

Summary information sheet

Community Infant Feeding Support Consultation

kent.gov.uk/infantfeeding

Consultation closes 3 December 2017



Infant Feeding Consultation - Summary Information

To view all the information, read the full consultation document and respond via the online questionnaire, please visit www.kent.gov.uk/infantfeeding

Core proposals

- Transfer responsibility for breastfeeding support from PSBreastfeeding CIC (PSB) to the NHS Health Visiting Service at the end of the contract between PSB and Kent County Council (end of March 2018)
- All current service activity by PSB will cease.

PSB currently offer:

- 17 'Specialist Clinics' (delivered by Lactation Consultant OR Breastfeeding Counsellor)
- 21 Breastfeeding Peer Support Clinics (staffed by volunteers with relevant training and certification)
 - Breastfeeding Counsellors (experienced and well trained volunteers), will not feature as part of the service.

PSB's service offer would be replaced by the following offer from the Health Visiting Service (HVS):

- HVS to run 36 Child Health Clinics (3 in each district), including breastfeeding support sessions provided by a dedicated health visitor, supported by Breastfeeding Peer Supporters (Peer supporter numbers to be maintained).
- 4 Specialist Clinics spread across the county (location and frequency to be reviewed depending on demand and need analysis once the service is in place). The Specialist clinics will be staffed by Lactation Consultants (commissioned by the HVS where required) and the HVS' Infant Feeding Leads (IFLs).
- Specialist Clinic attendance will be by appointment and referral. Referrals can be requested by anyone, with appointments arranged based on triaged clinical need. Telephone advice from the IFLs to all Healthy Child clinics and all Breastfeeding Drop-in Sessions – Health Visitors will be able to contact these specialists where more complex issues are raised.
- Facility to provide home visits where necessary, based on need and service capacity.

Why KCC is proposing this approach:

Now that the HVS has increased its capacity to deliver the full range of infant feeding support, it is able to take on the service as part of its core activities. The HVS model of infant feeding is expected to offer improved outcomes around all types of infant feeding and will provide a holistic and integrated approach to supporting families with young children.

KCC knows that the service provided by PS Breastfeeding has been valued by its clients and that it has delivered good support to those families using their services. However, given that PS Breastfeeding were commissioned to deliver this service until the HVS were in a position to take over the work, KCC is keen to hear from all families and partner agencies about how the HVS Infant Feeding Service can be made as effective as possible.

We expect that this proposal will:

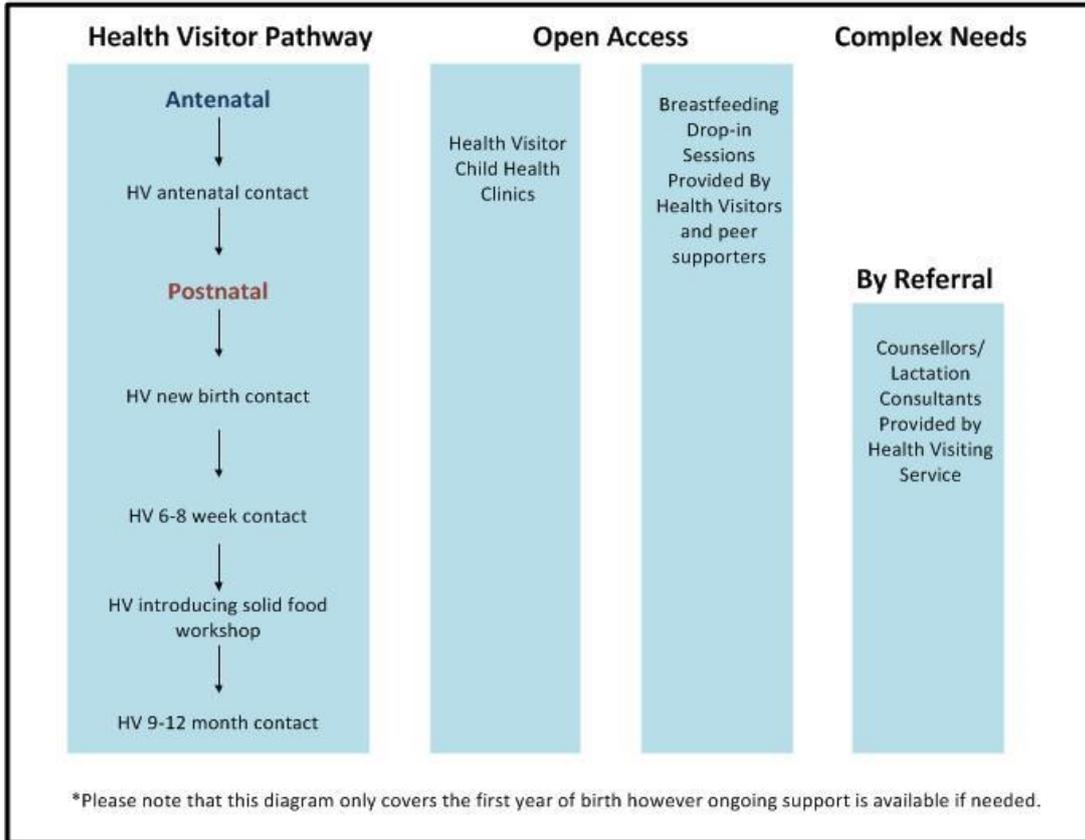
- enable all families to access nutrition advice as part of a comprehensive infant health service that links to Children's Centres and maternity services
- make best use of the existing professional skills and resources in the Health Visiting Service
- provide a more 'joined-up' experience for families looking for advice and support on the full range of infant feeding issues
- deliver a saving of up to £404,000 without compromising the quality and accessibility of the service.
- Increase the amount of 'intermediate level' breastfeeding support via trained health visitors.

