



Edith Kerrison Nursery School and Children's Centre

Infant Feeding Policy for Newham Children Centres

Purpose

The purpose of this policy is to ensure consistency amongst staff who work within Newham Children Centres when providing support and education for families around infant feeding and very early years development.

All staff working in Newham Children Centres should work to ensure that this policy is implemented within the centres and in their everyday practice.

Outcomes

This policy aims to ensure that the services and care provided improve outcomes for children and their families with a particular emphasis on delivering:

- Increase in breastfeeding rates at 6-8 weeks
- Increase in exclusive breastfeeding rates at 6-8 weeks
- Of those parents/carers that formula feed; an increase in the number who do so as safely and as responsively as possible
- An increase in the number of babies who start solid foods at around six months of age
- Services which promote responsive parent child relationships.

Our Commitment

Newham Children Centres are committed to providing a high standard of care to families in the area, including:

- Working collaboratively with Midwifery and Health Visiting colleagues and other organisations providing support for parents and young babies
- Supporting mothers to have a positive breastfeeding experience
- Working with families to improve and enhance parenting experience
- Ensuring local needs are met according to best practice for Children Centres.

Staff Training and Orientation to the Policy

- All staff will be expected to read and understand the policy within one week of joining a Newham Children Centre
- All staff will receive training on how to implement the Baby Friendly standards as appropriate to their role
- The minimum requirement is to attend the Breastfeeding Awareness training delivered by the Early Start Midwifery Team within six months of commencing in post
- Early Start Midwives, Nutritionists and other staff who have a more specialist role in supporting and educating mothers on infant feeding will attend a two-day breastfeeding and relationship building training delivered by the Early Start Midwifery Team

- Newham Children Centre staff involved in supporting parents in introducing solid foods will complete the Healthy Eating Study Day for the under 5's delivered by the Early Start Community Nutrition Team
- Children Centre Managers/Coordinators/Lead Staff will ensure that all staff attend appropriate training and that records of staff attendance are maintained.

Supporting Pregnant Women

- We recognise the importance of pregnancy as a time to build the foundations of future health and well-being and the role Children Centres play in supporting this
- Children Centres will support parents to recognise the importance of breastfeeding and early relationship building in pregnancy
- Staff contacts with pregnant women will be used to give mother-centred, non-judgemental and relevant information in a sensitive way. Conversations can include feelings about becoming a mother, connecting with the baby in womb, what babies need and what support is available locally
- No pregnant woman should be asked about her feeding intention as she does not have to make a decision before she holds her baby. The importance of breastfeeding will be highlighted to mothers who ask for advice on feeding during pregnancy, via ante-natal Midwifery Services and at other times when it is appropriate to do so
- All Children Centres should try to accommodate Early Start breastfeeding groups, Early Start breastfeeding antenatal workshops and Early Start antenatal classes on a quarterly basis
- If not running in their centre, Children Centres should promote and publicise the activities – named above - held in other centres
- All antenatal classes and information provided to pregnant women should reflect the Baby Friendly Standards and comply with the Code.

Protecting and Supporting Breastfeeding in all areas of our work with families

- Breastfeeding should be valued by all staff within the centres, and mothers will be encouraged and praised for breastfeeding
- Staff will encourage and support mothers to breastfeed their babies exclusively for six months
- When exclusive breastfeeding is not possible, the value of continuing partial breastfeeding will be emphasised and mothers will be supported (or signposted to get more support) to maximise the amount of breastmilk their baby receives
- All mothers regardless of feeding method will be supported to introduce solid food at around six months of age in accordance with World Health Organization and Department of Health guidelines

- Children Centre's will ensure that they have a range of leaflets available that are up to date and promoting breastfeeding. These will be displayed in the main reception area. A designated Children Centre staff member will ensure, on a weekly basis, that suitable materials are available
- Any new material on infant feeding intended to be displayed or used in groups or classes will have to be confirmed with the Early Start Community Infant Feeding Coordinator
- The International Code of Marketing of Breastmilk Substitutes (The Code) should be implemented within the Children Centres
- There should be no promotion of breastmilk substitutes, bottles, teats or dummies in any part of the Children Centre or by any of the staff. Staff will not sell or distribute any formula milk or baby food
- All leaflets, posters and promotional materials will have to be free from logos or the name of any company which sells breastmilk substitutes, bottles, teats or dummies. These include pens, diary covers, mugs, children's feeding cups and bowls.
- Children Centre staff will proactively support and recommend the Early Start breastfeeding groups and antenatal workshops to parents
- Any mother requiring support on breastfeeding or who can benefit by socialising with other breastfeeding mothers should be signposted to the breastfeeding groups run by the Early Start Midwifery Team using the signposting form (See Appendix 1)
- All clients attending groups with young babies should be referred (informally or formally) by the facilitator to Introducing Solid Food workshops. In particular this would apply to the following groups; baby club, stay and play session, baby massage and other groups for children under one year
- For developing and improving services, results from parents' evaluation, survey and consultation will be used to ensure that our services meet families needs.

