

Trust Board paper C

To:	Trust Board								
From:	Kate Wilkins – Divisional Head of Nursing Julia Austin – Consultant Midwife								
Date:	30 th June 2011								
CQC regulation:	As applicable								
Title:	Patient Experience – Improving Attitudes and Behaviours about breastfeeding								
Author/Responsible Director: Suzanne Hinchliffe – Chief Operating Officer/Chief Nurse									
Purpose of the Report: <p>Women’s experience of care during pregnancy and childbirth has always been seen as a vital part of improving services to women. Experiences of women and infant feeding have been part of national patient surveys in 2007 and 2010.</p> <p>One of the identified areas for improvements was attitudes and behaviour towards breastfeeding. Women said that some midwives or other carers had not given them consistent advice, practical help, or active support or encouragement with regards to feeding their baby. The complaints also identified a gap in the knowledge of staff.</p>									
The Report is provided to the Board for:									
<table border="1"> <tr> <td>Decision</td> <td></td> </tr> <tr> <td>Assurance</td> <td>x</td> </tr> </table>	Decision		Assurance	x	<table border="1"> <tr> <td>Discussion</td> <td>x</td> </tr> <tr> <td>Endorsement</td> <td></td> </tr> </table>	Discussion	x	Endorsement	
Decision									
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Summary / Key Points: <p>In order to address the complaints, inconsistencies and increase levels of breastfeeding, UHL maternity services are committed to achieve Baby Friendly Accreditation.</p> <p>In February 2011 the Leicestershire NHS Trusts (hospital and community) were awarded Stage one of the Baby Friendly Initiative accreditation process and were commended on the quality of the submission given the complexity and size of the organisation.</p> <p>Since the above work and establishing an infant feeding team, breastfeeding initiation rates have risen 4.4%.</p> <p>730 more women initiated breastfeeding in 2010-11 than 2008-9</p>									

Recommendations:	
The Trust Board are asked to Support and note the content	
Considered by another Corporate UHL Committee ? N/A	
Strategic Risk Register	Performance KPIs year to date Breastfeeding rates/complaint rates
Resource Implications (eg Financial, HR)	
None.	
Assurance Implications	
None.	
Patient and Public Involvement (PPI) Implications	
Patient engagement and feedback	
Equality Impact	
None.	
Information exempt from Disclosure	
None.	
Requirement for further review ?	
The CBU will continue to monitor complaints feedback and breastfeeding rates	

UNIVERSITY HOSPITALS OF LEICESTER NHS TRUST

REPORT TO: Trust Board

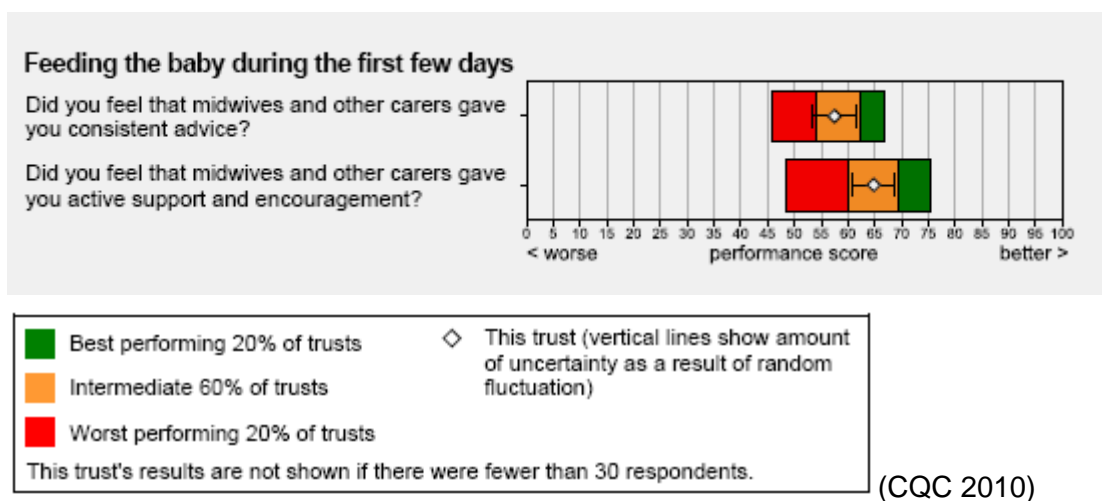
DATE: 7th July 2011

REPORT BY: Kate Wilkins, Divisional Head of Nursing, Julia Austin
Consultant Midwife, Women’s & Children’s Division

SUBJECT: Patient Experience – Improving Attitudes and Behaviours
about breastfeeding

1. Background

Women’s experience of care during pregnancy and childbirth has always been seen as a vital part of improving services to women. This was supported in the Health Care Commission (HCC) review of maternity services in 2007 when a large patient survey was undertaken. This was repeated by the Care Quality Commission (CQC) in 2010. One of the identified areas for improvements was attitudes and behaviour towards breastfeeding.



