

North Lanarkshire Council Report

Wellbeing and Tackling Poverty

Does this report require to be approved?

☒ Yes ☐ No

Ref AG/LF/AMcG

Date

26/04/24

Resilient People, Breastfeeding Friendly Scotland Local Authority Award - Gold

From Alison Gordon, Chief Social Work Officer (Education, Families, Justice and Integrated Practice)

E-mail Gordona@northlan.gov.uk

Telephone: 01698 332001

Executive Summary

Breastfeeding Friendly North Lanarkshire, Leading the Way in Driving Cultural Change report was brought to Policy and Strategy Committee, in June 2021. This report highlighted the lower than desired breastfeeding rates in Lanarkshire. North Lanarkshire Council's strategic approach contributing to The Plan for North Lanarkshire priority, *Improving the health and wellbeing of our communities* and ambition (10) *Engage with children, young people, parents, carers and families to help all children and young people reach their full potential*, set out the Council's ambition to use a whole council approach to improve the breast-feeding rates in North Lanarkshire. This report and subsequent reports; Breastfeeding Friendly North Lanarkshire – Leading the Way in Driving Cultural Change brought before People and Communities Committee in August 2022 and Resilient People Breastfeeding Friendly North Lanarkshire brought before the Wellbeing and Tackling Poverty Committee June 2023 provided updates for elected members on progress and achievements towards this ambition.

This report is to inform committee that North Lanarkshire Council has since achieved gold status in the first-ever Breastfeeding Friendly Scotland Local Authority Award, recognising our commitment and actions to date to support breastfeeding in the workplace and wider community.

Recommendations

It is recommended that the Wellbeing and Tackling Poverty committee.

- (1) Recognise the success of North Lanarkshire Council in achieving Breastfeeding Friendly Local Authority Award – Gold status.
- (2) Endorse the next steps set out at section 2.6 of the report.

The Plan for North Lanarkshire

Priority	Improve the health and wellbeing of our communities
Ambition statement	(10) Engage with children, young people, parents, carers, and families to help all children and young people reach their full potential
Programme of Work	Resilient People

1. Background

- 1.1 In 2021 the Breastfeeding Friendly North Lanarkshire – Leading the Way in Driving Cultural Change report was brought to committee. It highlighted North Lanarkshire Council's desire to improve breastfeeding rates whilst acknowledging concerns that existed within communities of North Lanarkshire including breastfeeding out with the home.
- 1.2 Subsequent reports were brought to committee in 2022 and 2023 reporting on the collaborative approach taken by North Lanarkshire Council and NHS Lanarkshire to promote and support a breastfeeding friendly ethos and to work with Scottish Government to develop and gain Breastfeeding Friendly Local Authority accreditation.
- 1.3 This report acknowledges the achievements made across council services in collaboration with colleagues within NHS Lanarkshire who have worked alongside council officers offering specialist knowledge and guidance. Third sector partners also have contributed by embedding an awareness of breastfeeding into practice and service delivery. All this activity has culminated in North Lanarkshire Council being awarded gold status in the first ever Breastfeeding Friendly Scotland Local Authority Award.

2. Report

Breastfeeding Friendly Local Authority Scotland - Gold

- 2.1 North Lanarkshire Council is committed to the strategic vision that Scotland is a society that values breastfeeding, acknowledges breastfeeding is included in the United Nations Convention on the Rights of the Child (UNCRC) and recognises that it is much more than nutrition. Breast milk is full of essential nutrients to help babies to grow, but it also protects them from infection and encourages development of a close and loving relationship between mother and baby. Due to the positive impact on the health of both mothers and babies, breastfeeding is viewed as an important public health intervention that impacts on health inequalities through building on the potential of every child, optimising physical, mental, and social health. Recognition has been given to the concerns of mums and parents around breastfeeding out with the home and acknowledging evidence that breastfeeding rates can be linked to levels of deprivation; those from the least deprived areas being much more likely to breastfeed. The council and partners are committed to increasing breastfeeding rates in our most deprived areas to help reduce health inequalities and are working alongside our communities to change attitudes and create a positive culture around breastfeeding.
- 2.2 The council has worked collaboratively with the Scottish Government and NHS Lanarkshire to develop the new evidence-based accreditation process aimed specifically at local authorities in Scotland. Work has been undertaken by council officers, NHS Maternal and Infant Nutritional leads, Infant Feeding Development Midwife and the Scottish Government to develop, refine and agree criteria, actions and evidence within the framework that any local authority in Scotland would be expected to meet to enable them to achieve the Breastfeeding Friendly Scotland Local Authority award. It was also agreed that the award should be broken down into 3 distinctive levels,
 - Bronze, the baseline level for achievement across all services within a local authority,

