Peterborough City Council: Breastfeeding services

NCT has worked with Peterborough City Council (PCC) to take two complementary approaches to supporting initiation and maintenance of breastfeeding.

Breastfeeding Peer Support Training

NCT and the Peterborough Primary Care Trust first worked together in autumn of 2007 on an NHS-funded pilot to train breastfeeding peer supporters and ran peer support in-house.

However, in order to address issues including support of breastfeeding peer supporters post qualification and to provide a sustainable service, PCC as the new lead for public health locally have teamed up with NCT. A major step was to enter the cohort, which had been trained in-house, onto NCT’s training course so they could receive OCN accreditation – bringing all peer supporters up to the same level.

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<tr>
<th>Cohorts</th>
<th>Date</th>
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<tbody>
<tr>
<td>10</td>
<td>Autumn 2011</td>
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<tr>
<td>12</td>
<td>Autumn 2012</td>
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<tr>
<td>10</td>
<td>Autumn 2013</td>
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<tr>
<td>9</td>
<td>Autumn 2014</td>
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<tr>
<td>12 ready to commence training</td>
<td>Autumn 2014</td>
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At the time of writing there are 16 trained peer supporters active in Peterborough.

In 2008 the local Peterborough partnership began to work towards UNICEF Breastfeeding Initiative (BFI) accreditation both in the community and hospital settings (Peterborough and Stamford Hospitals).

The role of PCC has expanded over time and is now the focus of collaborative working amongst key partners including NCT and health visitors. As part of this holistic approach, NCT now provides a service delivery manager to oversee recruitment, training, deployment and reflective practice of peer supporters, and help maintain quality standards of Baby Cafés.

Says Dr. Henrietta Ewart, Interim Director of Public Health, “Our local breastfeeding rates at 6-8 weeks have continued to increase in recent years and are being sustained and improved through the approach we have adopted with NCT and local partners.”
The Baby Café

There are four Baby Café drop-ins provided through PCC, delivering a social model of community-based support for breastfeeding. One is facilitated by NCT breastfeeding counsellors and three by health visiting teams and community nursery nurses. The Baby Cafés are spread around the city and operate on different days, which means that women who are breastfeeding can visit more than one if they wish. They are located in different settings: ranging from the community room of a large shopping centre, to two children’s centres and a family centre in a primary school, making them easy to access.

The Baby Cafés operate to 12 quality standards which set the service apart as a breastfeeding drop-in service. These are:

1. A named facilitator responsible for ensuring that Baby Café brand values are met.
2. A qualified facilitator who is a Band 6 health professional or equivalent.
3. Multi-disciplinary working collaboratively with local health professionals.
4. Provision of a safe, hospitable café style environment serving refreshments and snacks.
5. 1:1 skilled professional or practitioner breastfeeding service and peer support.
6. Promotion and support of breastfeeding exclusively or in combination with using formula for 6-8 weeks or longer.
7. Commitment that mothers from all sectors of the community are aware of and feel motivated to access the service.
8. Ensuring that Baby Café is easy for mothers to access physically plus links with workers or peer supporters speaking community languages.
9. Commitment to referring promptly and appropriately to other services as required. (94% of Baby Cafés recommended women to visit a health professional in 2013).
10. Provision of high quality information on breastfeeding related issues.
11. Regular review of the service and mothers’ and babies’ needs.
12. Providing reliable data which has been regularly collated to evaluate and monitor performance and inform developments.

For more information on breastfeeding peer support and training or how to set up a Baby Café email us at CommissionedServices@nct.org.uk and one of our Regional Partnership Managers will contact you.