



Breastfeeding – a whole system approach



“The success or failure of breastfeeding should not be seen solely as the responsibility of a woman.

It is a collective societal responsibility”

Taken from the Lancet series on Breastfeeding (2016)

Mural illustration by Sam Bates aka SMUG





We All Have a Part to Play

Breastfeeding Improvement Programme

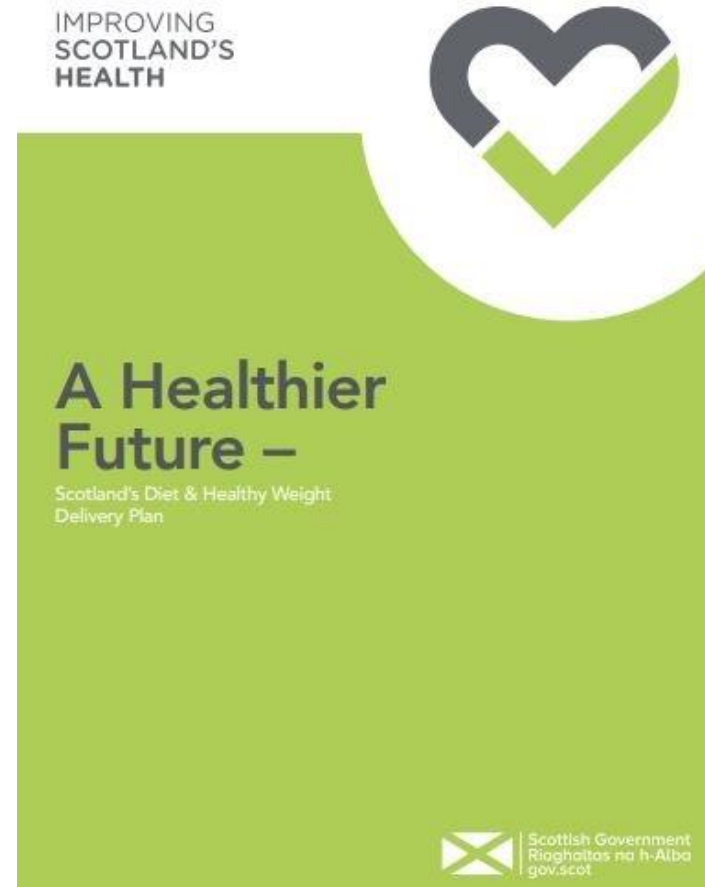
A Whole System Approach

Gillian Bowker
Breastfeeding Leadership Team, Neonatal
NHS Greater Glasgow & Clyde

