

# Report

## Cabinet Member for Community and Resources

---

### Part 1

Date: 22 March 2017

**Subject** **Breastfeeding Welcome Premises Scheme**

**Purpose** To update the Cabinet Member on the Breastfeeding Welcome Premises Scheme which is being launched as part of the promotion of health & wellbeing in Newport.

**Author** Partnership Officer – Health & Wellbeing

**Ward** General

**Summary** The Scheme in Newport is aimed at making premises more welcoming and supportive of breastfeeding families, as well as making the public aware that they are able to breastfeed their babies in any public premises. The scheme is planned to be officially launched by the end of March 2018.

The project is part of the One Newport partnership Single Integrated Plan (SIP) health and wellbeing development and is will be funded through the SIP Health & Wellbeing budget.

**Proposal** **Cabinet Member is asked to consider the overview of the Breastfeeding Welcome Premises Scheme and support this initiative**

**Action by** Senior Partnership and Policy Officer

**Timetable** Immediate

This report was prepared after consultation with:

- Head of People and Business Change
- Public Health Wales

## **Background**

The source of the data is the National Community Child Health Database (NCCHD), held and maintained by the NHS Wales Informatics Service (NWIS).

The current statistics are published annually as *Births in Wales: data from the National Community Child Health Database* which summarises birth data items on the NCCHD

In the latest release (2016) the statistics have been published for Wales, Aneurin Bevan University Health Board (ABUHB) and for the Newport population. The data tells us that a high percentage of babies born in Newport are breastfed at birth. However, at the 10 day and 6-8 week marker, there is a considerable decrease in the continuation of breastfeeding. Although, this can be seen at a national and more local level. ABUHB falls below the national average of drop off for those babies that were initially breastfed at birth.

An article on the conclusions of the most recent publication of the Lancet Series on breastfeeding states that, "genuine and urgent commitment is needed from governments and health authorities to establish a new normal: where every woman can expect to breastfeed, and to receive every support she needs to do so."

Also in response to the new evidence published in the Lancet journal, Unicef have recently launched a 'Campaign to Change the Conversation Around Breastfeeding'. The aim is to stop pressure on individual women to breastfeed, and instead build an environment that is supportive of breastfeeding for any woman who chooses to do so by removing the barriers which block successful breastfeeding.

## **The Scheme**

The Newport Breastfeeding Welcome Premises Scheme has been developed in response to the ending of the National Breastfeeding Welcome Scheme. This was established by Welsh Government and ran from 2006 to 2015. Since then, there has been no new scheme nationally and it is the decision of each local authority as to whether or not they implement something similar locally.

One of the priorities set out in the Single Integrated Plan (SIP) for Newport is to reduce the percentage of adults and children (4 - 5 years) that are overweight or obese. One of the projects defined to achieve this is to develop and embed a Breastfeeding Welcome Premises Scheme for Newport. This is due to the fact that breastfeeding can help reduce to risk of obesity in later on in life.

The Scheme in Newport, developed by the One Newport partnership, is aimed at making premises more welcoming and supportive of breastfeeding families, as well as making the public aware that they are able to breastfeed their babies in any public premises.

This is done by delivering a 45 min awareness session to either all staff (in small premises) or key staff for them to then cascade the information down to the rest of their staff (in larger premises).

By raising awareness to staff in public premises of the reasons why families choose to breastfeed and passing on some key information around the subject, the aim is that there will be more accessible places for breastfeeding to happen. A logo will be displayed at premises for the public to see and identify that the premises is fully aware of breastfeeding and they will be supported to do so in that place. Each premise will then be added to a register that is accessible to the public via the Newport City Council website.

## **Financial Summary**

The costs associated with this initiative are covered by the Newport Single Integrated Plan, Health & Wellbeing budget.

## Risks

Risk	Impact of Risk if it occurs* (H/M/L)	Probability of risk occurring (H/M/L)	What is the Council doing or what has it done to avoid the risk or reduce its effect	Who is responsible for dealing with the risk?
No risks identified	n/a	n/a	n/a	Policy, Partnership & Involvement Manager

\* Taking account of proposed mitigation measures

## Links to Council Policies and Priorities

The Health & Wellbeing Theme of the Single Integrated Plan is described as:

*Improving health, wellbeing, and independence by:*

- *Promoting and supporting healthy living throughout life;*
- *Prevention, early intervention, and self-management of illness;*
- *Reducing inequities in health;*
- *Enabling people to take a personal and shared responsibility for their own health and that of their families;*

Newport City Council has identified Well-being objectives which are outlined in the Corporate Plan, including enabling people to be healthy, independent and resilient.

The Corporate Plan intends to Build on Success and Build a Better Newport, with two of the focuses aimed at fairness & equality and culture & social wellbeing.

