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Report of: John Macilwraith, Executive Director, People Services

Report to: Cabinet

Date of Decision: 15th January 2020

Subject: Sheffield City Council to be a Breastfeeding Friendly Local Authority and to work with partners across all sectors to make Sheffield a Breastfeeding Friendly City

Is this a Key Decision? If Yes, reason Key Decision:-	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
- Expenditure and/or savings over £500,000	<input type="checkbox"/>	
- Affects 2 or more Wards	<input type="checkbox"/>	
Which Cabinet Member Portfolio does this relate to? (<i>Children and Young People</i>)		
Which Scrutiny and Policy Development Committee does this relate to? (<i>Children, Young People and Family Support Scrutiny</i>)		
Has an Equality Impact Assessment (EIA) been undertaken?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
If YES, what EIA reference number has it been given? (<i>661</i>)		
Does the report contain confidential or exempt information?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
If YES, give details as to whether the exemption applies to the full report / part of the report and/or appendices and complete below:-		
<p><i>"The (report/appendix) is not for publication because it contains exempt information under Paragraph (insert relevant paragraph number) of Schedule 12A of the Local Government Act 1972 (as amended)."</i></p>		

Purpose of Report:

For Cabinet to approve that Sheffield City Council becomes a Breastfeeding Friendly Local Authority, and works with partners to make Sheffield a Breastfeeding Friendly City.

The aim of this is to improve breastfeeding facilities in the city and remove some of the barriers to sustained breastfeeding in work and throughout the city.

Recommendations:

That Cabinet agrees the City Council should promote and advertise their support of breastfeeding and officially state that Sheffield City Council is a Breastfeeding Friendly Local Authority and will work with partners across all sectors to make Sheffield become a Breastfeeding Friendly City.

Background Papers:

(Insert details of any background papers used in the compilation of the report.)

Lead Officer to complete:-		
1	I have consulted the relevant departments in respect of any relevant implications indicated on the Statutory and Council Policy Checklist, and comments have been incorporated / additional forms completed / EIA completed, where required.	Finance: Paul Jeffries
		Legal: <i>Nadine Wynter</i>
		Equalities: Bashir Khan
<i>Legal, financial/commercial and equalities implications must be included within the report and the name of the officer consulted must be included above.</i>		
2	EMT member who approved submission:	<i>(John Macilwraith & Greg Fell)</i>
3	Cabinet Member consulted:	<i>(Jackie Drayton)</i>
4	I confirm that all necessary approval has been obtained in respect of the implications indicated on the Statutory and Council Policy Checklist and that the report has been approved for submission to the Decision Maker by the EMT member indicated at 2. In addition, any additional forms have been completed and signed off as required at 1.	
	Lead Officer Name: <i>(Debbie Hanson)</i>	Job Title: <i>(Health Improvement Principal)</i>
	Date: <i>(06.01.2020)</i>	

1. PROPOSAL

1.1 The current position in Sheffield

The UK government recommends exclusive breastfeeding for around the first 6 months of a child's life. However, in Sheffield the breastfeeding rate drops from around 80% at delivery to 50% of in the first few weeks after birth. This is likely to have an impact on the critically important early days and weeks of the child's development and longer-term health outcomes.

Sheffield City Council has normalised breastfeeding by increasing the number of facilities across the city that are breastfeeding friendly, encouraging women to consider breastfeeding and supporting them to continue to breastfeed as long as they wish to. Alongside midwives and health visitors, an infant feeding peer support team offers support from pregnancy through the first few weeks and months of a baby's life. Sheffield City Council also offer breastfeeding cafes, groups and support and information through social media.

With a co-ordinated partnership approach, Sheffield City Council, including the community based Infant Feeding Peer Support Service, SCH NHS Trust, STH NHS Trust Midwifery and other key partners have worked to remove barriers to breastfeeding by:

- Developing a Breastfeeding Friendly Award scheme and accrediting over 260 venues throughout the City. These are public places which have agreed to support breastfeeding and offer a positive and welcoming environment to mums and their families.
- Normalising the image of breastfeeding through poster campaigns and public events e.g. a breastfeeding fashion show and campaigns like the Breastfeeding Friendly Ambassador scheme which encouraged mums to breastfeed in public places.
- Raising awareness of the law around breastfeeding in public places and making mums aware of their legal right to breastfeed in public places.
- Raising awareness of the breastfeeding support available in the City and showing mums how to access it.
- Raising awareness of the benefits of breastfeeding via a Breastfeeding in Sheffield Facebook page, website and twitter account.
- Providing information about Breastfeeding in Sheffield and tips on breastfeeding in public places which is given to mums on discharge from hospital.

