

Breastfeeding Manifesto Coalition Meeting

Minutes

Monday 15th March 2010, 12.00 – 2.30

Room 4, UCH Education Centre, 1st Floor West, 250 Euston Rd, London, NW1 2PG

1. Registration and Lunch (12.00 – 12.30)

2. Chair's welcome - Jane Hawdon, chair of BMC

Attending: Dr Jane Hawdon, Chair
Anne Fox, NCT, Secretariat
Alison Baum, Best Beginnings,
Patti Rundall, Baby Feeding Law Group
Ilana King, Association of Breastfeeding Mothers
Jane Keating, NCT, Secretariat
Janet Fyle, RCM
Anna Burbridge, La Leche League
Ros Bragg, Maternity Action
Maddy Evans, Maternity Action
Lucy Schonegevel, Bliss
Sue Saunders, LCGB
Lyn Scazafabo, LCGB and PS Breastfeeding
Ros White, LCGB
Catharine Harris, Heart of Mersey

Apologies: Rob Williams, Fatherhood Institute
Gavin Fergie, Unite

3 Update on BMC work. Anne Fox

a) Staffing

The BMC Campaigns Officer left in September 2009 and due to financial issues the post has not been replaced. From Oct 09 to May 2010, ½ day per week of staff time has been provided by the NCT, however due to this temporary staff member going on maternity leave, this provision will end in May 2010.

The NCT's Head of Campaigns and Public Policy will continue involvement leading on work to progress the manifesto objectives 4 and 5 but there will be less proactive involvement and communication from the secretariat. Members should however continue to contact the secretariat on info@breastfeedingmanifesto.org.uk with any queries or concerns.

b) Finances

There are a number of outstanding invoices relating to membership fees for the current financial year and final reminders have now been sent out. The secretariat understands the difficulties faced by members in the current financial environment but members are encouraged to pay fees wherever possible in order for the previous post of BMC Campaigns Officer to be replaced.

c) Conferences and Newsletters

The BMC stand, small banners and copies of the manifestos are available for use at conferences and events. There is no fee for BMCV members to use these materials, however postage and packing will be charged. Members can book these materials by contacting the secretariat.

d) Breastfeeding Welcome scheme

Anne Fox gave an update on the Breastfeeding Welcome Scheme early adopters pilot. A copy of the presentation is attached. This scheme builds on the Breastfeeding: Access All Areas pilot run in partnership with Camden PCT and offers other PCT's the opportunity to roll out the scheme in their area and to purchase branded versions of our tried and tested resources.

Kensington and Chelsea are the first PCT to sign up and a number of others have expressed an interest. We intend to offer all PCT's the chance to become an early adopter of the scheme and are offering the following resources:

250 toolkits plus 1000 promotional items for £6500
1000 toolkits plus 3000 promotional items for £8000
2000 toolkits plus 5000 promotional items for £11000

The BMC have also been asked to submit a proposal to roll out a similar scheme to all Children's centres in the country and we will keep members updated as this work progresses.

e) Update on Baby Milk Action work – Patti

The Baby Feeding Law Group and Baby Milk Action lead on Objective 7 of the manifesto to ensure UK and European Law is brought in line with the WHO Directive on marketing of breast milk substitutes

The report from an Independent Review Panel (IRP) into the *Infant Formula and Follow-on Formula Regulations* has been published and acknowledges concerns raised by Trading Standards and other bodies over enforcing the measures and stated there need to be "*steps taken to address these.*" The Regulations are intended to protect breastfeeding and ensure those who use formula receive accurate information. The IRP report records the concerns of LACORS, the umbrella body for Trading Standards: "*One of the major problems for enforcement officers is the use of advertising and promotional material which blurs the distinction between follow-on formula and infant formula.*" When the Regulations were being drafted LACORS and the Government's own Scientific Advisory Committee on Nutrition unsuccessfully called for a ban on follow-on formula advertising, alongside an existing ban on infant formula advertising.

4. Update from Maternity Action.

a) Continuing Breastfeeding Information Sheet launched

Maternity Action have published a new Information sheet on 'Continuing breastfeeding on return to work. A copy is attached.

The Information sheet has been promoted on the Maternity Action website but there is still some concern that women don't know it's there. There was a discussion on further ways to publicise this document and suggestions included:

- Web linking to other BMC members
- Get DH to link to this document when reprinting their own information.
- Ask Children's Centres to promote the sheet, especially where they are

Action

Link to attached information sheet where applicable. All

b) Work in Europe

The European Commission is currently considering a directive which would make changes in the law surrounding employment in pregnancy, including maternity leave and pay and breastfeeding.

