

# Oxfordshire Health and Wellbeing Board Detailed performance report

## 1. Details

**Strategic Priority:** Preventing chronic disease through tackling obesity

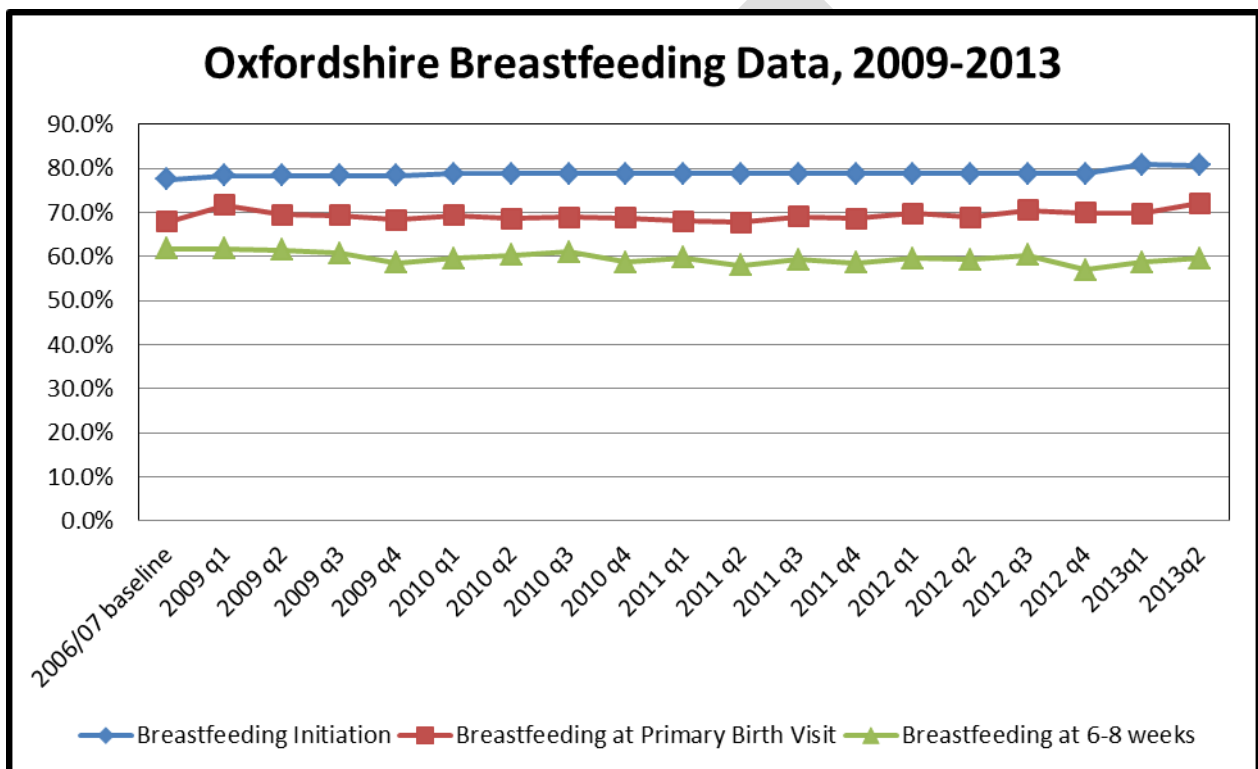
**Strategic Lead:**

**Last updated:** NA

**PROGRESS MEASURE:** 62% of babies are breastfed at 6-8 weeks of age

**Current indicator RAG Rating** Red

## 2. Trend Data



## 3. What is the story behind this trend? - Analysis of Performance

- In 2009, the rate of women breast feeding partially or totally at 6 – 8 weeks was around, or just above, 60%. However, since 2010 rates have fallen just below 60%.
- Over this period, rates have been consistently exceeded the national average which is currently 47.2%
- In July 2013, Oxfordshire Health’s Health Visiting service was achieving 58.7% against a stretched target of 63% of women breast feeding, partially or totally, at 6 – 8 weeks. The most recent data available (q2, 2013- 2014), suggest the service is currently achieving 59.5%.
- As part of the national Health Visitor Implementation Plan, Oxford Health NHS Trust is required to increase its health visiting workforce in line with an agreed trajectory. For September 2013/14 this is 104 whole time equivalents (WTE) and the Trust has achieved 107.4 WTE and is on track to achieve its final target of 113.6 WTE for this year by March 2014. The expectation is that the additional workforce should positively affect the service’s achievement of the higher targets that they are not currently achieving.

