

SCHEDULE 2 – THE SERVICES

A. Service Specifications

Service	Baby Café (Breastfeeding Support)
Commissioner Lead	Hounslow Borough
Provider Lead	
Period	01 Sept 2024 Until Further Notice
Date of Review	

1. Population Needs

1.1 National/local context and evidence base

- The WHO Global Strategy for Infant and Young Child Feeding (2003)
- WHO International Code of Marketing of Breast-Milk Substitutes.
- The European Commission Protection, Promotion and Support of Breastfeeding in Europe: A Blueprint for Action (2004, revised 2008);
- UNICEF Baby Friendly Initiative (BFI);
- NICE guidance on maternal and child nutrition, post-natal care, and antenatal care; Midwifery.
- Healthy Lives, Brighter Futures –the Strategy for Children and Young People’s Health (Department of Children, Schools and Families and Department of Health, 2009)
- Healthy Lives, Healthy People or Supporting Families in the Foundation Years
- Public Health Outcomes framework for England, 2013-2016
- The Child Health Promotion Framework ‘Healthy Child, Healthy Future’;
- DoH White Paper ‘Equity and Excellence, Liberating the NHS’ 2010.
- DoH White Paper ‘Achieving Equity and Excellence for Children’ 2010.
- DoH, Healthy Lives, Healthy People: Our Strategy for Public Health in England 2010
- National Service Framework for Children, Young People and Maternity Services 2005
- Maternity Matters: choice, access and continuity of care in a safe service (Department of Health, 2007)
- Review of the Health Inequalities Infant Mortality PSA Target (Department of Health, 2007) and Implementation Plan for Reducing Health Inequalities in Infant Mortality: a good practice guide (Department of Health, 2007)
- Health Inequalities – progress and next steps (Department of Health, 2008) and Tackling Health Inequalities: 10 years on (Department of Health, 2009)
- DOH white Paper, ‘Our Health, Our Care, Our Say’
- NICE Guidelines pertaining to children, young people and families
- Essential Standards of Quality & Safety – Care Quality Commission 2010
- Every Child Matters 2004
- Common Assessment Framework
- Children’s Act 2004
- Early Years Foundation Stage Consultation
- Hall 4 – Health for All Children 2004

- Child Health Promotion Programme 0-5yrs
- Child Health Strategy (2009)
- National Childhood Measurement Programme
- Children and Young People's Health Outcomes Forum (2012)

2. Outcomes

2.1 NHS Outcomes Framework Domains & Indicators

Domain 1	Preventing people from dying prematurely	
Domain 2	Enhancing quality of life for people with long-term conditions	
Domain 3	Helping people to recover from episodes of ill-health or following injury	
Domain 4	Ensuring people have a positive experience of care	X
Domain 5	Treating and caring for people in safe environment and protecting them from avoidable harm	X

2.2 Local defined outcomes

- Support and increase prevalence of breastfeeding in community settings
- Increase the number of women who continue to breastfeed at 6– 8 weeks
- Increase the number of women who breastfeed exclusively for the first 6 months
- Activities to raise awareness of the benefits and how to overcome problems and barriers during the process of breastfeeding
- Actively engage 'hard-to-reach' women to use the service
- Training of staff and volunteers
- Create welcoming and supportive environment for breastfeeding which support women's self-confidence and psycho-social needs
- Service will also meet the relevant outcomes identified in the national strategy for children and young people's health – Children & Young People's Outcome Framework (2013)
- Service will also meet the relevant outcomes identified in the Public Health Outcomes framework for England, 2016-2019

3. Scope

3.1 Aims and objectives of service

The aim of the service is to provide non-clinical environment drop in sessions which enables mothers to access both social support and expert advice and resources. The service provides a qualified and licensed Breastfeeding Counsellor who facilitates the Baby Café across 4 venues for 6.5 hours a week, over 48 weeks.

The objectives are:

- To provide a drop in centre to support breastfeeding mothers on how to breastfeed
- To provide information and support to mothers and families

- To provide breastfeeding, practical and problem solving support by covering difficulty and issues faced by new parents, including baby feeding, and provide an opportunity to discuss concerns, share experiences and ideas;
- To provide informal education and practical breastfeeding support programmes delivered by both health professionals/practitioners and peer supporters in accordance with local population needs.
- To provide a skilled 1:1 breastfeeding service and social support
- To signpost mothers to other support services within and around neighbouring boroughs

3.2 Service description/care pathway

To promote the service and maximise referrals through health professionals including Midwives, GP surgeries, on hospital wards and Health Visitors.

The service will be delivered by XXX breastfeeding trained counsellors based in the community and will service specifically local women breastfeeding.

Breastfeeding trained counsellors will take the lead role for ensuring help in all aspects of breastfeeding from preliminary to ending and all the variations in between in a relaxed, informal atmosphere through:

- listening to mums, provide advice to help build confidence.
- facilitation of each session
- one-to-one help from trained staff
- books, leaflets and DVDs

3.3 Population covered

Hounslow Borough GP registered residents.

3.4 Any acceptance and exclusion criteria and thresholds

None.

3.5 Interdependence with other services/providers

- London Borough of Hounslow's Children's Centres
- Health Visiting Teams
- Chelsea and Westminster Foundation NHS Trust (West Middlesex Site)
- The Family Nurse Partnership
- Primary Care

4. Applicable Service Standards

4.1 Applicable national standards (e.g. NICE)

Attached NICE guidance (2014)



Maternal-and-child-n
utrition-pdf-NICE Gui

4.2 Applicable standards set out in Guidance and/or issued by a competent body (e.g. Royal Colleges)

See URL below for further information:

<https://www.rcpch.ac.uk/resources/breastfeeding-uk-position-statement#key-messages-for-health-professionals>

4.3 Applicable local standards

None

5. Applicable quality requirements and CQUIN goals

5.1 Applicable Quality Requirements (See Schedule 4A-D)

5.2 Applicable CQUIN goals (See Schedule 4E)

None

6. Location of Provider Premises

The Provider's Premises are located at:

7. Individual Service User Placement

N/A