

Equality Impact Assessment



Name of project/proposal

Breastfeeding support model - Hampshire

Contact name

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Department

Corporate Services

Date to be published on Hantsweb

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Purpose for project/proposal

This proposal is to gain approval for the implementation of a new breastfeeding support model across Hampshire. In Hampshire, support for breastfeeding is mostly provided by statutory services: maternity and health visiting. Additional support for breastfeeding 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. In addition, some additional support has relied in short term funding, which is unsustainable. The new breastfeeding support model will provide all women and families with equitable and sustainable breastfeeding support.

Consultation

Has a consultation been carried out?

Yes

An online survey was completed in December 2015 with a high number of responses (1488) to explore what helped women to breastfeed. To enable a wide representation of views, the survey link was sent out through maternity, health visiting, third sector and service user networks. In addition, an advertisement was placed on Facebook, targeting all women in Hampshire of child-bearing age.

Statutory considerations

Impact

Age	Low
Disability	None
Sexual orientation	None
Race	None
Religion and belief	None
Gender reassignment	None
Sex	Low
Marriage and civil partnership	None
Pregnancy and maternity	Medium

Other policy considerations

Poverty	Medium
Rurality	Low
Other factors	Nothing selected

Geographical impact

All Hampshire

Have you identified any medium or high impact?*

Yes

No

Equality statement

This proposal is to implement a new model of tiered breastfeeding support for women and babies. 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 eg. due to deprivation, rural isolation, etc, or those that simply require more help to feed their child. Furthermore, 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.

The breastfeeding support model has been developed and agreed by a Breastfeeding Task & Finish group - a multi-agency partnership group with representation from maternity and health visiting services, Hampshire County Council, service users and third sector breastfeeding support providers. The Task & Finish Group has used a number of sources to develop the model including an online survey of almost 1500 women, correspondence from women,

evaluations from third sector breastfeeding support providers and audits from maternity/health visiting services. Peer-reviewed evidence was also used to inform the model.

The breastfeeding support model consists of three tiers based on level of need - universal, level two and level three, delivered by statutory services. This will ensure that women receive equitable, responsive support that is effective and efficient. Universal services will be available and accessible to all women in Hampshire and are the best way to mitigate against lack of breastfeeding support in deprived communities and rurally isolated areas

Universal support is for all women and families and support at this level will include positioning and attachment, where to access further support, etc. Level two is to be available to those who are experiencing some problems, such as mastitis, thrush or sore nipples. Level three is aimed at women experiencing more complex issues, such as tongue tie, allergies, etc. The aim of the model is to support families to feel happy, confident and independent in feeding their babies.

As described, while the design is universal, it will have an overall impact which is expected to be positive.

Date to review actions 30 Sep 2016

Final decision date

Final decision date due 30 Mar 2016
Decision to be made by Executive Member