

Borders NHS Board



Meeting Date: 5 March 2020

Approved by:	Sarah Horan, Associate Director of Nursing and Head of Midwifery.
Author:	Ida Hassing, Infant Feeding Lead
MATERNITY AND HEALTH VISITING SERVICES: UNICEF BABY FRIENDLY RE-ACCREDITATION	
Purpose of Report:	
<p>The purpose of this report is to advise the board that NHS Borders Maternity and Health Visiting Services have achieved full UNICEF Baby Friendly re-accreditation in December 2019.</p> <p>Our award will be presented by Janet Dalzell, Professional Lead for Scotland, UNICEF Baby Friendly Initiative UK.</p>	
Recommendations:	
<p>The Board is asked to acknowledge current results and support our progressive work initially for the maternity service to achieve the UNICEF BFI Sustainability Standards and the Gold Award by July 2020.</p>	
Approval Pathways:	
Sarah Horan, Associate Director of Nursing and Head of Midwifery.	
<ul style="list-style-type: none"> • Maternity and health visiting services have achieved full re-accreditation in December 2019. • NHS Borders maternity and health visiting services have demonstrated a high standard of care to antenatal women, mothers, babies and their families. • 97% of interviewed mothers were very happy with the care from maternity services. • 90% of interviewed mothers were very happy with the care from the health visiting service. • The recommendation from the UNICEF BFI Designation Committee is to move one or both services towards achieving sustainability and the Gold Award. • The BFI Strategic Group at NHS Borders has decided that the maternity service only will progress towards the Gold Award by July 2020. This outstanding achievement is awarded to services that promote, protect, support and sustain the Baby Friendly Standards. This is evidenced through excellence in leadership, a 	

<p>positive culture for staff and all families, robust monitoring and analysis of data, as well as innovation and progression of the service.</p> <ul style="list-style-type: none"> It is anticipated that the health visiting service will be re-accreditation in December 2022 with the aim of achieving the sustainability standards and Gold Award in 2023. 	
Impact of item/issues on:	
Strategic Context	As part of Scotland's Programme for Government (2018-21).
Patient Safety/Clinical Impact	Improved direct and indirect care through promotion, protection, supporting and sustaining the Baby Friendly Standards.
Staffing/Workforce	Significant increase in work load for the Infant Feeding Lead at least until NHS Borders has achieved the Gold award.
Finance/Resources	Initially, a short term increase in hours for the infant feeding lead has been agreed.
Risk Implications	N/A
Equality and Diversity	N/A
Consultation	Consultation with BFI Strategic Group, BFI Guardian and Head of Midwifery Sarah Horan.
Glossary	BFI Baby Friendly Initiative WHO World Health Organisation

Situation

Presentation of our accreditation award by Janet Dalzell, Professional Lead for Scotland, UNICEF Baby Friendly Initiative UK.

Background

The Baby Friendly Initiative (BFI) is a global programme of the World Health Organisation (WHO) and UNICEF. It was established in 1992 and implemented in the UK in 1995 as a response to a worldwide decline in breastfeeding rates.

BFI is a structured programme for implementing evidence based standards that are embedded throughout the service. It is a recognised mark of quality placing antenatal women, mothers, babies and families at the heart of everything that we do.

An educated work force including managers is a key component of the BFI standards and success.

Evidence from report the report "Preventing Disease and Saving Resources" (2016) which was written by a multi-university academic team demonstrate that even moderate increases in breastfeeding rates could see millions in potential annual savings to the NHS.

The report findings show that for five common illnesses for example gastroenteritis, ear infections and respiratory illness, a moderate increase in breastfeeding would translate into cost savings for the NHS of up to £50 million and tens of thousands of fewer hospital admissions and GP consultations.

Integrating the BFI standards across NHS Borders enables all mothers and families to make evidence based feeding choices, as well as helping expectant and new parents to build close and loving relationships with their baby in recognition of the profound importance of early relationships to future health and well-being.

Assessment

Ongoing internal audits and analysis of results.

External re-assessments working towards re-accreditation and sustainability are undertaken by UNICEF Baby Friendly Assessors.