

## SCRUTINY SELECTION CHECKLIST

### Title of proposed Scrutiny: *Breastfeeding Peer Support*

The list is intended to assist the relevant scrutiny committee in deciding whether or not to approve a topic that has been suggested for scrutiny.

Whilst no minimum or maximum number of 'yes' answers are formally required, the relevant scrutiny committee is recommended to place higher priority on topics related to the performance and priorities of the Council.

Please expand on how the proposal will meet each criteria you have answered 'yes' to.

	Yes/No
<p>The review will add value to the Council and/or its partners overall performance:</p> <p><i>Ensuring that peer support is effectively provided to those most in need, in provision that Blackpool Council and/ or key partners provide.</i></p>	Yes
<p>The review is in relation to one or more of the Council's priorities:</p> <p><i>Building Resilient Communities - peer support is an early intervention which encourages the best start to a child's life through support provided by peers in the local communities.</i></p>	Yes
<p>The Council or its partners are not performing well in this area:</p> <p><i>The council's financial support for the BFN Starbuddies Peer Support was discontinued in June.</i></p> <p><i>In response to the discontinuation of Starbuddies, the Public Health Directorate states that the proposals by Public Health which include transforming children's public health services for 0-5, including antenatal programmes and more contact with health visitors/ midwives/ family nurses, would go further in terms of a 'whole system approach'.</i></p> <p><i>The above proposals do not mention specifically the role of peer support, which the Starbuddies contract focused on, but perhaps, more crucially, are not planned on being implemented until 2018, leaving a current gap in provision.</i></p>	

<p>It is an area where a number of complaints (or bad press) have been received:</p> <p><i>The decision to not renew the Starbuddies contract was picked up by a number of local residents, and as a result, a local campaign began where local resident and co-founder of the campaign addressed full council on the 20th September.</i></p> <p><i>There are numerous social media sites addressing the decision and campaign, and have received coverage from the local press:</i></p> <p><a href="http://Blackpool.breastfeedingsupport.co.uk/">http://Blackpool.breastfeedingsupport.co.uk/</a>  <a href="http://www.blackpoolgazette.co.uk/news/mums-plea-to-save-breastfeeding-support-service-1-8540974">http://www.blackpoolgazette.co.uk/news/mums-plea-to-save-breastfeeding-support-service-1-8540974</a>  <a href="http://www.blackpoolgazette.co.uk/news/mums-protest-breastfeeding-support-service-axe-1-8582968">http://www.blackpoolgazette.co.uk/news/mums-protest-breastfeeding-support-service-axe-1-8582968</a>  <a href="https://www.familiesonline.co.uk/local/Blackpool-west-Lancashire/in-the-know/save-Blackpool-breastfeeding-support">https://www.familiesonline.co.uk/local/Blackpool-west-Lancashire/in-the-know/save-Blackpool-breastfeeding-support</a>  <a href="https://www.facebook.com/BlackpoolPeerSupport/">https://www.facebook.com/BlackpoolPeerSupport/</a></p>	Yes
<p>The issue is strategic and significant:</p> <p><i>This is early intervention into the health and development of Blackpool's children, in the context of a town with poor health outcomes.</i></p>	
<p>There is evidence of public interest in the topic:</p> <p><i>Please refer to above box re complaints</i></p>	Yes
<p>The issue has potential impact for one or more sections of the community:</p> <p><i>Effective peer support could ensure a better uptake of breastfeeding, which in turn has a positive impact on the health and development of our children, leading in the long term to potential savings under Public Health.</i></p>	Yes
<p>Service or policy changes are planned and scrutiny could have a positive input:</p> <p><i>Public Health to work with other key partnerships to consider the current gap in provision.</i></p> <p><i>Work towards implementing a service that meets the needs of the community in terms of effective peer support.</i></p>	Yes
<p>Adequate resources (both members and officers) are available to carry out the scrutiny:</p> <p><i>Pulling together the Public Health report on the transformation of children's public health services, review of the StarBuddies contract, Betterstart objectives and Parent consultations and reports on the advantages of peer support for breastfeeding (NICE guidelines, AIMS guidelines, WHO and UNICEF)</i></p>	Yes

**Please give any further details on the proposed review:**

*Betterstart Parent consultations conducted in 2016 demonstrated an acute gap in inter generational support for new mothers taking up and maintaining breastfeeding.*

*There was also a significant amount of evidence to suggest a distrust of information provided by medical professionals, especially when it flew in the face of advice from parents, grandparents and friends.*

*The World Health Organisation (WHO) Global Strategy for Infant and Young Child Feeding (2003) recommends breastfeeding peer support interventions. "Community -based mother-to-mother breastfeeding support groups" and "lay and peer counsellors" to enhance existing services.*

*In the UK, the National Institute of Health & Clinical Excellence (NICE) has numerous guidelines that refer to the importance of peer support (Improving the nutrition of pregnant and breastfeeding mothers and children in low-income households, NICE public health guidance 11. London: NICE: 2016)*

*Peer support for breastfeeding is also part of NHS commissioning guidance for England.*

*This highlights the need for an effective peer support network, ingrained in our communities, to support mothers especially in the uptake and maintaining of breastfeeding.*

*Therefore, it is requested that a scrutiny committee looks at the decision and proposals of the Public Health directorate to ensure that any provision moving forward meets the needs of the community in terms of encouraging breastfeeding, taking into account previous research conducted by Betterstart in relation to how advice from the medical profession is received by the community, and as per NICE guideline et al, the role effective peer support could play, and ways in which Public Health and key partners can work together to provide successful provision with measurable outcomes, for the benefit of Blackpool's children.*

**Completed by: Vikki Singleton**

**Date: 23/10/2017**