

NHS Grampian's Breastfeeding Peer Support Newsletter

Welcome to our very first Breastfeeding Peer Support Newsletter.

From the Health Improvement surveys that we conducted in November, it was clear that there was demand for information sharing around the breastfeeding peer support service so we will be circulating a newsletter every couple of months to keep you up to date with service developments. The results from the staff survey will be circulated soon.

Breastfeeding Peer Support has moved from the acute sector to sit in Public Health Directorate and the job of Infant Feeding Peer Support Coordinator sits within the Health Improvement team. The service is led by Emma Williams, Public Health Practitioner – Advanced. Breastfeeding Peer Support is integrated into the Maternal and Infant Nutrition (MIN) framework and included in the Grampian MIN group.

Over the last 3 months, a short life working group has been meeting to prioritise the service improvements and these meetings will now be continued quarterly. If you have any feedback about the peer support service, please e-mail adele.hosie@nhs.net

Adele Hosie
Infant Feeding Peer Support Coordinator



There are now daily posts on the facebook page
“Breastfeed Grampian”

letting families know which breastfeeding groups are on each day. These posts can be shared on your own team social media or you can signpost families to the page.

There is also a postcode search on parentclub.scot which families can use to find their local breastfeeding group.

An updated list of all groups is circulated around GPs quarterly. If there is a change to groups in your area, please let me know so that I can arrange to update this and Parentclub.

Breastfeeding groups are there for all breastfeeding families, whether they are exclusively breastfeeding or mixed feeding. Families do not need to be having any feeding problems to attend however there are peer supporters or and/or health professionals at the majority of the groups which allows for queries to be answered or signposted.

Existing Peer Supporters

Breastfeeding Peer Supporter refresher courses will be delivered from February 2020. This will be followed up by 1 to 1 practical skills reviews.

Breastfeeding Peer Supporters now have access to TURAS and will be completing child and adult protection modules as well as the mandatory IT modules.





Peer Support Remit

Breastfeeding Peer Supporters are mothers who have experience of feeding their own baby and who have completed further training to support mothers to achieve their personal breastfeeding goals, whatever they may be. Peer support interventions are intended to “extend natural embedded social networks and complement professional health services” (Dennis, 2003, p. 322).

Breastfeeding Peer Supporters **are not problem solvers** but they are aware of common breastfeeding challenges and what signposting is appropriate. Breastfeeding Peer Supporters are skilled in providing support with positioning and attachment, hand expression and normal infant behaviour. They can provide confidential, non judgemental information, reassurance and support.

Breastfeeding Peer Supporters can provide support via e-mail, one to one in the community, at the local maternity units or at their local breastfeeding group. There are also local support groups on Facebook which can be used for online support, this tends to be particularly useful in the evenings, through the night and for those that can not or do not wish to attend a face to face group.

A few examples of when peer support is useful:

- Antenatally when a mother is considering how she will feed her baby – this allows for support to be proactive rather than reactive
- Establishing breastfeeding
- Social support
- Supporting continuation of breastfeeding
- Practise feeding in public
- Weaning on to solids
- Returning to work
- Weaning from breastfeeding



