

### Post Scrutiny - Executive Response

**In Respect of:** Scrutiny Review of Breastfeeding in Tameside  
**Date:**  
**Cabinet Deputy:** Councillor Lynn Travis (Adult Services)  
**Partnership:** Health and Well-Being Board

Recommendations	Accepted/ Rejected	Executive Response	Officer Responsible	Action By (Date)
1) Improved reporting mechanisms are developed to ensure that as much information as possible is captured regarding those mothers who continue to or have ceased to breastfeed.	<b>Accepted</b>	Maternity, Health Visiting and Peer Support contracts all include requirements to provide monitoring information. Some additional measures have been added in the past year. All measures are closely monitored.	Gideon Smith Teresa Jankowska Clare Watson	In place
2) The CCG and Public Health considers advertising using all available media and health outlets to promote breastfeeding.	<b>Accepted</b>	Breastfeeding will be included in the Citizen series on public health. Additional promotional material will be supplied to health providers, early years providers and neighbourhood centres as part of an annually reviewed programme.	Gideon Smith Teresa Jankowska Clare Watson	From July 2013
3) Awareness is increased through the CCG to help GPs recognise the signs of tongue tie in those struggling to breastfeed.	<b>Accepted</b>	A session on tongue tie will be offered via the local GP education programme.	Gideon Smith	Dec 2013
4) A recruitment campaign is undertaken for more experienced Volunteer Peer Supporters in partnership with CVAT and the Tameside Volunteer Centre in conjunction with Homestart.	<b>Accepted</b>	Arrangements will be progressed via the T&G Infant Feeding Management Group.	Gideon Smith	Sept 2013
5) Retail outlets and public areas in Tameside are encouraged to sign up to the baby friendly location initiative to provide a larger availability of safe locations for mothers to breastfeed.	<b>Accepted</b>	A support pack will be developed for use by a network of partners.	Gideon Smith Kate O'Donnell Sharon Smith	Dec 2013

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6) Contact details of new mothers who decide to breastfeed are shared by Health Visitors, Midwives and Homestart to ensure duplication of data collection is not carried out.	<b>Accepted</b>	Data sharing agreements will be reviewed to ensure simplest arrangements for new mothers and maximise support.	Gideon Smith	Sept 2013
7) Tameside Hospital and Homestart consider working together to enhance breastfeeding advice within the antenatal appointments.	<b>Accepted</b>	New arrangements have been agreed and piloted. Subject to evaluation these will established as routine.	Gideon Smith	Sept 2013
8) Internal training is to be made available for Tameside MBC Contact Centre employees to enable them to provide support to visiting customers requiring to breastfeed in council buildings.	<b>Accepted</b>	Following internal consultation a programme will be developed and implemented in partnership with Infant Feeding Team.	Angela Hardman Alison Williams Gideon Smith	October 2013
9) A review is undertaken in light of the recent changes around public health to establish a coordinating role within Tameside MBC and partner organisations to coordinate the boroughs approach to breastfeeding.	<b>Accepted</b>	Terms of reference of the T&G Infant Feeding Management Group are currently under review. Coordination roles within TMBC will be reviewed as part of the current review of public health department structure.	Angela Hardman	Dec 2013
10) Breastfeeding is incorporated into PSHE lessons for children at school at the earliest age possible to promote breastfeeding as the natural first choice for feeding babies.	<b>Accepted</b>	Many schools ensure that children at school achieve a good understanding of the role of breastfeeding. A consultation on the support available for this work will be carried with schools to identify and address local needs.	Gideon Smith Heather Loveridge	Jan 2014
11) A specific breastfeeding return to work policy is developed to promote breastfeeding within the council, with clear local plans and leadership around breastfeeding.	<b>Accepted</b>	A policy will be developed for consultation and adoption.	Debbie Bishop Tracy Brennand	Feb 2014