



Cheshire East

TOGETHER for Children and Young People

Together we will make Cheshire East a great place to be young

Breastfeeding Policy

Start for Life, Family Help and the
Youth Support Service

March 2024



Policy Information Sheet

Service Area	Start for Life, Family Help and the Youth Support Service
Date effective from	March 2024
Responsible Officer	Start for Life Family Hub Leads
Date for Review	March 2026
Status <ul style="list-style-type: none"> • Mandatory (all staff name must adhere to guidance) • Optional (Procedures and practice can vary between teams) 	Mandatory
Target Audience	Start for Life, Family Help and the Youth Support Service
Related Document(s)	Cheshire East Children's Services Procedures
Superseded Documents	Breastfeeding Policy Preventative Service – August 2019
Date of Approval	March 2024

Type of Document	Policy	X	Standard Operating Procedure		Guideline	
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Document control

Version no	Type of change	Date	Description of change

If you have any comments or views on this document, please contact us at childrensdevelopmentandpartnerships@cheshireeast.gov.uk

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1. Purpose

- 1.1 The purpose of this policy is to ensure consistency amongst staff who work within Cheshire East children's centres when providing support and education for families around infant feeding and very early years development.
- 1.2 All staff employed by Cheshire East children's centres should work to ensure that this policy is implemented within the centres and in their everyday practice.

2. Outcomes

- 2.1 This policy aims to ensure that the services and care provided improve outcomes for children and their families with a particular emphasis on delivering:
 - Increases in breastfeeding rates at 6-8 weeks
 - An increase in the number of mothers that formula feed doing so as safely and responsively as possible
 - An increase in the number of babies that start solid food at around the age of six months of age
 - Services that promote responsive parent child relationships
 - An increase in attendance at the co-delivered Parenting Journey stops
- 2.2 All service users are informed of the services and support that is available through the children centres.

3. Our commitment

- 3.1 Cheshire East children's centres are committed to providing a high standard of care in the area by:
 - Working collaboratively with midwifery and health visiting colleagues and other organisations providing support for parents and young babies
 - Supporting parents who choose to bottle feed to implement responsive feeding and encouraged to respond to cues that their baby is hungry, invite the baby to draw in the teat rather than forcing the teat into the mouth, pace the feed so that the baby is not forced to feed more than they want to, recognise their baby's cues that they have had enough milk, and not force babies to take a bit more milk so that they will go longer between feeds as this can lead to overfeeding and should be discouraged.
 - Supporting mothers to have a positive breastfeeding experience and provide social, emotional and, in some cases, skilled support to help women to continue to breastfeed for as long as they want. Staff should be able to discuss aspects of breastfeeding, such as practical tips for how to succeed, how to breastfeed responsively, and the fact that breastfeeds can be offered for comfort, love and

convenience in addition to food. Staff should be able to refer mothers to the best staff to explain this.

- Working with parents to improve and enhance parenting experience by them being aware of what support and services they can access.
 - Ensuring local needs are met according to best practice for children's centres.
- 3.2 The centres will be a welcoming environment for breastfeeding so that mothers can feel confident to breastfeed in any part of the centre. We know that for many new mothers feeding away from the privacy of their home can be a daunting experience – having a safe haven where they can meet other mums and feed their baby without feeling awkward or embarrassed is very important.
- 3.3 To ensure mothers in pregnancy are proactively identified and contacted to offer information and support according to their needs. We will maximise this opportunity and provide effective information, reflect Baby Friendly standards and comply with the International Code of Marketing of Breastmilk Substitutes.

4. To enable this commitment

- 4.1 All staff employed by the children's centres in Cheshire East are familiarised with this policy on commencement of employment.
- 4.2 All staff receive training on how to implement the Baby Friendly Standards as appropriate to their role:

Level 1 – A receptionist/administrator will be expected to be able to answer questions about:

- the policy
- why breastfeeding is important
- where to signpost mothers for additional help
- the welcome the centre provides for breastfeeding mothers
- how to deal with a sales representative from a formula milk company

Level 2 – A children's centre family support worker who does not have specific responsibility for supporting breastfeeding will be expected to be able to answer questions about:

- supporting parents to build a close and loving relationship with their baby
- supporting safe, responsive bottle feeding and the appropriate introduction of solid foods.

This is *in addition* to the questions asked of reception/clerical staff.

Level 3 – A children's centre family support worker who is involved in supporting breastfeeding mothers will, in addition to all other questions, be expected to be able to answer questions about:

- basic breastfeeding knowledge and skills
 - problem solving and signposting
- 4.3 All staff will continue to receive annual update training and content will reflect the results from the auditing process.
- 4.4 Training whenever possible is co-delivered with health visiting.
- 4.5 The Level 3 trained staff will become the 'Champions' and adhere to and follow the Champions role description.
- 4.6 The International Code of Marketing of Breastmilk Substitutes (The Code) is implemented within the children's centres.
- 4.7 All materials produced for families reflect the Baby Friendly standards.
- 4.8 Parental engagement in both planning and evaluation is encouraged to ensure services meet their needs.
- 4.9 Regular internal audit and user satisfaction surveys to support continued improvement in services. This will be done by conducting questionnaires, face to face interviews and telephone interviews with mothers as well as the monitoring of staff.