Although local performance met the national average, the CQC 2010 report noted no improvement when compared to results in 2007. This concurred with the complaints received from women locally. Women said that some midwives or other carers had not given them consistent advice, practical help or active support or encouragement with regards to feeding their baby. The complaints also identified a gap in the knowledge of staff.

To support improvement a qualitative research report commissioned by UHL in March 2009 investigated local barriers to breastfeeding. Women identified the hospital stay as crucial to success and satisfaction. Inconsistencies were perceived in the level of help, knowledge and advice offered. This was using social marketing techniques and showed a 5% increase in sustained breast feeding

2. Current activity

In order to address the complaints, inconsistencies and increase levels of breastfeeding, UHL maternity services are committed to achieve Baby Friendly Accreditation.

The Baby Friendly Initiative is a worldwide programme launched by WHO and UNICEF in 1992. The UNICEF Baby Friendly Initiative provides a framework for the implementation of best practice standards that has been proven to increase breastfeeding rates. It is achieved via assessment over a number of stages. In May 2010 UHL led the drive to achieve these standards along with county and city PCTs and were awarded a certificate of commitment.

In February 2011 the Leicestershire NHS Trusts (hospital and community) were awarded Stage One of the Baby Friendly Initiative accreditation process and were commended on the quality of the submission given the complexity and size of the organisation.

The next stage assessment is due in October 2012 with a view to achieving full baby friendly accreditation.

Our knowledge of the local issues has been assisted by the research results, this led to a social marketing project which was implemented in northwest Leicestershire to address attitudes and behaviours. We had listened to what women had told us would help them and we adapted our own behaviour to meet those needs via a training programme. The work was published and

presented at the Royal College of Midwives annual conference as an innovation for meaningful engagement.

3. Actions continuing to improve compliance, reduce complaints and increase satisfaction

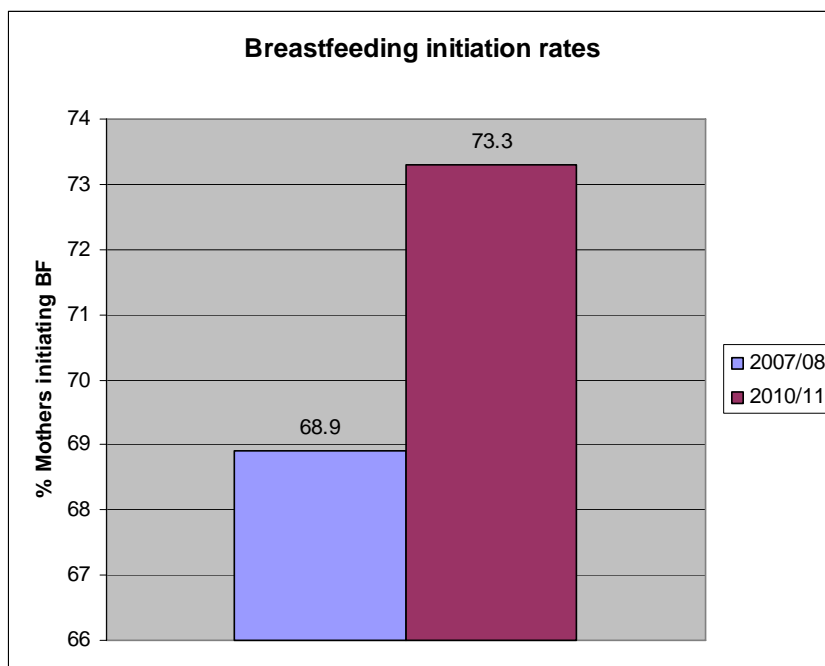
Attitudes to infant feeding is included in generic monthly patient polling, and 'email survey' and with all other forms of assessment of patient satisfaction (hourly ward rounds, staff forums, message to matron).

Continue training programme and assessment of support skills as per BFI standard assessment criteria:

- Modify training in response to audit programme.
- Apply for next stage assessment October 2012.

4. Measurements of Improvement

- Monitor breast feeding rates continually.
- Since committing to achieve baby friendly accreditation and establishing an infant feeding team, breastfeeding initiation rates have risen 4.4%.
- 730 more women initiated breastfeeding in 2010-11 than 2008-9



- Improvement shown in next QCC report.
- The success of the project will be measured on improvement in the national patient survey results, the monthly patient experience survey results and a reduction in complaints relating to staff attitude and infant feeding.
- Monthly review of UHL's Quality and Risk Profile Report (QRP).

5. Recommendations

Trust Board are asked to:

- Support and note the content of this report.

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Women's and Children's Division

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