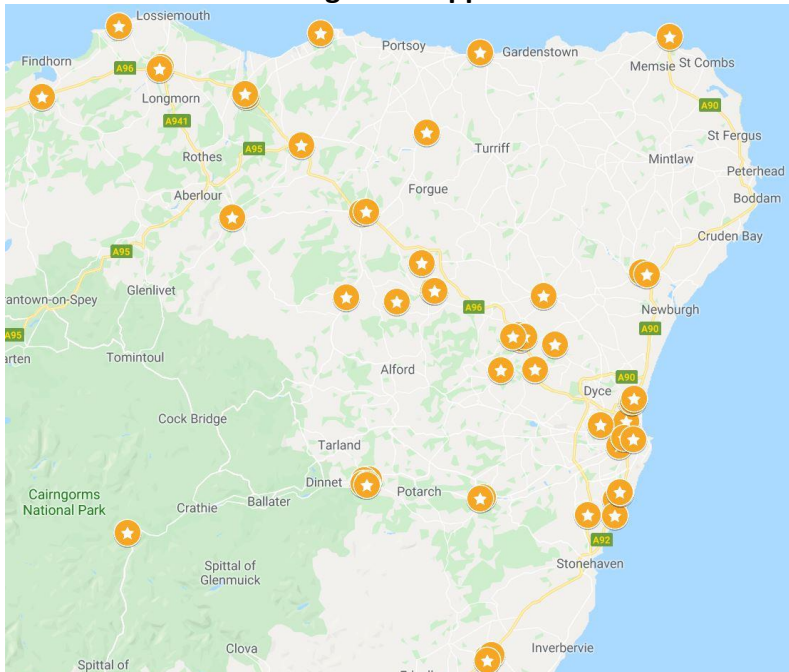
Number of Breastfeeding Groups (NHS and third sector): 24



Not a group in your area? We would love to expand where groups are running. Is there a space in your hospital or GP practise where a group could meet?

Let us know

Number of Breastfeeding Peer Supporters: 48



Recruitment

We are actively encouraging interest from mothers who are interested in training so that we can programme training dates. The course is delivered over 6 weeks in groups of 6-8. Flyers can be provided on request.

The logo for Parent Club, featuring the word "Parent" in red and "Club" in blue, with a stylized red and blue "P" icon.

Feedgood has moved to Parent Club. Parentclub is the Scottish Government website with information and support around all things parenting. There are a wealth of resources for parents to access from articles to videos.

<https://www.parentclub.scot/>



Find us on Facebook
'Breastfeed Grampian'

www.nhsgrampian.org/breastfeeding

Resources for Health Professionals

There is a wealth of information available to support your practise supporting breastfeeding mothers.

The GP Infant Feeding Network was created to assist primary care practitioners with best practise in Infant Feeding. They have a range of resources on their website, <https://gpifn.org.uk/>

For those that are hospital based, the Hospital Infant Feeding Network was founded in 2018 to support and promote a hospital culture in which breastfeeding is understood to be the biological norm, breastfeeding is protected when medical intervention is necessary for either member of the breastfeeding dyad and breastfeeding is well supported by, and for, all hospital staff. They have a range of resources on their website, <https://www.hifn.org/>

Local GP, Naomi Dow, has worked in collaboration with the Association of Breastfeeding Mothers to produce a document aimed at GPs to support breastfeeding beyond infancy. <https://abm.me.uk/breastfeeding-information/breastfeeding-beyond-infancy-a-gp-guide/>



Independent, confidential, mother-centred, non-judgmental
breastfeeding support and information

Open 9.30am – 9.30pm every single day of the year

Live online support also available via our [web chat service](#)
Talk to a mum who knows about breastfeeding

All calls are answered by highly trained volunteers, who are also mums who have breastfed.
All volunteers are trained and supported by the [Association of Breastfeeding Mothers](#) and [The Breastfeeding Network](#).

The National Breastfeeding Helpline is funded by Government to provide support from 9.30am – 9.30pm 365 days a year. This helpline can be used by mothers, their friends and family members and also by health professionals. All of the volunteers have undertaken extensive training with the Association of Breastfeeding Mothers or the Breastfeeding Network to provide confidential information and support around breastfeeding

Evidence around Peer Support

Breastfeeding Peer Support - What works?

<https://www.unicef.org.uk/babyfriendly/breastfeeding-peer-support-what-works/>

Support for Healthy Breastfeeding Mothers with Healthy Term babies

<https://www.cochranelibrary.com/cdsr/doi/10.1002/14651858.CD001141.pub4/full>

Breastfeeding as a public health responsibility: a review of the evidence

<https://onlinelibrary.wiley.com/doi/full/10.1111/jhn.12496>

What families say...

I am still feeding my youngest and we have overcome many obstacles to continue breastfeeding. Having that support locally or online is invaluable as a new mum

I found this a great help being a first time mum. The service was friendly, approachable.



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