



babycafé

**Report on Baby Café
services during 2017**

Baby Café in 2017

- **A wide-reaching service** – There were 46 Baby Cafés across the UK in December 2017, recording a total of 14,802 visits and supporting 6,322 mothers to breastfeed.
- **A professional service** – 45% of Baby Café facilitators have received UNICEF Baby Friendly training, 59% are qualified breastfeeding counsellors, 38% are IBCLC lactation consultants, 32% are health visitors and 23% are midwives.
- **An accessible service** – Baby Café facilitators work hard to ensure that they promote their services widely to attract women from all sectors of the local community. Overall 65% of women using the service during 2017 described themselves as White British, 16% White Other, 10% Asian / Asian British, 4% Black / Black British, 3% Mixed / Multiple ethnic groups and 2% as Other.
- **A social model of care** – 40% of women who attended Baby Cafés attended more than once and 6% attended six or more times, benefitting from a social model of care for ongoing breastfeeding support.
- **Increasing breastfeeding confidence and duration** – Feedback shows that women value the continuity of care provided by skilled facilitators and other breastfeeding mothers, and that this plays a key role in increasing breastfeeding confidence and duration.¹
- **Antenatal education** – Antenatal visits to Baby Cafés accounted for 5% of the total in 2017, enabling women to pre-empt possible feeding difficulties, meet key individuals and explore opportunities for support in advance of feeding their babies.
- **Involvement of peer supporters and volunteers** – Baby Cafés benefitted from an average of 147 volunteer hours during 2017, with 70% of Baby Cafés using trained peer supporters and referring a total of 182 women for peer supporter training.
- **Integration with local health and social services** – Baby Cafés are committed to work closely with other local services to ensure continuity of care for breastfeeding women and their families.
- **Meeting UNICEF Baby Friendly standards** – Many Baby Cafés are part of wider breastfeeding strategies to help meet UNICEF Baby Friendly standards for breastfeeding support in the community³, and in some areas the service is being specifically commissioned to meet this need.



The Baby Café model



Baby Café co-ordinates a network of community based breastfeeding support services across the UK. A Baby Café is a breastfeeding drop-in run by skilled facilitators with the help of volunteers and peer supporters, accessible free of charge to all mothers needing support with breastfeeding.

Baby Cafés are designed to provide both social support and expert help to mothers with breastfeeding questions or concerns, and each session is attended by a suitably qualified midwife, health visitor, lactation consultant or Breastfeeding Counsellor. The sessions are held in an informal café-style environment, with refreshments, comfortable seating and play areas for accompanying children.

Funding comes from a variety of sources, including NHS trusts, local authorities, Children's Centres, NCT branches, community funds, or grants.

Baby Café is overseen by a small central team of highly qualified breastfeeding professionals who carry out site visits and offer support. The Baby Café package includes an induction day and update training which is tailored to meet the needs of individual cafes. Facilitators have access to a brand new updated website where they can upload their own photos and information and receive a newsletter three times a year to share best practice.

All Baby Cafés are based around 12 Quality Standards and offer:

- Free weekly breastfeeding support in a friendly group environment
- Individual one-to-one support for breastfeeding women
- A qualified facilitator(s) who is experienced in supporting breastfeeding families
- Training and involvement of peer supporters and volunteers
- Multidisciplinary working with local healthcare professionals, children's services, voluntary organisations and community groups
- A welcoming café-style environment with drinks and snacks
- A combination of social and clinical support
- Antenatal and postnatal support to promote breastfeeding at all stages
- An accessible service which is committed to serving women from all sectors of the community
- Appropriate referral to other services as required
- High quality information for mothers to read or take away
- Pro-active support and training from the Baby Café team in the form of site visits, induction and update days



Baby Café follow-up

A telephone follow-up evaluation of 100 women attending Baby Café between May 2014 – May 2015 was conducted during July/August 2015.² The results showed:

- 96% of mothers had found the service useful
- 75% said Baby Café had enabled them to breastfeed for longer than they would have done without the support
- 81% had breastfed for as long as they intended to
- 26% had fed for longer than they intended
- Duration rates were well above national averages with 61% of women breastfeeding to 6 months (exclusively or alongside solid food) and many more mixed feeding



The voice of women benefitting from Baby Café services during 2017

If I didn't have Baby Café, I would be no longer feeding my baby. Baby Café has got me through a tough time, with a history of depression, I have had lots of low moods after birth. Knowing that Baby Café was there for me every week kept me going through this time and I am still breastfeeding my baby!



If it wasn't for Baby Café I would never have managed to get my baby to latch on and still be feeding at 6 months. The whole team is so friendly and welcoming they always make us feel at home when we come, sometimes just for a chat when it's been a difficult week. It's been a long hard journey with highs and lows and Baby Café have been there for me at every stumbling block to help me find the strength to keep going.

I have attended Baby Café for both of my children and received much needed help and support from the staff. It's also been a great way to build my confidence for feeding in public and getting to know other mums.



Baby Café: community based breastfeeding support

Combining expert help and peer support



Over 6300 women supported during 2017



81%
of women had
breastfed for as long
as they intended to



Baby Cafés

- Are based around 12 Quality Standards
- Offer expert support from health visitors, lactation consultants, breastfeeding counsellors or midwives
- Offer social support from peer supporters and volunteers
- Help to achieve UNICEF Baby Friendly standards
- Engage with GP's, health visitors and mental health services

75%
of women said Baby Café helped
them to breastfeed for longer

References

1. Fox, R, McMullen, S and Newburn, M (2015) Women's experiences of breastfeeding and additional breastfeeding support: a qualitative evaluation of Baby Café services' BMC Pregnancy and Childbirth 15:147.
 2. Fox, R, McMullen, S (2015) Community support for breastfeeding: a case study of Baby Cafés in Lewisham' NCT.
 3. UNICEF UK Baby Friendly Initiative Audit Tool for Health Visiting services.
- Report to be cited as: Fox, R, Hann, A and McMullen, S. Report on Baby Café Services during 2017. London, NCT, 2018.

Authors: Rebekah Fox, Agnes Hann and Sarah McMullen.
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0844 243 6000
www.nct.org.uk

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