutory and non statutory services has been demonstrated to be inequitable and unsustainable due to unrenovable grant funding for services finishing on 31 March 2016
- 3.2. Option 2: Greater delivery through non-statutory/third sector. This is considered unsustainable for the following reasons:
- Currently the non-statutory sector service is not accessible across the whole county; to roll out this existing service and provide access to all new mothers across the county would be unaffordable (based on data provided by a current provider). In addition, the current approach duplicates the universal statutory services delivered through maternity and health visiting. The ability of the current non-statutory sector service to deliver at scale is untested; there is no quantifiable evidence that breastfeeding prevalence is higher in areas with more intensive non-statutory provision.
- 3.3. Option 3: Implementation of a breastfeeding support model delivered through existing commissioned universal services (midwifery and health visiting) to ensure equitable access for all women in Hampshire. This option was agreed in principle by the Task & Finish Group. Existing maternity and health visiting providers are able to deliver all three levels of service within the model. Implementation will be monitored and evaluated through the health visiting contract and in partnership with maternity commissioners. The aim of the model is to ensure that women receive responsive support that is effective and efficient, with the aim of families feeling happy, confident and independent in feeding their babies.

¹ <https://www.gov.uk/government/publications/healthy-child-programme-pregnancy-and-the-first-5-years-of-life>

4. Conflicts of interest:

4.1. Conflicts of interest declared by the decision-maker: none.

4.2. Conflicts of interest declared by other Executive Members consulted: none.

5. Dispensation granted by the Conduct Advisory Panel: none.

6. Reason(s) for the matter being dealt with if urgent: not applicable.

7. Statement from the Decision Maker:

In reaching this decision, I have taken into account the pre-decision scrutiny carried out by the Health and Adult Social Care Select Committee and their support for the recommendations. I have also taken into account comments made at my Decision Day by Councillor Roger Huxstep, and written comments received from Councillor Frank Rust which I reported at my Decision Day.

Approved by:	Date:
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Executive Member for Health and Public Health Councillor Patricia Stallard	