

North Tyneside

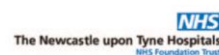
# Breast Feeding Strategy



Service User Version

2021 - 2025

The North Tyneside Health and Wellbeing Board is responsible for this strategy, which has been developed with its representative partners in partnership with the Healthy Weight Alliance.





This strategy tells you about how we would like services which makes a difference for mothers, babies, and families in North Tyneside to support and make breastfeeding be seen as the normal way to feed a baby.

This strategy is an easy-to-read guide that sets out the aims of the full strategy. It is aimed at the families of North Tyneside.

We know that not every mother will choose to breastfeed their baby. Support is available for all however they are feeding.

The term woman or mother is used within this guide however, we understand people may use different words when talking about themselves or feeding their baby. Transgender and non-binary people may provide human milk to their babies this is sometimes referred to as chest-feeding. This strategy is inclusive to all.

The aim of this strategy is to:

- Support more mothers to start breastfeeding their babies
- Support more mothers to continue breastfeeding
- Look at areas in North Tyneside with low breastfeeding rates and provide more support
- Help make breastfeeding the normal way to feed a baby make North Tyneside a breastfeeding friendly borough.



The strategy sets out the services and support available, the action plan and what North Tyneside aims to do to improve services to offer the right support at the right time.

*Breastfeeding is a natural 'safety net' against the worst effects of poverty ... Exclusive breastfeeding goes a long way toward cancelling out the health difference between being born into poverty and being born into affluence ... It is almost as if breastfeeding takes the infant out of poverty for those first few months in order to give the child a fairer start in life and compensate for the injustice of the world into which it was born."*

- James P. Grant, Executive Director of UNICEF (1980-1995)

## Promoting, Protecting, Normalising and Supporting Breastfeeding

## The Evidence

## Baby

Human milk (breastfeeding) provides everything a baby needs in the first 6 months of life. Beyond 6 months it provides lots of benefits alongside foods. Giving a baby nothing other than human milk and necessary medications is recommended for the first 6 months of life, beyond this breastfeeding is recommended until 2 years or until the mother and baby want to stop. Human milk is meant for human babies and helps to protect babies and children from:

- Having too much body fat (obesity)
- Tummy bugs
- Ear infections
- Chest infections
- Urine infections
- Sudden Infant Death Syndrome (sometimes known as cot death)
- Allergies
- Diabetes
- High blood pressure
- Childhood leukaemia (a type of childhood cancer)
- Heart disease
- Tooth Decay

The evidence base for the value of breastfeeding can be found by searching UNICEF Baby Friendly Initiative and going to their 'research' page.

## The Evidence

## Mother

Breastfeeding reduces the risk of breast, uterine (womb) and ovarian cancers. A positive breastfeeding experience is also linked to a lower risk of postnatal depression and can increase a mother's confidence in caring and responding to her baby.

## Baby and Mother and/or Main Carer

A responsive (where a parent reacts quickly and positively to their baby) helps with an increased chance of a mother starting breastfeeding and continuing. Supporting of a responsive parent- baby relationship is important for all babies; this includes bottle feeding and the safe introduction of solid foods. Responsive feeding and responsive parenting are good for a baby's brain development and mental health.