- Silver, maintaining achievement at Bronze with additional enhanced actions across 18 key areas.
 - Gold, maintaining achievement at Bronze and Silver with enhanced actions in 19 key areas.
- 2.3 In February 2024 North Lanarkshire Council became the first local authority in Scotland to receive Breastfeeding Friendly Scotland Local Authority award and was awarded it at Gold level. The award recognised North Lanarkshire Council's commitment to supporting breastfeeding in the workplace and wider community and progress achieved to date in improving breast feeding rates.
- 2.4 Council services have incorporated breastfeeding into their delivery to positively impact on culture and practice in a way that promotes long term progress in breastfeeding. Changes the council has implemented include:
- 2.4.1 Improved employee support through the introduction of a corporate breastfeeding policy with workplaces set up for women to continue to breastfeed/express in a private room if required, with refrigeration facilities when returning to work.
- 2.4.2 Establishment of nine CLD community breastfeeding champions, both male and female staff undertake this role and work with health colleagues in communities to promote and support breastfeeding.
- 2.4.3 All early year's establishments have achieved Breastfeeding Friendly Scotland Early Learning and Childcare award and 80% of all school establishments achieved Breastfeeding Friendly Schools award.
- 2.4.4 All new-build facilities including community hubs have breastfeeding facilities designed in at the planning stage.
- 2.4.5 Foster carers complete NHS training on responsive feeding, financial support and social work staff trained on infant nutrition and benefits of breastfeeding.
- 2.4.6 Libraries, leisure, and sport facilities provide a warm welcome space and facilities for breastfeeding on site.

Increase in Breastfeeding Rates

- 2.5 This approach and the actions taken so far, along with other measures implemented by partners has resulted in an improving picture. Public Health Scotland, Annual Infant Feeding Statistics 2022/23 inform us of the following:
- 2.5.1 North Lanarkshire breastfeeding rates at first visit have increased to 39% a rise of 2.5 points since last year and 10.1-point increase since 2016/17.
- 2.5.2 North Lanarkshire breastfeeding rates at 6-8 weeks have increased to 30.4% a rise of 3.8 points since last year and an 8.8 point increase since 2016/17.
- 2.5.3 North Lanarkshire breastfeeding rates first visit (SIMD 1) have increased to 33.5% a rise of 12.3 points since 2016/17
- 2.5.4 North Lanarkshire breastfeeding rates at 6-8 weeks (SIMD 1) have increased to 25.6 % rise of 9.8 points since 2016/17

Launch of Breastfeeding Friendly Scotland Local Authority

- 2.6 On 13th February 2024 the Minister for Public Health and Women's Health, Jenni Minto presented the Depute Leader, Councillor Louise Roarty and Convener of Wellbeing and Tackling Poverty Committee, Councillor Geraldine Woods the Breastfeeding Friendly Scotland Local Authority Award at a ceremony in Coatbridge Community Centre. In attendance was NLC Chief Executive, Des Murray, NHSL Chief Executive, Professor Jann Gardner, representatives for our Early Years' and Education services alongside community breastfeeding champions and breastfeeding mums and babies. This event enabled staff and parents to celebrate and showcase work that has been carried out in our establishments and communities including the impact changes and improvements are making for parents and their children.

Next Steps

- 2.7 Continue to work alongside dads/male carers supported by the community breastfeeding champions to offer additional support within communities.
- 2.8 Implement the audit process which is embedded within the award framework with an annual internal review being carried out which will allow officers to gather evidence, monitor implementation, and build upon good practice already established.
- 2.9 Through the Strategic Leadership board complete the Scrutiny of Success 'template which is designed to help Partnerships identify pieces of joint working which have been successful and have the potential to be replicated in other areas or used to underpin our approach to strengthening partnership working which is having a significant impact in improving outcomes for local people; and/or improving collaboration and multi-agency approaches; and/or making better use of resource.
- 2.10 To highlight the Council's success and reinforce the ongoing commitment to breastfeeding, 20 plaques will be displayed outside key council premises and certificates to be displayed within all council building, and stickers for all fleet transport.
-

3. Measures of success

- 3.1 Breastfeeding rates within North Lanarkshire Council at 6 – 8 weeks continue to increase.
-

4. Supporting documentation

- 4.1 N/A



Alison Gordon
Chief Social Work Officer (Education, Families, Justice and Integrated Practice)