This policy builds on the excellent work being carried out by the Council and its partners across the City, which was recognised when in July 2019, Sheffield City Council and SCH NHS Trust 0-19 services were awarded with the Unicef Gold award in recognition of those excellent services and joint working in Sheffield supporting women to breastfeed.

2. HOW DOES THIS DECISION CONTRIBUTE?

2.1 As one of the biggest employers in the city, Sheffield City Council aim to make a significant impact on the culture of breastfeeding in the city.

“Breastfeeding is a natural 'safety net' against the worst effects of poverty... Exclusive breastfeeding goes a long way toward cancelling out the health difference between being born into poverty and being born into

affluence ... It is almost as if breastfeeding takes the infant out of poverty for those first few months in order to give the child a fairer start in life and compensate for the injustice of the world into which it was born.”

JAMES P. GRANT, EXECUTIVE DIRECTOR OF
UNICEF (1980-1995)

- The prevalence of breastfeeding at 6–8 weeks is **a key indicator of the health and wellbeing of children and families in Sheffield.**
- **Breastfeeding makes a difference to school attendance** as breastfed children are less likely to be absent from school due to infectious diseases (e.g. gastroenteritis, respiratory infections and middle ear infections), asthma and other allergies.
- **Breastfeeding develops a mother’s confidence in her physical and emotional capacities and leads to a higher rate of return to work and reduced parental absence.** Studies have shown the emotional and psychological importance of breastfeeding to both mother and child.
- **Breastfeeding makes a difference to later developmental outcomes including school attainment, interpersonal skills and mental health.** Evidence shows the importance of bonding and attachment, which breastfeeding can facilitate, on brain development.
- **Responsive breastfeeding helps a mother to become attuned to her child’s needs which helps to establish a sense of security and attachment.** Research tells us that early attachments have a serious impact on later relationships in the lives of our children.
- **Breastfeeding contributes to significant savings to Public Health,** with initial investments paying off within just a few years.
- **Breastfeeding is known to improve community cohesion.**
- **Breastfeeding is free!** However, women living on low incomes or in deprived areas are among those least likely to breastfeed. Social and cultural factors are held to be the main obstacles.
- Current evidence suggests that **breastfeeding up to 12 months of age is associated with a decreased risk of tooth decay and obesity in later life.**

2.2 What does this mean for Sheffield City Council Public Places?

All public facing venues become Breastfeeding Friendly by supporting breastfeeding and welcoming mothers who wish to breastfeed.

Sheffield City Council:

- Identify all premises that are open to and used by the public and ensure they become breastfeeding friendly.
- Adopt a breastfeeding policy for those public places that will be communicated to all staff and available to members of the public online.

- Make all public facing staff aware of the benefits of breastfeeding, what it means to be a Breastfeeding Friendly venue and how they can make a difference. This approach worked well with Sheffield Hallam University staff and proved successful in raising awareness of breastfeeding to a wider audience.

2.3 What does this mean for Sheffield City Council Workplaces?

All Breastfeeding Friendly workplaces recognise that supporting women to breastfeed and express milk when returning from maternity leave has benefits for all parties involved.

Sheffield City Council:

- Adopt a robust breastfeeding friendly policy for workplaces, to include guidance for managers and to update the staff breastfeeding policy in collaboration with HR colleagues
- Identify a Breastfeeding Champion for each workplace who is trained to signpost practical support and to provide moral support for breastfeeding support.
- Breastfeeding Champions will be existing members of staff, some of whom will have experience in supporting mums to breastfeed, e.g. Infant Feeding Support Workers, Doulas, Infant Feeding Co-ordinator. Training will be offered to those identified as a champion.
- Ensure regular Breastfeeding Champion meetings are held and ongoing guidance and support is provided.

