



Hampshire
County Council

Hampshire Health and Adult Social Care
Select (Overview & Scrutiny) Committee
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Breastfeeding Model of Delivery in Hampshire

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Benefits of breastfeeding

- **To baby:**
 - Lower rates of infection, obesity, diabetes, dermatitis, hospital admissions
- **For mother:**
 - Lower rates of breast and ovarian cancer
 - Higher bone density, lower hip fractures
- Emotional attachment
- Some mothers can't or choose not to

Context

Breastfeeding rates

- 78% start breastfeeding (74% England)
- 46% breastfeed at 6/8wks (47% England)

Current breastfeeding support

- Provision mainly through universal services:
- Midwifery
- Health visitors, 98% in increase in 2 years
- Non-commissioned providers



Context continued

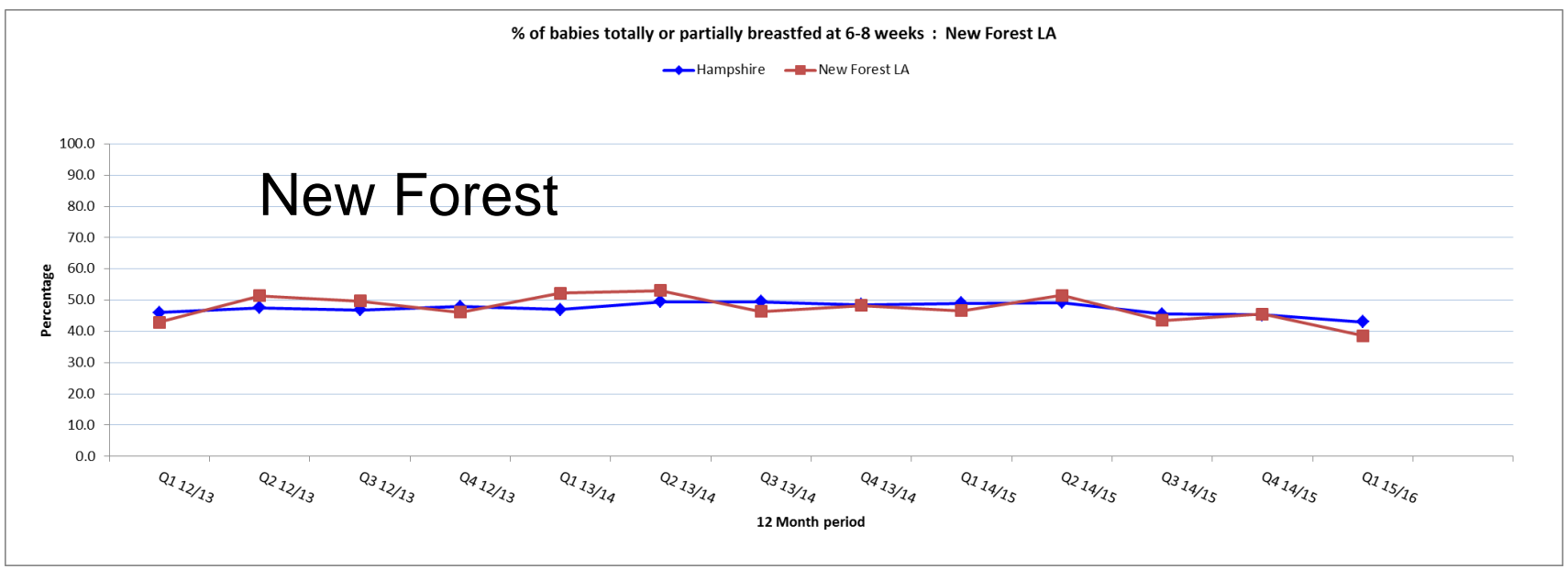
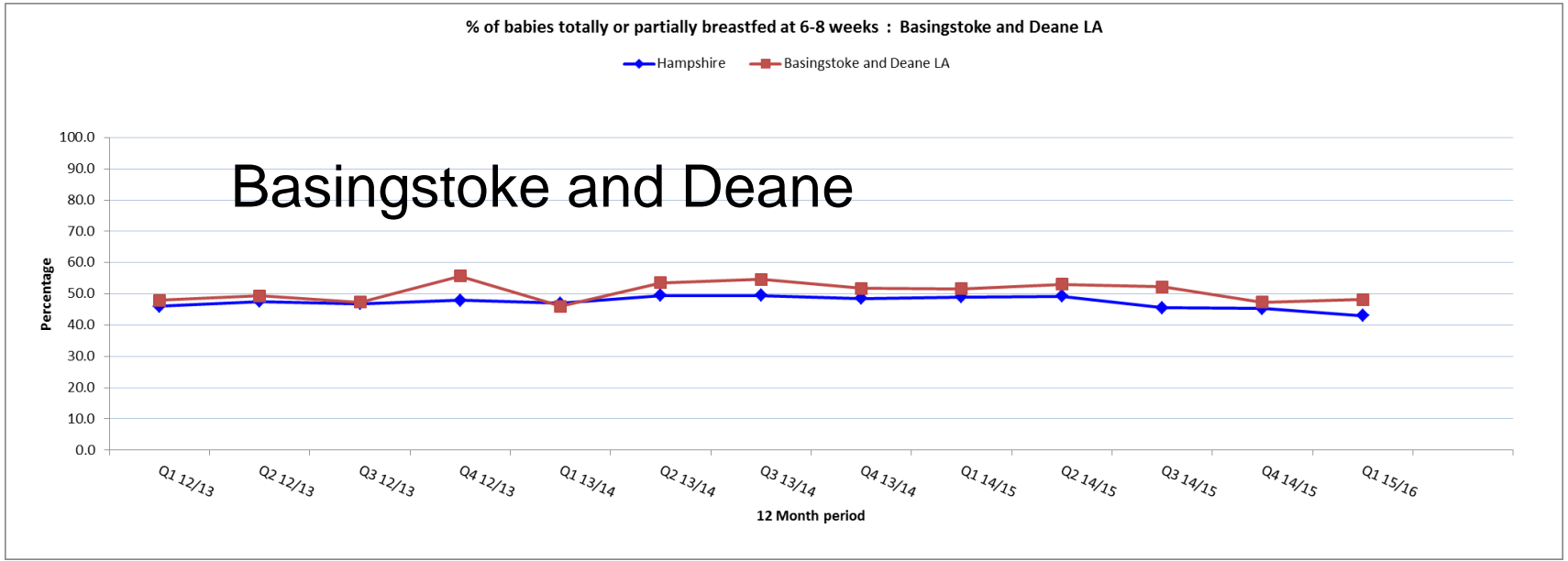
Pattern of provision