5. Impacts

5.1 Public Sector Equality Duty and Fairer Scotland Duty Does the report contain information that has an impact as a result of the Public Sector Equality Duty and/or Fairer Scotland Duty? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If Yes, please provide a brief summary of the impact? The achievement of Breastfeeding Friendly Scotland Local Authority Award – Gold status, will drive the achievement of outcomes that are designed to tackle poverty and socio-economic disadvantage thus contributing to the Council's requirements under the Fairer Scotland Duty. The integrated Fairer Scotland/Equality Impact assessment carried out during the development of the framework has highlighted that the implementation of the related communication strategy needs to ensure that any promotional/ launch information is available in alternative languages and formats, including BSL and Easy Read. That awareness raising and understanding of the needs of young women, disabled women, women whose first language is not English, women experiencing socio-economic disadvantage, and cultural and faith-based requirements, is undertaken with services and other employers / organisations (who participate in the breastfeeding friendly initiatives) to ensure that their facilities are accessible and inclusive to all breastfeeding women. If Yes, has an assessment been carried out and published on the council's website? https://www.northlanarkshire.gov.uk/your-community/equalities/equality-and-fairer-scotland-duty-impact-assessments Yes <input type="checkbox"/> No <input type="checkbox"/>
5.2 Financial impact Does the report contain any financial impacts? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If Yes, have all relevant financial impacts been discussed and agreed with Finance? Yes <input type="checkbox"/> No <input type="checkbox"/> If Yes, please provide a brief summary of the impact?
5.3 HR policy impact Does the report contain any HR policy or procedure impacts? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If Yes, have all relevant HR impacts been discussed and agreed with People Resources? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If Yes, please provide a brief summary of the impact? HR Breastfeeding Policy implemented June 2022.
5.4 Legal impact Does the report contain any legal impacts (such as general legal matters, statutory considerations (including employment law considerations), or new legislation)? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If Yes, have all relevant legal impacts been discussed and agreed with Legal and Democratic? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If Yes, please provide a brief summary of the impact?

5.5	<p>Data protection impact</p> <p>Does the report / project / practice contain or involve the processing of personal data?</p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If Yes, is the processing of this personal data likely to result in a high risk to the data subject?</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If Yes, has a Data Protection Impact Assessment (DPIA) been carried out and e-mailed to dataprotection@northlan.gov.uk</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
5.6	<p>Technology / Digital impact</p> <p>Does the report contain information that has an impact on either technology, digital transformation, service redesign / business change processes, data management, or connectivity / broadband / Wi-Fi?</p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If Yes, please provide a brief summary of the impact?</p> <p>Where the impact identifies a requirement for significant technology change, has an assessment been carried out (or is scheduled to be carried out) by the Enterprise Architecture Governance Group (EAGG)?</p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p>
5.7	<p>Environmental / Carbon impact</p> <p>Does the report / project / practice contain information that has an impact on any environmental or carbon matters?</p> <p>Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p> <p>If Yes, please provide a brief summary of the impact?</p> <p>Breastfeeding uses fewer water or land resources, produces no carbon and minimal waste. Studies have shown that, for example, breastfeeding for 6 months saved 95-153kg CO₂e (carbon dioxide equivalents per baby compared to formula feeding).</p>
5.8	<p>Communications impact</p> <p>Does the report contain any information that has an impact on the council's communications activities?</p> <p>Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p> <p>If Yes, please provide a brief summary of the impact?</p> <p>As an important first for North Lanarkshire, the Council's strategic communications team has been involved from the outset in the development of the Framework. Images and key messages promoting breastfeeding and North Lanarkshire as a supportive and welcoming place is communicated via NLC social media channels. A communication strategy is included as evidence within the award framework.</p>
5.9	<p>Risk impact</p> <p>Is there a risk impact?</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If Yes, please provide a brief summary of the key risks and potential impacts, highlighting where the risk(s) are assessed and recorded (e.g. Corporate or Service or Project Risk Registers), and how they are managed?</p>

5.10 Armed Forces Covenant Duty

Does the report require to take due regard of the Armed Forces Covenant Duty (i.e. does it relate to healthcare, housing, or education services for in-Service or ex-Service personnel, or their families, or widow(er)s)?

Yes ☐ No ☒

If Yes, please provide a brief summary of the provision which has been made to ensure there has been appropriate consideration of the particular needs of the Armed Forces community to make sure that they do not face disadvantage compared to other citizens in the provision of public services.

5.11 Children's rights and wellbeing impact

Does the report contain any information regarding any council activity, service delivery, policy, or plan that has an impact on children and young people up to the age of 18, or on a specific group of these?

Yes ☒ No ☐

If Yes, please provide a brief summary of the impact and the provision that has been made to ensure there has been appropriate consideration of the relevant Articles from the United Nations Convention on the Rights of the Child (UNCRC).

Breastfeeding is recognised in the United Nations Convention on the Rights of the Child (UNCRC) Article 24 and Article 27 and the activity reflected in this report therefore supports the realisation of children's rights although the council's commitment and associated action plan were made prior to the adoption of the CRWIA process.

If Yes, has a Children's Rights and Wellbeing Impact Assessment (CRWIA) been carried out?

Yes ☐ No ☒