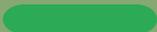


Breastfeeding

% of all mothers who breastfeed their babies in the first 48 hours after delivery and % of all infants due at 6-8 week check that are totally or partially breastfed

Breastfeeding initiation		Breastfeeding prevalence at 6-8 weeks	
Not compared			
2015/16 Warwickshire Performance:	72.3%	2015/16 Warwickshire Performance:	46.5%
Local Target:	75%	Local Target:	50%

Introduction

Research shows that infants who are not breastfed short term are more likely to have infections such as gastroenteritis, respiratory and ear infections and particularly infections requiring hospitalisation. They are more likely to be obese in later childhood leading to associated health issues. For mothers, breastfeeding is associated with a reduction in the risk of breast and ovarian cancers.

Current position

From 2015/16, PHE has collected and reported breastfeeding data at 6-8 weeks via local authorities (as commissioners of children's public health 0-5). Currently, there is no central collection of breastfeeding initiation data.

Breastfeeding data 2015/16*

	Number of maternities	Number initiated	% initiated	Infants due 6-8 week check	Totally or partially breastfed at 6-8 weeks	% breastfed at 6-8 weeks
Coventry & Rugby CCG (Rugby)	1,217	963	79.1%	1,187	593	50.0%
South Warwickshire CCG	2,529	1,961	77.5%	2,499	1,314	52.6%
Warwickshire North CCG	2,109	1,308	62.0%	2,054	702	34.2%
Warwickshire	5,855	4,232	72.3%	5,740	2,609	46.5%
West Midlands	n/a	n/a	n/a	66,575	26,485	39.8%
England	n/a	n/a	n/a	614,190	266,934	43.5%

* NB: No national collection of initiation data, therefore no comparisons with other areas

Sources: South Warwickshire Foundation Trust and PHE

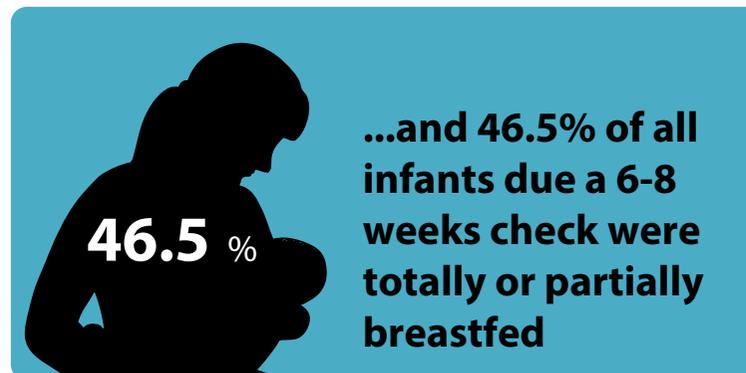


Current activity

- Acute trusts in Warwickshire, working collaboratively with other stakeholders to achieve UNICEF Baby Friendly Initiative (BFI) Stage 3 accreditation. Warwickshire Community Health and Children's Centres achieved Stage 3 in 2014 and are required to sustain standards. The public health outcomes are to increase initiation and duration rates at 6-8 weeks post birth, year on year.
- Mothers giving birth at the George Eliot Hospital can access ante natal and post natal breastfeeding support. Support was set up in North Warwickshire because breastfeeding rates are lower than in the rest of Warwickshire.

Future activity

- Partners to continue to work collaboratively to achieve the UNICEF BFI accreditation.
- Antenatal breastfeeding education sessions to continue in the north of the county.
- Mothers having babies at George Eliot Hospital, to continue to receive post delivery breastfeeding support in hospital and after they return home.
- Coventry & Warwickshire Breastfeeding Strategic Partnership Group to continue to ensure a joined up approach to promoting breastfeeding.



Source: Public Health Outcomes Framework, Indicators 2.02i and 2.02ii