2.4 Our proposals for Council Partners

Sheffield City Council partners need to be consistent in their commitment to supporting breastfeeding due to the health, social and economic benefits for the City. Several key partners are already breastfeeding friendly and have made changes to premises and procedures in order to welcome and support breastfeeding mums, e.g. Ponds Forge, Sheffield Hallam University, Sheffield City Hall, Sheffield Fly DSA Arena, Kelham Island Museum and The Crucible Theatre

Sheffield City Council should:

- Encourage all key partners with public venues, e.g. Stagecoach, all Sheffield International Venues, South Yorkshire Police and Schools etc. to become breastfeeding friendly.
- Support key partners to adopt a Breastfeeding Friendly Policy for Public Places that will be communicated to their staff.
- Encourage all key partners to become Breastfeeding Friendly workplaces and support employees to sustain breastfeeding when returning to work by adopting a robust breastfeeding policy and guidance for managers.
- Include a statement in all new council contracts encouraging key partners to be Breastfeeding Friendly and have a Breastfeeding Policy in place.

3. HAS THERE BEEN ANY CONSULTATION?

- 3.1 Whilst no formal consultation exercise has been undertaken, women have told officers that the more breastfeeding is seen in public and breastfeeding is promoted in the workplace, the more they feel supported to continue to breastfeed after the first few weeks after the birth

4. RISK ANALYSIS AND IMPLICATIONS OF THE DECISION

4.1 Equality of Opportunity Implications

4.1.1

Decisions need to take into account the requirements of the Public Sector Equality Duty contained in Section 149 (1) of the Equality Act 2010. As part of documenting the meeting of the requirements of the duty, we have carried out an Equality Impact Assessment (EIA). Section 149 (1) identifies the need to:

- eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Act
- advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it
- foster good relations between persons who share a relevant protected characteristic and persons who do not share it

The Equality Act 2010 Section 149 (7) identifies the following groups with a protected characteristic: age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion and belief; sex and sexual orientation.

An EIA has been completed and highlights several positive impacts on breastfed children. Indeed breastfed children are less likely to be absent from school due to infectious diseases (e.g. gastroenteritis, respiratory infections and middle ear infections), asthma and other allergies, better later developmental outcomes including school attainment, interpersonal skills and mental health and a decreased risk of tooth decay and obesity in later life.

It is recognised that women living on low incomes or in deprived areas are among those least likely to breastfeed and by officially stating that Sheffield City Council is Breastfeeding Friendly some of these obstacles can begin to be tackled.

To treat a woman less favourably because she is breastfeeding is sex discrimination under the Equality Act 2000. This applies to anyone providing services, benefits, facilities and premises to the public, public bodies and higher education bodies and associations.

4.2 **Financial and Commercial Implications**

4.2.1 **Estate Management**

Most breastfeeding mums and their families prefer to be offered seating in a main public area of a venue rather than a separate room, which is often combined with a toilet or changing facility.

However, officers recognise that some people prefer to breastfeed privately and would encourage all organisations to identify a room that could potentially be used for breastfeeding (this may be a multi-use room). For members of the public the room needs to be big enough to accommodate a pram/other child.

- Where a designated breastfeeding room is possible, e.g. Sheffield Town Hall, the room should have a comfortable chair and baby changing facilities, including a nappy disposal system.
- The signage for the room must show that it is for breastfeeding (no images of bottles should be used in any signage).
- As a Breastfeeding Friendly workplace, Sheffield City Council should provide space for a breastfeeding mum to store expressed milk. A staff fridge would be ideal for this purpose. It will be the mothers' responsibility to ensure the correct storage of their expressed breast milk and to provide any equipment necessary to carry out the activity of expressing milk.
- For community-based employees who do not have a fixed worksite, arrangements need to be discussed and agreed with their manager. There are Breastfeeding rooms and Breastfeeding Friendly Venues available throughout the City. Agreement to use these facilities should be agreed with the manager as part of the workers return to work.

4.2.2 **Financial**

The delivery of this initiative will be carried out using existing resources and within existing budgets.

Being Breastfeeding Friendly is about information, education and changing attitudes rather than providing additional facilities.

- Breastfeeding Friendly signage must be displayed in all public venues. Appropriate signage will be provided by Breastfeeding in Sheffield.
- There is a need to ensure that all front facing staff receives Breastfeeding Friendly training. This will be carried out by the Breastfeeding Training Team.
- Three city centre council premises have a breastfeeding room. In other council premises, a multi-purpose room may be acceptable or a designated space for breastfeeding. An appropriate space needs to be determined in consultation with Breastfeeding in Sheffield.
- A dedicated breastfeeding room requires a breastfeeding chair, baby changing facilities (with a changing mat as a minimum) and clear signage as a breastfeeding room.