Karen MacKay
Infant Feeding Lead, NHS Highland

Mural illustration by Sam Bates aka SMUG

We knew WHAT was needed



IBF Scotland Recommendations



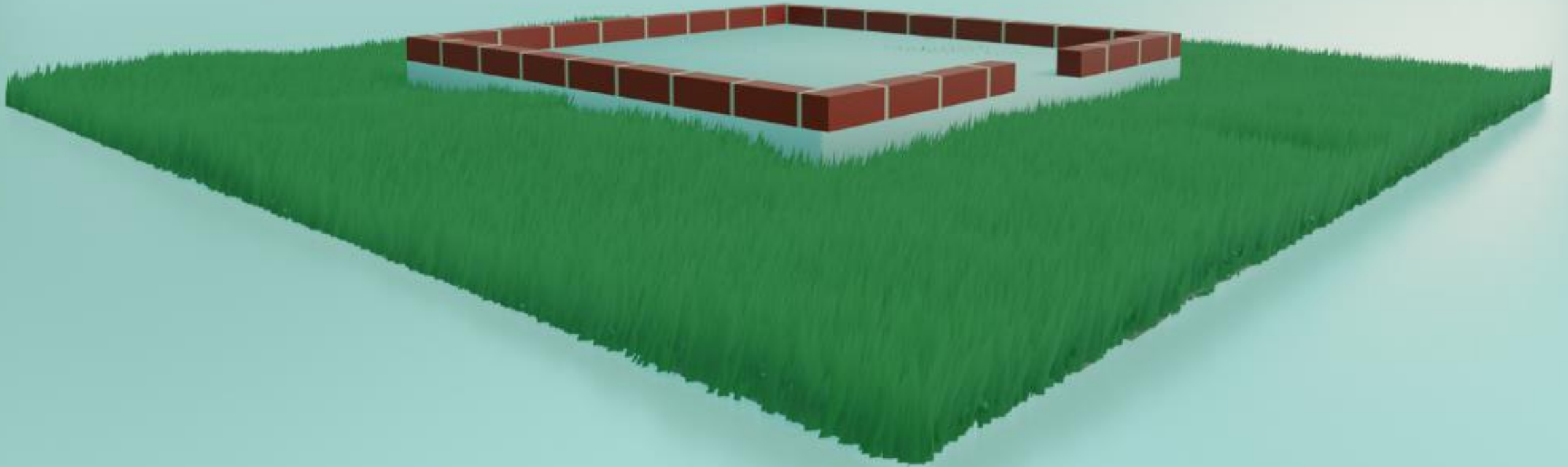


Scottish
Maternal and
Infant Nutrition
Survey 2017
Summary of Key Findings

8 out of **10** women told
us they **didn't** meet
their **breastfeeding**
goals

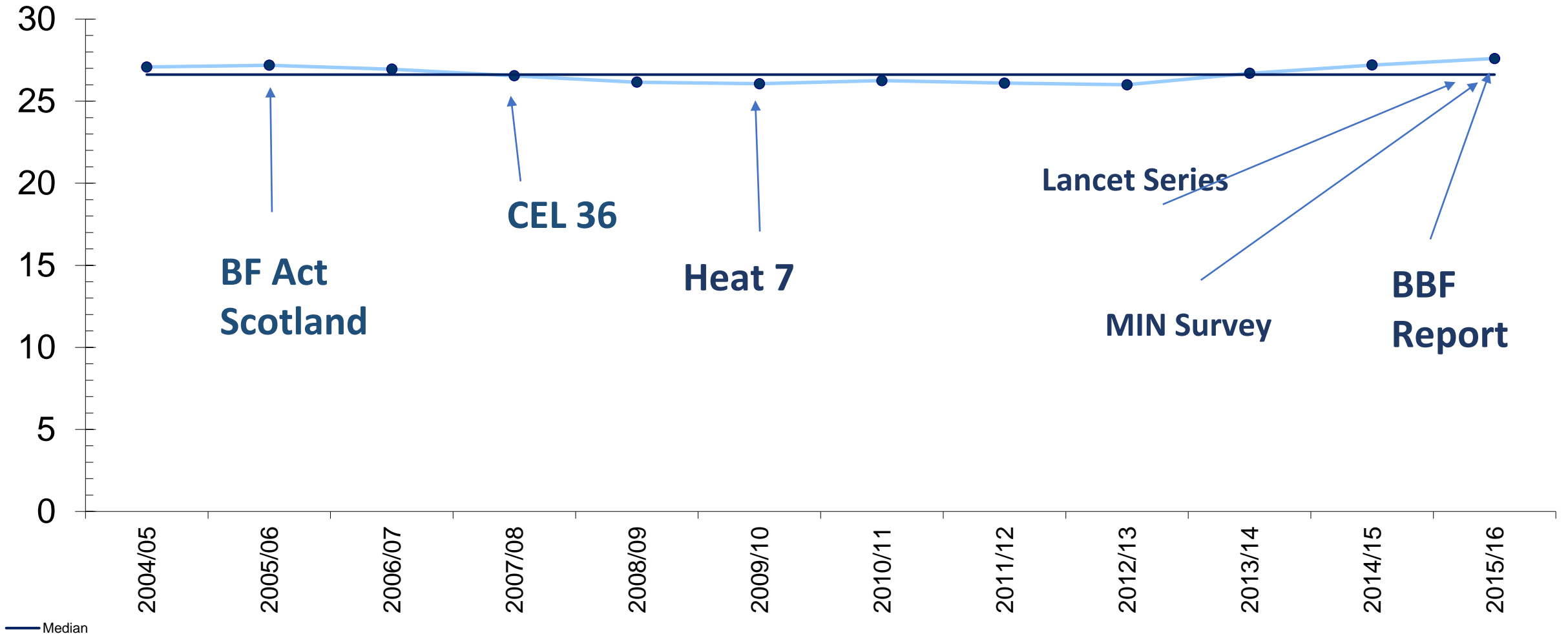


Building on the Foundations



The Starting Point

Percent **Percent of babies exclusively breastfeeding at 6-8 weeks, Scotland**



[ScotPHO profiles \(shinyapps.io\)](https://shinyapps.io)

Reduce Breastfeeding Attrition Rates in Scotland at 6-8 weeks by 10% by 2025 (baseline 34.8% 2017/18)

Supportive & Enabling Environments

Legislation designed to support, promote and protect Breastfeeding

Pregnant women/new parents supported to make informed infant feeding choices

Diversity and inclusion considered at all systems levels

Skilled & Equipped Workforce

Infant feeding quality and care standards embedded across maternity, community, neonatal & 3rd sector

Systematic approaches to workforce training and development

Women access equitable support in the ante-natal and post-natal periods, based on local and individual need

Leadership Planning & Co-ordination

Investment in culture change to 'normalise breastfeeding' across organisations and within communities