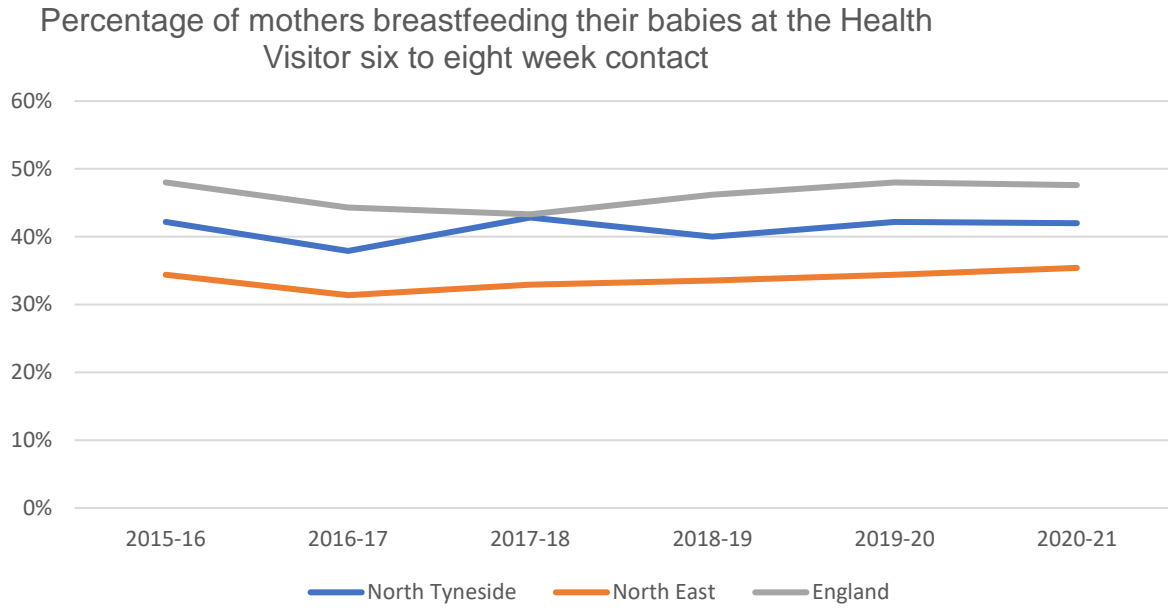
## Environmental Cost

Formula feeding produces lots of waste from making it, selling it, and packaging it. Around 550 million infant formula cans, 86,000 tons of metal and 364,000 tons of paper are added to landfills every year.