Decision making

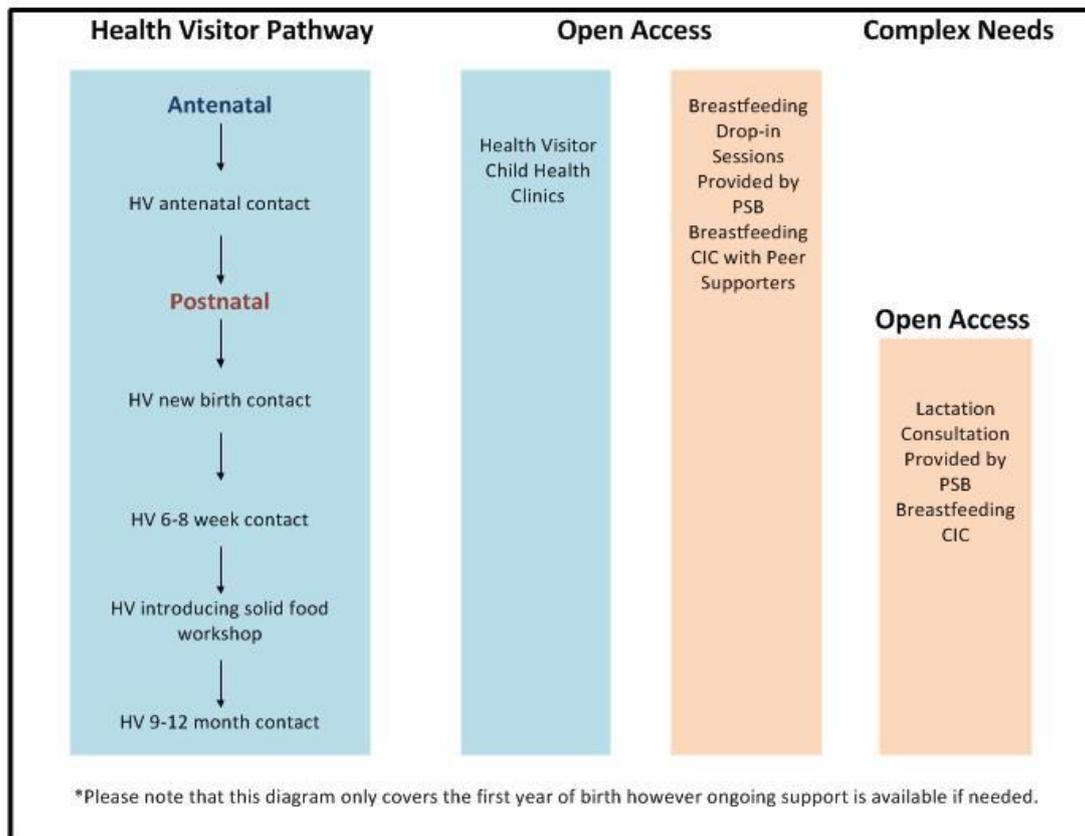
Feedback to this consultation will help KCC make its decision regarding transferring the service to HVS and how it should be delivered. The consultation feedback will be analysed and considered by KCC before any decision by the Cabinet Member for Public Health is made.

The feedback already received in the first phase on consultation in July and August has been analysed and considered, prior the launch of this stage of the consultation process. The information received previously will also be considered by KCC when the decisions are due to be taken in late 2017 or early 2018.

New Model



Current Model



Have your say

How to get involved and find out more information:

This document is intended as a brief summary of the proposal – before responding, we strongly recommend that you read the full consultation document. A Frequently Asked Questions document has also been developed.

Consultation responses will be used to improve the draft model and associated service specifications, helping to make sure that they are designed around the needs of Kent residents.

Whether you are a past, current or future user of these services, a carer or relative of a service user, a member of the public, an existing or potential provider of services, or another stakeholder we are keen to hear your views and experiences.

Please visit www.kent.gov.uk/infantfeeding to complete the online questionnaire and view supporting documents and the Equality Impact Assessment.

Alternatively, complete the paper questionnaire and hand it in to your local Children's Centre.

If you have any questions that are not addressed in the consultation document or the Frequently Asked Questions, please contact PHconsultation@kent.gov.uk.

Details of the last phase of Infant Feeding Service consultation may be viewed online at <http://consultations.kent.gov.uk/consult.ti/InfantFeeding/consultationHome>

More information about KCC's other consultation activity around Health Visiting can be viewed online at www.kent.gov.uk/healthychildren.

If you need the questionnaire or any other documents in an alternative format, please email alternativeformats@kent.gov.uk or call 03000 421533 (text relay service number: 18001 03000 421553). This number goes to an answering machine, which is monitored during office hours.