Cross sector implementation of breastfeeding policies to work place environments

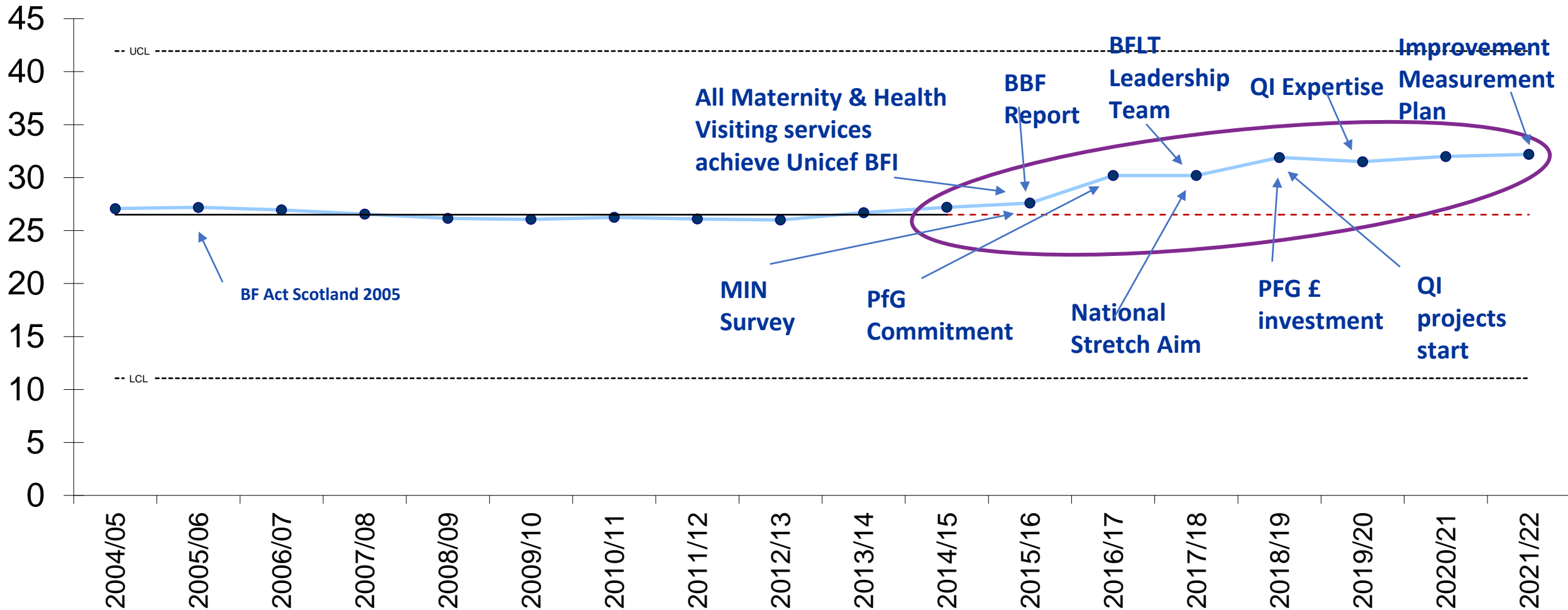
Once for Scotland

Collaborative & coordinated approaches to 'what's making the difference' to women and families across NHS Boards, HSCPs, 3rd Sector and in communities