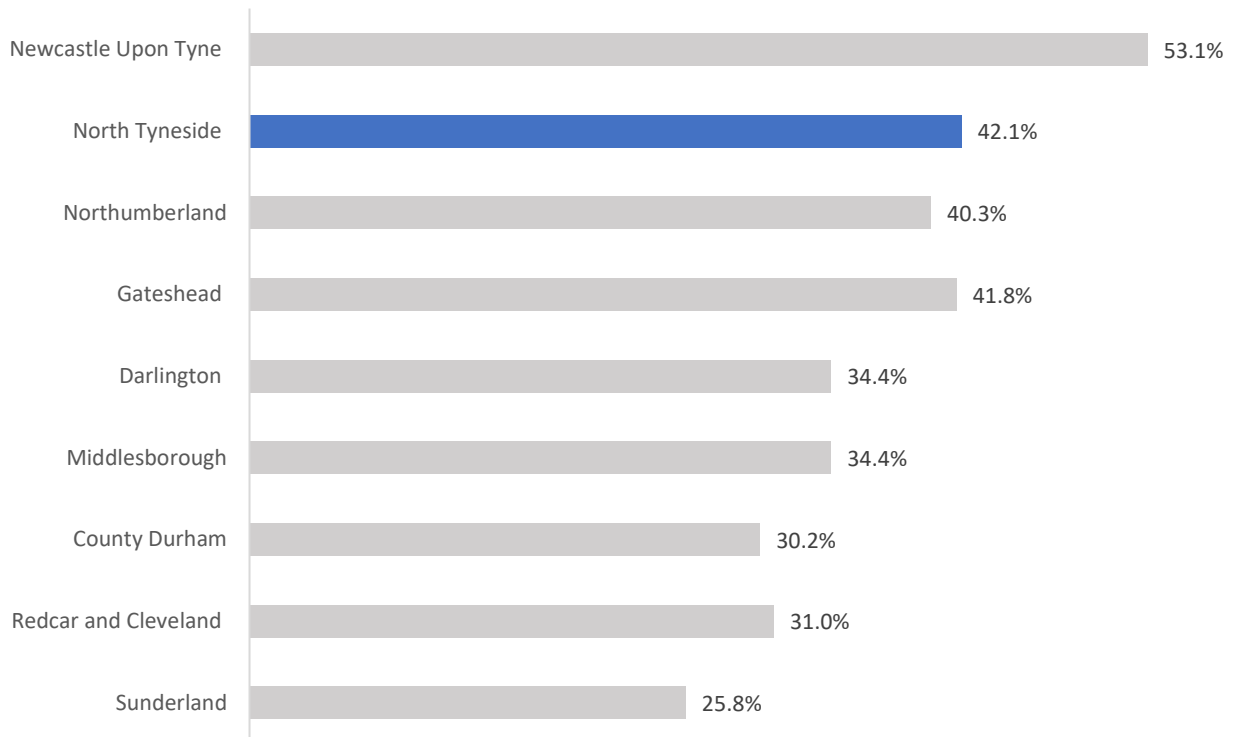
## Costs

Formula feeding can be expensive for the family, the cost of powdered formula can vary a lot between different brands. The cost of feeding a 2-3 month old baby over a month (30 days) can vary in cost from £91.20 to £27.60 ([Costs | Infant formula | follow-on formula & milks marketed in UK \(infantmilkinfo.org\)](#)). Illnesses which could be reduced by breastfeeding also cost the NHS an estimated £50 million per year nationally in the UK.

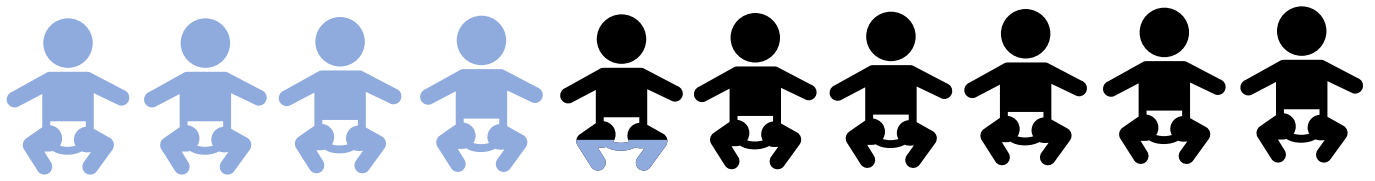
Promoting, Protecting, Normalising and Supporting Breastfeeding



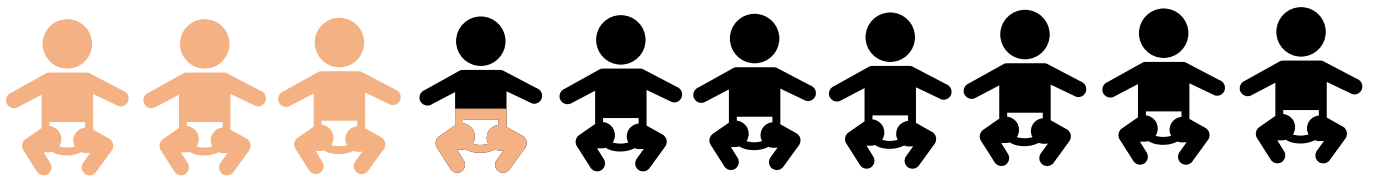
Breastfeeding rates at six to eight weeks in the North East 2020-21



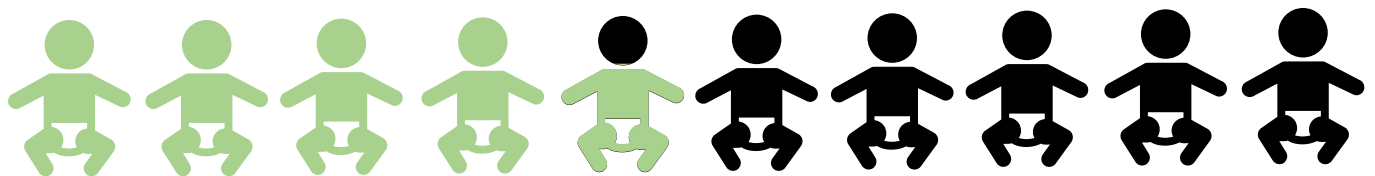
# Promoting, Protecting, Normalising and Supporting Breastfeeding