- Geographical variation
- Additional support not always in areas that need it most

Resources

- 6.2% in year cut to public health budget in 2015/16 (£3m)
- 3.9% annual reductions on going
- County Council commitment to protecting health visiting budget
- Ending of district health and wellbeing grants

Breastfeeding rates: constant



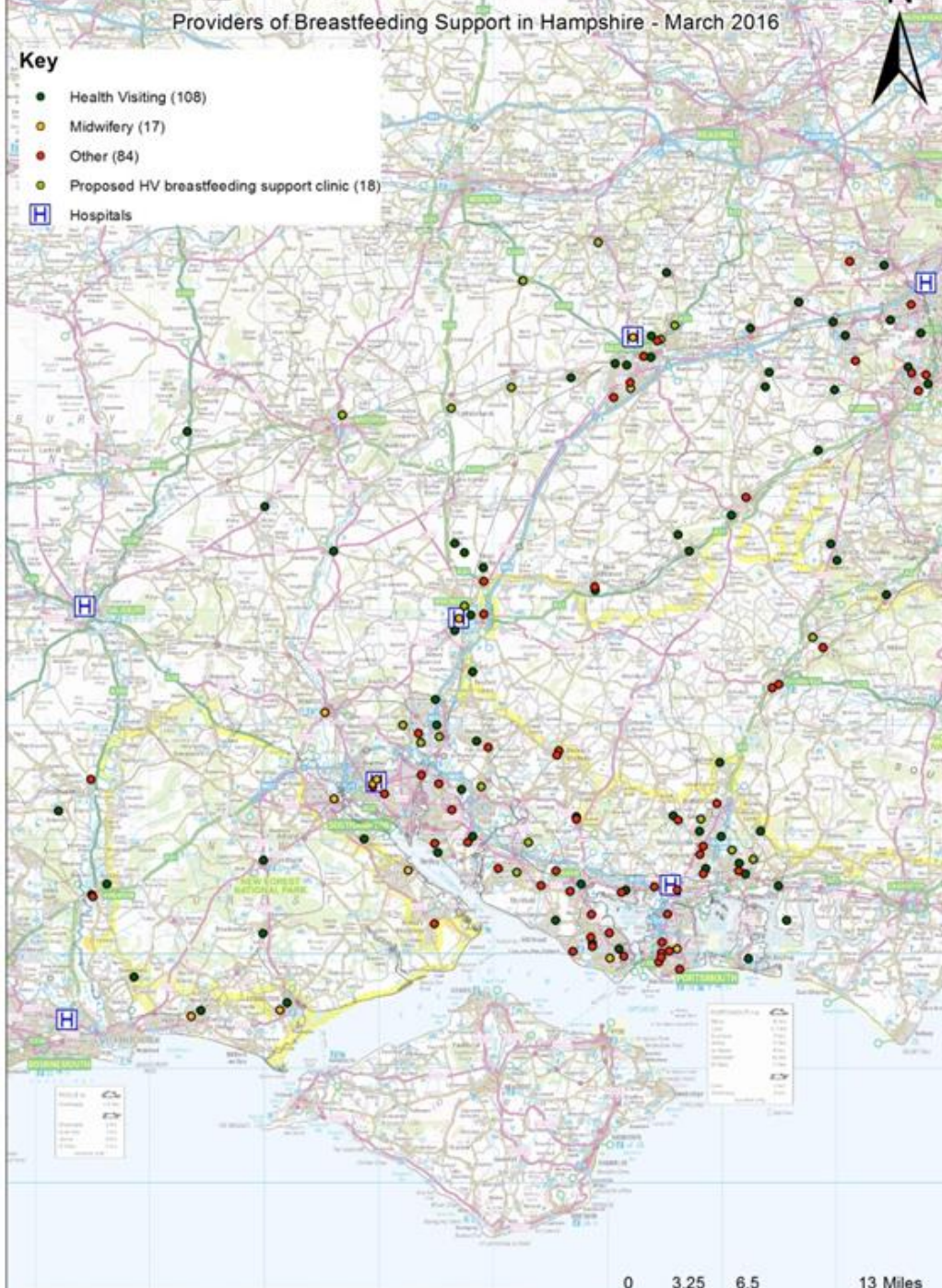
Our response

- Set up **task & finish** group
 - To inform the development of model of support that is equitable and sustainable
 - Multi-agency constituents including service user representatives and service providers
- Public **engagement**
- Local **audits**, peer-review evidence
- Provision **mapping**
- Defined levels of service to **best address need**

Providers of Breastfeeding Support in Hampshire - March 2016

Key

- Health Visiting (108)
- Midwifery (17)
- Other (84)
- Proposed HV breastfeeding support clinic (18)
- Hospitals



Proposed Model of Delivery through Hampshire Health Visiting Service

Three levels: standard, extra, complex

Based on key principles:

- Equity of access
- Universalism
- Sustainable within existing public sector resources
 - affordable
- Structured pathway – integration of delivery
- Responsive access to specialist advice and care

This will form a **key part** of the overall remit of Health Visiting service with specific related KPIs

What this means in practice

- Continuing **strong links** with midwifery for all Hampshire mothers
- Mothers benefit from **health visitor expertise** (UNICEF accreditation) in relation to breastfeeding, plus holistic and proactive approach to supporting health development of 0-5 year olds - Healthy Child programme

What this means in practice

- Universal service supported by **additional help** eg drop-ins where clear evidence shows that extra support is needed
- Equality Impact Assessment – **sustainable support for all** but more support for those families who need it – e.g. deprived, rural communities

Why this approach?

- HCC **commissioning responsibility** for health visiting from 1/10/15
 - Quality assured through KPIs
 - Performance managed quarterly
 - Constructive dialogue
- Opportunity to **align services** with CCG colleagues
 - NHS is increasing focus on breastfeeding support in line with us

Summary

- Breastfeeding **support is available** now and will continue to be available from 1st April 2016
- Commitment to **protecting** health visiting budget
- Breastfeeding delivery model will give Hampshire **equitable, sustainable, integrated and affordable** breastfeeding support, ensuring those mothers who need extra support are able to access it

