



BREASTFEEDING SUPPORT POLICY



Review date: Summer 2027

AUGHTON EARLY YEARS CENTRE ATTENDANCE POLICY

Principles

Rotherham Borough Council recognises breastfeeding as the optimum means of infant feeding and recognises it as our duty and responsibility to support breastfeeding through positive policies, staff training and service provision.

This policy is based on the relevant sections of the Rotherham Breastfeeding Policy adopted by The Rotherham NHS Foundation Trust and Rotherham Primary Care Trust.

The policy is based on the Unicef UK Baby Friendly Initiative Best Practice Standards¹, in accordance with NICE Guidance. (Reference 2)

- The Seven Point Plan for the Protection, Promotion and Support of Breastfeeding in Community Health Care Settings, which include Children's Centres

Department of Health Infant Feeding Recommendations 2004 (reference 3), in line with those of the World Health Organisation, are that:

- Breast milk is the best form of nutrition for infants
- Exclusive breastfeeding is recommended for the first six months (26 weeks) of an infant's life
- Six months is the recommended age for the introduction of solid foods for infants
- Breastfeeding (and/or breast milk substitutes if used) should continue beyond the first six months, along with appropriate types and amounts of solid foods.

Aims of the Policy

- To ensure that all parents are supported to make an informed decision about breastfeeding based upon accurate, consistent, independent and evidence based information
- To ensure that breastfeeding mothers are supported to initiate and maintain lactation
- Staff Training
- All Children's Centre staff who have contact with pregnant women and new mothers and babies will receive policy awareness training, including information on UNICEF Baby Friendly Initiative Standards.

Communicating the Breastfeeding Policy

- The policy will be communicated to all Children's Centre staff who have contact with pregnant women and new mothers
- New staff will be orientated to the policy as part of their induction process
- The Children's Centre Breastfeeding Policy will be available for staff and parents to read
- The guide to the Rotherham Breastfeeding Policy will be displayed within all Children's Centres.

Information and Support in Pregnancy

- Educational materials for distribution to parents or display within the centre will be approved by the Children's Centre Breastfeeding Lead/Community Infant Feeding Co-ordinator
- Where mothers need further information or support they will be directed to their midwife, health visitor or a breastfeeding peer supporter
- Children's Centre promotional leaflets and educational resources will promote breastfeeding as the normal way for babies to be fed.

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Supporting Exclusive Breastfeeding

- Children's Centre staff will not recommend that breastfed babies under 6 months of age have water, infant formula or solid foods
- Information on the appropriate introduction of solid foods will comply with The Rotherham Infant Feeding Guidelines. (Reference 4)

Baby Led Feeding

- Mothers will be supported to demand feed their baby and to feed for as long as the baby wishes to feed.

Use of Artificial Teats, Dummies, Nipple Shields

- Children's Centre staff will not recommend the use of artificial teats or dummies during the establishment of breastfeeding
- Children's Centre staff will not recommend the use of nipple shields.

Community Support for Breastfeeding

- The Children's Centre Network supports co-operation between health professionals and voluntary support groups whilst recognising that health care facilities have their own responsibility to promote breastfeeding
- Information on national and local breastfeeding support will be available within Children's Centres.
- Children's Centres will support the development of the Rotherham Breastfeeding Peer Support Network.

The Promotion of Breast Milk Substitutes

- There will be no advertising of breast milk substitutes, feeding bottles, teats or dummies in Children's Centres. This includes the use of text or logos and prohibits the provision of free samples
- Breast milk substitutes will not be sold on Children's Centre premises.

Facilities for Breastfeeding Mothers

- Breastfeeding will be regarded as the normal way to feed babies and young children and mothers will be supported to breastfeed in all public areas of Children's Centres
- Comfortable facilities are available for mothers who prefer privacy to feed or express breast milk. Toilets should not be offered as a place to breastfeed due to issues of hygiene and discomfort
- Breastfeeding Welcome signs are displayed in prominent places within all Children's Centres
- Members of the public who object to a mother breastfeeding will be informed of the policy and advised to move to a different area where they will no longer be in view
- As employers, Children's Centres will support women to maintain breastfeeding when they return to work.

Monitoring of Policy Compliance

- Children's Centres will be assessed by Rotherham PCT or UNICEF Baby Friendly Initiative on compliance with this policy.

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References

1. UNICEF UK Baby Friendly Initiative Audit Tool to monitor breastfeeding support in the maternity services – Appendix 1 Writing and evaluating the breastfeeding policy www.babyfriendly.org.uk
2. NICE Clinical Guidance 037 Routine Postnatal Care for Women and their Babies July 2006. National Institute for Health and Clinical Excellence
3. Infant Feeding Recommendations. Department of Health 264898 1p 70k Nov 2004
4. The Rotherham Infant Feeding Guidelines 2007. The Rotherham Infant Feeding Initiatives Coordinating Group (TRIFIC Group)

Last Reviewed by: Andrea Smith

Last Reviewed Date: June 2024

Signed: *Andrea Smith*

Last Approved by Senior Leaders: June 2024 (Non Stat Policy)

Date to be reviewed: Summer 2027

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