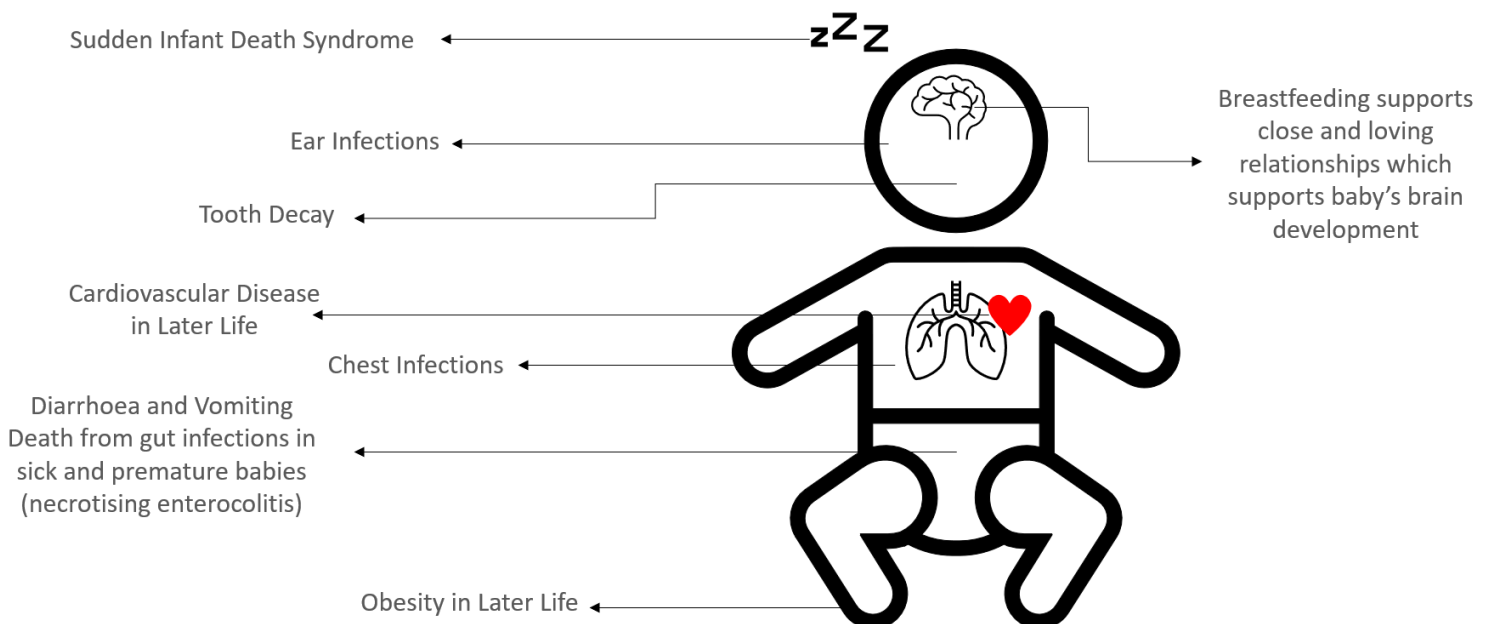
In North Tyneside 42.1% of babies are receiving breast milk at 6-8 weeks of age (2020/21)



In the North East 35.4% of babies are receiving breast milk at 6-8 weeks of age (2020/21)



In the England 47.6% of babies are receiving breast milk at 6-8 weeks of age (2020/21)





## Promoting, Protecting, Normalising and Supporting Breastfeeding

### Midwifery Services

The Midwifery service is run by Northumbria NHS trust. They provide care during pregnancy, birth and following baby's birth until baby is around 10 days old across North Tyneside and Northumberland.