Maintaining Breastfeeding Friendly Environment in all Centres

- A welcoming atmosphere for breastfeeding should be created throughout the Children Centres. A poster will be displayed in the main reception area and in other areas that are accessed by the public and parents to display that breastfeeding is welcome in all areas of the building. In addition, signage will note that should women prefer to feed in private this can be arranged
- Children Centres in Newham will publicise on their programmes that breastfeeding is welcome at their centres
- Children Centres will publicise the updated list of breastfeeding groups on their quarterly programmes
- All Children Centres will have a designated breastfeeding room, though this room may be multi-purpose. This designated room would be available for mothers who ask for privacy or who seem hesitant to feed in a public area. An appropriate sign will be placed on the door when a woman is feeding in private to protect her privacy.

- If a mother starts breastfeeding during a session or in any other area, she will be treated as normal with a welcoming attitude. Women can be offered chairs and pillows or drinking water depending on the space and available facilities
- The person covering reception will be responsible for taking the same action for women in the reception area.

Supporting parents to have a close and loving relationship with their baby

- Newham promotes responsive parenting and parents are encouraged to respond to their baby's needs for love, comfort and security
- Sessions like baby massage, baby play and stay and play should be used to provide parents encouragement to build up close relationships with their babies. Centre staff will promote responsiveness and parents becoming attuned to the needs of young babies and help parents to enjoy time with their baby
- All materials and classes provided for parents reflect this philosophy
- Parents who have decided to bottle feed should be encouraged to do so responsively – and information should be provided to support this.

Responsive Feeding

The term responsive feeding is used to describe a feeding relationship which is sensitive, reciprocal and about more than simply providing food for a baby. Staff should ensure that mothers attending Newham Children Centres have an opportunity to discuss feeding and behaviour cues.

Mothers should be reassured that breastfeeding can be used to feed, comfort and calm babies and that breastfed babies cannot be overfed or 'spoiled' by frequent feeding. Mothers can also be reassured that breastfeeding can be an opportunity for them to rest.

If a mother is bottle feeding she does need to be careful not to over-feed her baby. However, she can still feed responsively, by recognising feeding cues, holding her baby close and pacing the feed so that her baby is not forced to take more milk than s/he needs. Young babies feel more secure when they receive most feeds from their parents and this also helps parents and baby build a strong and loving bond.

Monitoring and Review:

- This policy supersedes any other Breastfeeding or Infant feeding Policy in place before September 2014
- Compliance to the policy will be regularly monitored and any breaches of the policy will be referred to the Heads of Centre and or Head of Service
- This policy will be reviewed and updated, at a minimum, annually. The review date for this policy is October 2015

Appendix 1

Early Start Midwifery Team Breastfeeding Group Signposting Form

Breastfeeding Groups are women only drop-in group for pregnant women and breastfeeding mums for networking, information and support. Mothers do not need appointments to attend the groups.

Completion of the form below will enable our team to

- Contact all those signposted for encouraging them to attend the groups.
- Follow up with those who were signposted but did not attend any group.
- Monitor the number of signposting forms completed by children's centres and by various teams e.g. health visiting, midwifery and nutrition teams each quarter. This will demonstrate the commitment of all partners in implementing Baby Friendly Initiative in Newham.

Please complete the details below and

E-mail to: Earlystartbreastfeeding@newham.gov.uk

E-mail is the quickest and our preferred way for sending the form. If not possible, you can also post it to:
Breastfeeding Support Service, Early Start Midwifery Team,
Abbey Lane Children Centre, 1 Abbey Lane, Stratford, E15 2SD

| | | | | | |
|--------------------------------|--|---------------|--|--------------|--|
| Mother's Name | | Child View no | | Telephone No | |
| Baby's Name | | Child View No | | Baby's DOB | |
| Address with postcode | | | | | |
| Reason for signposting | Engagement in group <input type="checkbox"/> Needing support <input type="checkbox"/> Networking <input type="checkbox"/> Other <input type="checkbox"/> | | | | |
| Any other relevant information | | | | | |

I confirm that the family concerned are aware that I am completing this signposting form (please tick)

| | | | |
|-------------------|--|------------------------|--|
| Signposter's name | | Date of signposting | |
| Profession | | Children's Centre base | |
| Address | | Contact Number | |

(For office use only)

Referred was called byonOutcome:.....

Referred did / did not attend the Breastfeeding Group on.....at.....

Signed..... Name of Team member.....

Date.....Contact number.....

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