A multi-purpose room requires a comfortable chair with low arms and access to baby changing and hand wash facilities as a minimum.

4.2.3 In Summary

Dedicated breastfeeding rooms

Sheffield City Council has 3 large venues open to the public including the Town hall, the Moor Markets and Howden House. These all have dedicated breastfeeding rooms. It is suggested that this is sufficient as other shops and venues in the city centre have facilities to breastfeed.

Multi-use rooms

We have a number of public access venues that require the identification of a multi-purpose room i.e. Family Centres, Libraries, First Point, Housing Offices. As a minimum, these would require a comfortable chair with low arms and access to baby changing and hand wash facilities.

Workplaces

The workplace needs to be clean and warm with a comfortable chair. If the door cannot be locked a sign can be displayed to ensure privacy. **The toilet is not a suitable place in which to breastfeed.** There should be facilities nearby to wash hands and equipment.

Other City Council venues

There are other premises which are not permanently open to the public and do not always have staff there, but may be used for events, clubs and societies etc. These premises could still support breastfeeding and display Breastfeeding Friendly signage to show that mums are welcome to breastfeed there in a quiet space.

Any members of staff working in these community venues could agree with their manager to use a nearby breastfeeding room.

4.3 Legal Implications

4.3.1 There are no immediate legal implications arising from the proposals set out in this report.

4.4 Other Implications

4.4.1 Training

- Some Council staff including receptionists and customer services will need training in what it means to be a breastfeeding friendly public place and how they can help.
- Breastfeeding Champions will be trained to support colleagues who return to work whilst breastfeeding.
- Breastfeeding in Sheffield will deliver training which is appropriate to the roles of the staff involved.
- A training session takes approximately one hour and for larger venues it may be necessary to carry out more than one session to ensure all staff are able to access it.

- For larger groups or similar organisations, Breastfeeding Friendly training can be delivered to trainers within each organisation then cascaded down to other members of staff.

4.4.2 **Human Resources**

A robust and relevant Council-wide Breastfeeding Policy is needed for public places and workplaces.

- The Policies should be on the Council website and intranet.
- They must be included in the staff induction and mandatory training.

4.4.3 **Procurement**

From 1st April 2020 all new contracts should state that the Council encourages all key partners to be Breastfeeding Friendly and have a Breastfeeding Policy in place.

4.4.4 **Communications**

All staff should be made aware of the Council's Breastfeeding Friendly status and an official Press Release made.

A full communication plan will be developed with the Council's Press and Communications Team.

5 ALTERNATIVE OPTIONS CONSIDERED

- 5.1 The reputational risk to Sheffield City Council of doing nothing was considered to be high as this move will impact positively on the health of children young people and their families. Other large organisations including Sheffield Hallam University and the Clinical Commissioning Group are all breastfeeding friendly

6. REASONS FOR RECOMMENDATIONS

- 6.1 There are 260 Breastfeeding Friendly venues in Sheffield, all of which are prepared to advertise their support of breastfeeding. Many of these venues are large organisations, including Sheffield Hallam University, Sheffield Children's Hospital, Starbucks, Costa Coffee, John Lewis, Kelham Island, The Millennium Gallery and most recently Supertram.

However, in the Town Centre there are department stores with unsatisfactory facilities for breastfeeding and there is a long-standing issue with breastfeeding support in Meadowhall Shopping Centre and on public transport.

It is essential that Sheffield City Council and their partners set the standard in this area of Public Health and encourage other large and small organisations to follow their lead. It is recommended that they promote and advertise their support of breastfeeding and officially state that Sheffield City Council is a Breastfeeding Friendly Local Authority and will work with partners from all sectors to become a Breastfeeding Friendly City.

The main outcomes of these recommendations would be:

- To validate and strengthen the work already carried out by Breastfeeding in Sheffield
- Increased opportunities to promote the benefits of breastfeeding
- To normalise the image of breastfeeding and make a cultural change
- To show breastfeeding mums that they are supported in the city
- More women encouraged to initiate breastfeeding leading to more babies and children receiving the relevant benefits
- More women able to sustain breastfeeding for longer
- More businesses and organisations to follow the lead of Sheffield City Council by welcoming and supporting breastfeeding mums