



Infant Feeding Policy

Arrangements for Review:

Joy Grice is responsible for the implementation of this policy and conducting regular reviews. This policy was adopted in November 2010 and will be **reviewed in April 2011.**

Next review date: April 2012

Any infant feeding policy or revision will be compliant with the UNICEF Baby Friendly Initiative and the World Health Organisation Code for the marketing of breast milk substitutes.

This policy supports the NHS Hospital and Community Guidelines for Clinical Practice on 'Infant Feeding'.

Policy Context:

Seashells and Sheerness Neighbourhood Nursery promotes breastfeeding as the healthiest way for a mother to feed her baby and recognises the important health benefits for both mother and baby.

All mothers, fathers and carers have the right to receive clear and impartial information taking into account each individual families' circumstances to enable them to make a fully informed choice as to how they feed and care for their babies.

Staff will not discriminate against any parent or carer in their chosen method of feeding and will give full support when the choice is made.

Aims:

- To ensure that the health benefits of breastfeeding are discussed with all women so that they can make an informed choice about how to feed their baby.
- To create an environment where more women choose to breastfeed their babies, confident in the knowledge that they will be given support and information to enable them to breastfeed exclusively for six months, and then as part of their infant's diet to the end of the first year and beyond.
- To encourage partnership working within the Local Children's Services Partnership (including Health Professionals) promoting seamless care for breastfeeding mothers and the development of a breastfeeding culture throughout the community.

Policy:

Adherence to the policy is required for all relevant staff to avoid conflicting advice.

If there are any concerns regarding either the health of the baby or the mother, contact with a qualified health professional (such as a midwife with a lactation specialty or a health visitor) will be sought. Children's Centre and Nursery staff (unless qualified) are not specialists and in no way should offer health advice as such.

Telephone numbers (or other means of contact) for health visiting teams, and Breastfeeding Support Groups will be publicly available to all visitors and routinely displayed in all appropriate areas. Contact details will be updated regularly to ensure correct information is given to mothers, fathers and carers. This is to be monitored by the Centre Manager.

Any guidelines for the support of breastfeeding in special situations and the management of common complications will be drawn up and agreed by a multi-disciplinary team of professionals with clinical responsibility for the care of mothers and babies.

No advertising of formula, bottles, teats or dummies are allowed within the Centre. This includes any 'free' resources offered by formula manufacturers. The display of logos of manufacturer's products on such items as calendars or stationery is also prohibited.

Information about weaning within the Centre should inform that solid foods are not recommended for babies under six months.

Formula milk company representatives will only meet with named health professional leads in the community, who will disseminate the relevant information. No literature provided by manufacturers of breast milk substitutes is permitted. The Centre Manager will monitor this constantly and dispose of any items which do not comply with this policy. Educational material for distribution to families must be approved by the lead health professional.

At no point should a parent be made to feel that they have made the wrong choice for their child or be criticised. Parents/Carers who have opted not to breastfeed their babies should be shown how to prepare formula feeds correctly, one to one by their health professional.

All clerical and ancillary staff will be orientated to the policy and receive relevant training to enable them to signpost infant feeding queries appropriately.

Breastfeeding will be regarded as the natural way to feed babies and young children. Mothers, fathers and carers will be enabled and supported to feed their infants in the children's centre premises.

A 'Breastfeeding Welcome' sign will be displayed in all areas accessed by mothers and babies. Ideally comfortable facilities will be made available for mothers who prefer privacy, however due to building design this may not always be possible.

Breastfeeding Support Groups and the local community:

- Seashells will work in partnership with voluntary breastfeeding organisations and the health service to develop supervised local breastfeeding support programmes. Breastfeeding peer supporters working in Seashells will be given full volunteer status¹. Supervision will be provided by partnership working between the health service and Seashells.
- Seashells will work to raise awareness of the importance of breastfeeding and ensure easy access to facilities which support breastfeeding.
- Seashells is committed to working in partnership with the infant feeding team in the health service to become Baby Friendly accredited.

¹ This position is subject to a current CRB check being in place

Policy Implementation:

- All staff are made aware of this policy as part of their induction, reviews, and training. Where appropriate, managers need to develop training plans which maintain and enhance the competency level of staff to promote breast feeding.
- All parents/carers are made aware of this policy and are encouraged to follow the guidelines.
- Partner agencies are made aware of this policy and support its implementation where appropriate.
- For further information leaflets on infant feeding from the Department of Health, please visit:
www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_4084370

Arrangements for complaint:

These are defined in the Children's Centres Complaints Policy