



Public Health
England



Commissioning local infant feeding services: a summary

What you will see if commissioning for local infant feeding services is effective: a summary

Services are evidence based and evaluated

All staff involved in infant feeding have the appropriate training

Data is collected, collated and reported at all stages

Services work together across key public health measures

Antenatal

All women have a meaningful conversation about infant feeding and getting to know their baby

All women are offered antenatal classes

All women are offered a health visiting visit at 28 weeks

Women know how to access local support services including mother to mother support

There are clear referral pathways for women with special needs to get breastfeeding off to a good start

Data is collected and reported appropriately

Early postnatal

Women report they were able to have skin to skin contact after birth

Women know how to get breastfeeding off to a good start

All parents know how to start to build a close and loving relationship with their baby

Women who are separated from their baby know how express their breastmilk and initiate lactation

Women who are bottle feeding know how to do it safely and effectively

Initiation data is collected, collated and reported to the local authority

In the community

Women are offered; proactive , ongoing, practical, face to face breastfeeding support

Women know how to access further infant feeding and social support if required e.g. at children's centres , via peer to peer or specialist support

Ongoing infant feeding data is collected, collated and reported e.g. at the HV new birth visit, at 6 to 8 weeks and beyond

Women continue to breastfeed for as long as they wish

All parents know when and how to introduce weaning foods in a timely manner.

Women are welcomed to breastfeed anywhere, anytime, anyplace

The workplace employs good practice when mothers return to work whilst breastfeeding

A comprehensive approach can lead to:

Lower costs to local public services

Reduced health inequalities

Increased life chances for children

Reduced overweight and obesity

Improved mother-infant relationships

Improved life and long health for today's and future generations

The 12 statements of principle in brief:

1. Local authority public health commissioners work closely with all relevant partners to commission high-quality, evidence-led services that support women to feed their infants and build a close and loving relationship with their babies.
2. All pregnant women are given the opportunity to learn about infant feeding and relationship building.
3. All women have the opportunity for skin to skin contact at birth and throughout the postnatal period. All women are supported to respond to their babies' needs for food and love and are offered ongoing, one to one, practical and skilled help to get breastfeeding off to a good start.
4. All breastfeeding women are supported to learn how to breastfeed responsively and how to hand express their breastmilk. Parents are supported to understand a newborn baby's needs for closeness and comfort.
5. Women are enabled to continue to breastfeed for as long as they wish, and when required specialist support is available. Women are welcomed to breastfeed in their communities and are supported to continue to breastfeed when out and about.
6. Women who breastfeed are provided with information and support to enable them to maximise the amount of breastmilk their baby receives. Parents are supported to introduce their baby to solid food in ways which support optimal health and development.
7. All women are equipped with the knowledge to be able to plan their return to work whilst breastfeeding, and businesses, shops and public premises within the local authority welcome breastfeeding women.
8. When babies are not breastfed, care is provided to ensure that parents are enabled to formula feed as safely as possible. Women's decisions are respected, and parents are supported to feed their baby responsively and to build close and loving relationships.
9. Links are made to promote, protect and support breastfeeding in all policy areas where breastfeeding has an impact.
10. The local authority monitors and reports investment on services to support, promote and protect breastfeeding.
11. All public services ensure that there is no promotion of breastmilk substitutes, bottles, teats or dummies in any of their facilities or by any of their staff, so that breastfeeding is protected and parents receive unbiased information to support their decisions.
12. Commissioning considers the environmental as well as social and economic cost benefits to the community.

About Public Health England

Public Health England exists to protect and improve the nation's health and wellbeing, and reduce health inequalities. It does this through world-class science, knowledge and intelligence, advocacy, partnerships and the delivery of specialist public health services. PHE is an operationally autonomous executive agency of the Department of Health.

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