This initiative will promote healthier lifestyles by promoting the reasons families choose to breastfeed and provide an equally welcoming environment for those who choose to Breastfeed or bottle feed their babies.

## Options Available

The options available are:

1. To support the launch of the Breastfeeding Welcome Premises Scheme and support the initiative;
2. To amend the proposal for the launch of the Breastfeeding Welcome Premises Scheme

## Preferred Option and Why

Cabinet Member is asked to consider the overview of the launch of the Breastfeeding Welcome Premises Scheme and support this initiative as part of the promotion of health and wellbeing in Newport.

## Comments of Chief Financial Officer

There are no direct financial implications coming from this report – Launch of the Breastfeeding Welcome Premises Scheme will have to be completed within the overall Partnership budget

## Comments of Monitoring Officer

There are no legal issues arising from the Report.

## Comments of Head of People and Business Change

There are no direct HR implications arising from this report.

The report notes that this initiative will contribute to the achievement of the Council's well-being objectives as outlined in the Corporate Plan.

The scheme is also an important partnership activity, being part of the Health and Well-being theme in One Newport Public Services Board's Single Integrated Plan. It will also help to achieve the priorities of the PSB's draft Well-being Plan, most notably the priorities "Provide children and young people with the best possible start in life" and "Long and healthy lives for all."

## **Comments from Non-Executive Members**

### Councillor T Holyoake:

I would be pleased to support the launch of the Breastfeeding Welcome Premises Scheme. I strongly believe this initiative is long overdue many new mums feel isolated and overwhelmed after giving birth. However, the law protects you for as long as you wish to feed your baby.

You shouldn't ever be made to feel uncomfortable about breastfeeding in public. It is illegal for anyone to ask a breastfeeding woman to leave a public place, such as a cafe, shop or public transport. We should strongly encourage shops and businesses to take part in the Breast feeding welcome scheme, it is a natural process, the medical evidence shows breastfeeding to be the best nutrition for babies. The immunity it imparts against common childhood illnesses – chest and gastro infections in particular – offers dramatic public health benefits: UNICEF research indicates that if every four-month-old in the UK were breastfed, it would halve the number of emergency hospital admissions for children under one. Every month of breastfeeding brings a 30% dip in the likelihood of a trip to A&E.

And yet we have one of the lowest rates for this activity in the world – just 1% of mums meet government guidelines to breastfeed exclusively until six months. Only one third are doing so at all by then – 45% stop before six weeks. All mums should have adequate support to establish effective and comfortable feeding.

### Councillor J Watkins:

As a former nurse and midwife of 42 years standing some 28 years of which I practised solely as a midwife I am delighted to support this initiative. Providing welcoming environments where women may breastfeed their babies comfortably is an initiative which fully supports breast feeding and health for both the mother and the baby not to mention the Health and Wellbeing of the nation.

## **Local issues**

No impact on individual wards, premises across the city will be encouraged to participate.

## **Scrutiny Committees**

Progress on the SIP health and wellbeing theme is regularly reviewed by Scrutiny Committee.

## **Equalities Impact Assessment**

The proposal does not require a Fairness and Equalities Impact Assessment.

## **Consultation**

Comments received from wider consultation have been incorporated into the strategy.

## **Wellbeing of Future Generations (Wales) Act 2015**

The strategy supports the Wellbeing of Future Generations (Wales) Act 2015 as outlined below:

- **Long term:** The concept of this scheme is to normalise breastfeeding in public places. To encourage confidence in families who choose to breastfeed, with the view that duration of exclusive breastfeeding would lengthen, thus increasing the benefits to the infant. This would also work towards removing any barriers to publically breastfeeding.
- **Prevention:** Breastfeeding is known to have many preventative benefits for both mother and baby. Some of the benefits for baby include reduced risk of: gastrointestinal issues, type 1 and type 2 diabetes, inner ear infections and obesity in adulthood. For the mother some of the benefits include reduced risk of: some female cancers, osteoporosis and cardio vascular disease.

- **Integration:** The scheme is aimed at working towards a healthier and more equal Wales. Raising awareness of the reasons why a family chooses to breastfeed and providing a more supportive environment for those families; has the potential to remove unnecessary barriers.
- **Collaboration:** As a One Newport project, the scheme has been developed with the inclusion of external partners. Also, due to the nature of the scheme, collaboration between the One Newport Partnership and local businesses is essential to its implementation and success.
- **Involvement:** The scheme actively encourages public involvement by giving details on how to provide feedback and also openly asks for suggestions on public places that could be invited to be a part of the scheme in Newport.

## **Background Papers**

One Newport Single Integrated Plan

<http://www.newport.gov.uk/en/Ca54re-Support/Children-and-families/Breastfeeding-welcome.aspx>

Newport City Council Corporate Plan

Dated: 22 March 2018