Data and Intelligence

The Journey to Improvement

Percent of babies exclusively breastfeeding at 6-8 weeks, Scotland



From small to all



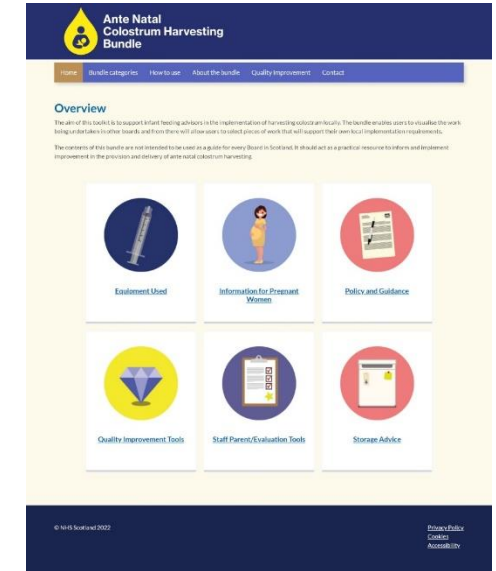
Local QI

National Learning

Getting it right for all mums and babies

National toolkits

Spread consistent approach

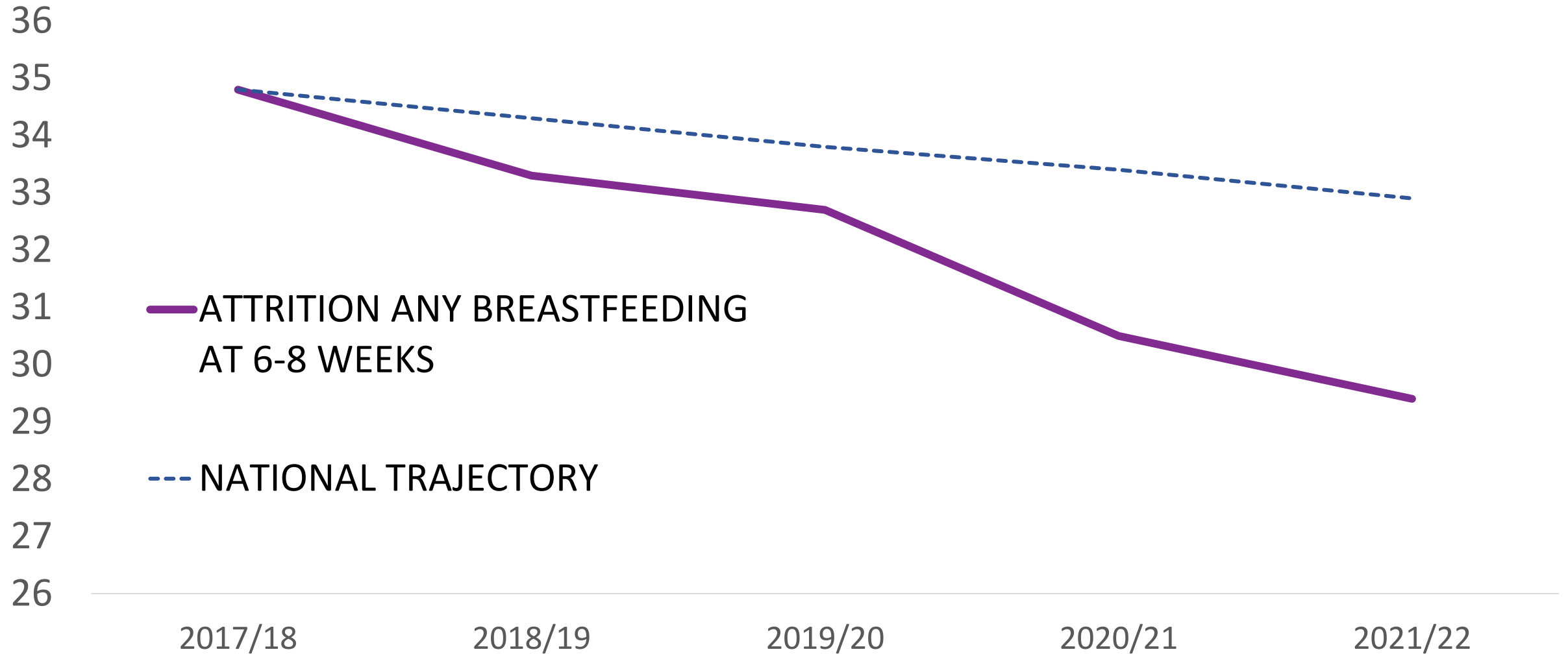


www.anchb.scot.nhs.uk

www.cypic.co.uk

#CYPIC2022

Reduce Breastfeeding Attrition Rates in Scotland at 6-8 Weeks by 10% by 2025 (baseline 34.8 % 2017/18)



[ScotPHO profiles \(shinyapps.io\)](https://shinyapps.io/ScotPHO_profiles)

Infant Feeding Improvement Programme Phase 2 National Improvement Measurement Framework

Unicef BFI
standards

Advocacy
& Culture

Learning &
Education

National &
Local
Datasets

Stretch Aim

Reduce drop off in any breastfeeding by 10% by 2025

Sub - Stretch Aims

10-14 day
exclusive
breast-
feeding

Reduce
attrition at
10-14 days

Increase
initiation/
ever breast-
feeding

6-8 week
exclusive
breast-
feeding

Neonatal
discharges
receiving
breastmilk

Early
breastmilk
for babies
born <34wk



Experiences of
Women and Families



Breastfeeding Friendly North Lanarkshire

Gerard McLaughlin
Head of Education
North Lanarkshire Council

Anne Marie Bruce
Infant Feeding Midwife