A tongue tie clinic is offered by an Advanced Neonatal Nurse Practitioner every other Friday. Breastfeeding support is followed up by the Midwifery and Health Visiting team dependant on the child's age.

The midwifery service also offers virtual antenatal sessions on preparation for birth, postnatal care, physiotherapy and breastfeeding in the early days.

### Health Visiting/0-19 Service

The 0-19 Children's Public Health service is part of North Tyneside Council. The Health Visiting service is accredited to UNICEF BFI Achieving Sustainability (GOLD), the highest level of award.

There is an Infant Feeding Specialist (Registered Midwife and International Board-Certified Lactation Consultant) in the 0-19 service.

Mothers are offered an antenatal contact after 28 weeks of pregnancy. Infant feeding is discussed, information given, and support offered during this visit.

Health Visitors visit families with new babies 10-14 days following birth. Infant feeding is again discussed, with support for breast feeding offered. The other visits are at 6-8 weeks, 9-12 months, and 2 years. All contacts offer support around the importance of the parent infant relationship and how this benefits responsive feeding. Support is also given for responsive and safe bottle feeding.

The 0-19 service offer virtual infant feeding sessions online. There are sessions for pregnant mothers and their partners, a breastfeeding drop-in session, a feeding out and about and return to work and study and introducing solid foods session.

The service also offers targeted early infant feeding telephone support. In the days following discharge from hospital mothers are offered telephone contact to support with feeding and signpost to resources. There is also a rapid access feeding clinic which GP's and midwives can refer mothers and babies to.

The 0-19 service work closely with VODA to facilitate peer support to reduce parental isolation and support parenting and feeding.

### Children's Centres

Family partners are based in children's centres and customer first centres. They deliver groups and sessions to families, discussing relationship building through play. Early Help and Family Partners work closely with the 0-19 team.



## Promoting, Protecting, Normalising and Supporting Breastfeeding

### What we would like

In North Tyneside we want to have a breastfeeding friendly borough. We would like mothers and their families to feel supported in pregnancy and to be able to discuss their thoughts about infant feeding. We would like all mothers to feel able to offer the first feed as a breastfeed and feel supported to continue to breastfeed. We would like to make sure services work together so families get the same advice. We would like mothers and their families to know how and where to access the right support at the right time to continue breastfeeding. Our vision is one where mothers know that they will be able to comfortably breastfeed their baby outside of the home and feel supported by others to do so. We would also like schools to discuss breastfeeding and responsive parenting from nursery and beyond, so when young adults think about having a baby, breast feeding is a normal and supported option.

The four pillars below show what we would like to achieve to protect, promote, support, and normalise breastfeeding in North Tyneside.

#### Protecting Breastfeeding

- Reduce advertising and promotion of formula to make sure families get evidence-based information
- Businesses support breastfeeding for their staff and the public
- Breastfeeding in public is welcomed by launching a 'Breastfeeding Welcome' scheme so that women feel comfortable to breastfeed in public

#### Promoting Breastfeeding

- Mothers, pregnant people, and families are given the right information and support at the right time
- All public places are welcoming places to breastfeed with images visible to normalise breastfeeding
- Partners such as GP, pharmacies and nursery's receive training to be able to give the right support
- 0-19 service work to keep their UNICEF Baby Friendly Accreditation

#### Supporting Breastfeeding

- Partners are trained in breastfeeding support to be able to give information or point families in the direction of evidence-based information
- Launch of a new peer support model to provide additional support to parents with feeding, sleep, emotions and normal baby behaviour

#### Normalising Breastfeeding

- Promote events such as 'World Breastfeeding Week' on social media
- Provide training on why it is important to promote and support breastfeeding as a normal way to feed babies
- Work with nurseries and schools so children see breastfeeding as a normal way to feed babies

# Promoting, Protecting, Normalising and Supporting Breastfeeding

## Questions?

If you have any questions about any of the information in this strategy, please email [InfantFeedingSessions@northtyneside.gov.uk](mailto:InfantFeedingSessions@northtyneside.gov.uk).