#### 4. What is being done? - Current initiatives and actions

##### Actions

1. **The national specification for Health Visiting services is being implemented in Oxfordshire** and specifies a number of initiatives to improve breastfeeding rates. For example:
  - *Provide breastfeeding support and information in line with UNICEF and evidence-based BFI guidance (Baby Friendly Initiative).*
  - *Improve links between the health visiting and maternity services to streamline information and communication across agencies.*
2. **Oxford Health NHS Trust** (through the Health Visiting contract managed by the Local Area Team) **has a performance target to achieve 6-8 week breastfeeding rates of at least 60%**. Locality teams also have individual targets and the trust has an on-going breastfeeding action plan.
3. Oxford University Hospitals Trust (OUHT) has employed a **new lead for Infant Feeding Coordinator** and has launched an internal **Infant Feeding Strategy Group**. The trust intends to implement a long-term programme working towards full BFI accreditation by 2020.
4. Oxfordshire County Council (Public Health) **additional community breastfeeding support in Oxford and Banbury where breastfeeding rates are lower**. This service is also provided by Oxford Health NHS Trust.
5. Childrens Centres are required to promote breastfeeding and support mother to breastfeed e.g. by hosting breastfeeding cafes, providing advice etc. Children's centres currently have a shared KPI, with Oxford health, to achieve 60% breastfeeding at 6-8 weeks.

##### Commentary

- Although the national specification is being implemented, breastfeeding rates have remained fairly static over the period.
  - The expectation is that the additional health visiting workforce should positively affect the service's achievement of the local targets.
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- The plan is reviewed quarterly to monitor performance and initiatives to maintain and improve breastfeeding rates.
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- OUHT recognises that breastfeeding advice and support is inconsistent and does not meet *UNICEF and evidence-based BFI guidance*. However, service improvements will have to be made within the current financial envelope.
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- A recent analysis suggests this investment not had a significant positive impact on breastfeeding rates in Oxford and Banbury, although there have been improvements in specific areas of Oxford City. However, there is insufficient data available to fully understand why this is the case.
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- 5 Children's centres in Oxford have achieved level 2, BFI accreditation, with the support of local HV teams.
  - There is uncertainty and risk to community breastfeeding support arising from the review of Children Centre provision in Oxfordshire.

## 5. What needs to be done now? - New initiatives and actions

	Action	By Whom & By When
☐	Health Visiting (Oxford Health) will <b>increase its coverage of the ante natal visits</b> in line with the new, national, Health Visiting service model, which is an opportunity to promote breastfeeding and address any issues proactively.	OH by Q3 2013/14
☐	<b>Pilot '5 day' project in one Oxfordshire locality.</b> Health Visitors are leading in a 5 day telephone contact to breastfeeding mothers with an aim to reduce drop off rates between birth and 6-8 weeks. The project is being delivered in Bicester and is based on a similar project in East Sussex.	OH by Q3 2013/14
☐	<b>Closer working and collaboration between Health Visiting and Midwifery colleagues.</b> This has already led to the development of infant feeding pages for the 'Red Book' to be used by Health Visitors, Midwifery and lay supporters in the community and it is envisaged there will joint, multi-disciplinary training programmes for midwifery and health visiting staff in the future.	OH and OUHT, On-going
☐	<b>Breastfeeding Champions</b> - continue to meet quarterly. This includes on-going networking, and sharing of good practice initiatives. Champions across the county planned and supported a range of events during the month of June 2013 to raise awareness and promote breast feeding.	OH, On-going
☐	<b>Locality Audits</b> – plans are in place to commence locality audits, to assess local practice, using a modified version of the UNICEF audit tool. Audits will take place in Iffley /Cowley, Witney, Wantage & Faringdon.	OH by Q4 2013/14
☐	<ul style="list-style-type: none"> <li>Oxford Health endeavouring to <b>achieve Baby Friendly Initiative (BFI) accreditation.</b> Via the Local Area Team, they are requesting to bid for £20k national transformational funding to take this forward in 2014-15.</li> </ul>	