NHS Lanarkshire



**ONE OF THE
FASTEST GROWING
ECONOMIES IN
SCOTLAND**

**ONE OF THE
MOST AMBITIOUS
COUNCIL
HOUSEBUILDING
PROGRAMMES IN
THE COUNTRY**

**RECORD
LEVELS OF
INFRASTRUCTURE
INVESTMENT**

WE HAVE COME A LONG WAY

**PROGRAMME
OF NEW SCHOOLS
AND EARLY LEARNING
& CHILDCARE
PREMISES**

**HIGH LEVELS OF
EMPLOYMENT,
BUSINESS GROWTH
& ATTAINMENT**

**94.3% OF YOUNG
PEOPLE REACH A
POSITIVE
DESTINATION**

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UNACCEPTABLY
HIGH LEVELS OF
DEPRIVATION &
CHILD POVERTY
(ONE IN FOUR)

AREAS OF
INEQUALITY &
INEQUITY ACROSS
COMMUNITIES

BUT WE STILL FACE HUGE CHALLENGES

A HIGHER THAN
AVERAGE NUMBER
OF PEOPLE WITH
LIMITED
QUALIFICATIONS

LOWER THAN
AVERAGE WEEKLY
PAY LEVELS

LOWER LIFE
EXPECTANCY &
BREASTFEEDING
RATES

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INCLUSIVE GROWTH MUST BE
BUT WE'VE STILL GOT TO BE AT THE HEART OF ANY CHANGES
THE COUNCIL TAKES

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The Plan for North Lanarkshire



LIVE
LEARN
WORK
INVEST
VISIT

What is the council doing?

Reducing inequalities and inequities across North Lanarkshire

Helping people to get the best start in life

Taking a holistic, systemic approach across the council and with partners