NCT currently leads on objective 4 but resource implications preventing progress.

Action

Maternity Action to consider leading on this objective. Ros Bragg

c) Pregnancy Discrimination awareness raising

Maternity Action has received ECHR funding to produce new information sheets on breastfeeding in public places and on the Equality Bill.

Actions

- Link to maternity action Info sheets from BAAA site. Jane K
- Send Camden research into mother's opinions to MA. Jane K
- Send info sheets to secretariat. Ros.

6. Update on research in Merseyside on opinions of NHS/PCT staff on follow on formula milk adverts and other related promotional activities. Catharine Harris, Heart of Mersey.

Heart of Mersey recently undertook research into the opinions of NHS staff on follow on milk adverts and how these may impact on mothers decisions on feeding their babies. The research used a combination of questionnaires and follow up telephone interviews.

Initially the questionnaires were sent for distribution to 8 infant feeding coordinators who between them had the capacity to reach a further 50 professionals. There was a low response rate with 13 questionnaires received back. Follow up telephone interviews were then conducted with 3 infant feeding coordinators. The key findings were as follows:

- The most commonly viewed advert was for the SMA brand.
- It was often unclear who the images and messages in adverts and other related promotional activities were aimed at.

- It was often unclear when the products were aimed at babies over 6 months old.
- There was a general agreement that adverts were not needed as information on infant feeding should be given by health professionals only.
- Health professionals do not always have enough materials available to give this information to parents.
- Most respondents were aware of the latest legislation surrounding infant feeding.
- All respondents felt adverts and other promotional activities had the effect of normalising infant feeding.

The next steps for the project are to share findings across the area and to continue lobbying for the recommendations made.

There was some discussion about the findings and it was suggested that follow up research would be interesting in an area where there hasn't been baby-friendly training and audit provided.

There was a general discussion on breastfeeding in public schemes and their portrayal in the media, including a storyline featured in Eastenders. It was suggested that the coalition should attempt to build on these storylines where possible.

Action - send Ian Beale a Breastfeeding Welcome sticker for the Albert Square café.

7. Discussion – What can BMC members do in the run up to the General Election?

The NCT launched a manifesto for the general election on Friday 12th March. The manifesto is available online at www.nct.org.uk/election2010.

Baby Milk Action will be launching a letter action to PPC's.

Actions:

- Include link to manifesto with letter to PPC's action. Patti
 - Send list of PPC's to secretariat for circulation. Janet
 - Send copies of manifesto to Patti if needed for inclusion in PPC action. Jane
 - Circulate BMA letter to PPCs. Patti
 - Send manifestos to Best Beginnings. Jane
 - Send copies of any IPR submissions made by member organisations to Patti.
- All

To update BMC members on the activities of your organisation in the run up to the general election then send updates to the secretariat at info@breastfeedingmanifesto.org.uk, for inclusion in coalition updates.

8. AOB

Best Beginnings have received DH funding for a further 600,000 bumps to breastfeeding DVDs. These include a slight change to now mention fathers. An evaluation of the project will be circulated when it becomes available.

Best Beginnings have also produced a resource called Small Wonders. This will enable parents to play a part in the care of special needs babies, including by expressing milk.

Actions

- Circulate invitation to join the stakeholder group for this work. Alison.

Bliss updated on a Department of Health and NHS document launched in November entitled, *Toolkit for High Quality Neonatal Services*. This *Toolkit* sets out a roadmap for ensuring that the 70,000 premature and sick babies admitted to hospital each year in England will get the vital care and support they deserve. There are eight principles which lay out markers of good practice that define the characteristics of high-quality services. Within three of these principles, the importance of breastfeeding is highlighted. Principle 2, on staffing, specifies that there should be a lead professional for breastfeeding on each unit. Principle 3, on care of the baby and family, stipulates that maternity and neonatal services should encourage breastfeeding and the expression of milk through the provision of information and dedicated support. This would include each unit having a comfortable, dedicated and discreet area to breastfeed, facilities to express discreetly at the cot-side, the availability of breast pumps and associated equipment and more. Principle 5, on education and training, also states that staff should undertake training in supporting mothers to feed their infant and promote the use of breast milk and breastfeeding. You can download this document [here](#).

La Leche League and ABM reminded members that information leaflets are available for download on their respective websites.

The next meeting of the BMC will take place on 29th November, 12 – 2.30.

Actions

- If any member is able to provide a venue for this meeting, holding approximately 30 people, please email the secretariat at info@breastfeedingmanifesto.org.uk. All