EAST RIDING
SURE START BRIDLINGTON
BREASTFEEDING PROJECT
REPORT

June 2004
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1. SURE START TARGETS

NATIONAL

*Objective 8*
Information and guidance on breastfeeding, nutrition, hygiene and safety available to all families with young children in the Sure Start programme.

*Objective 10*
Antenatal advice and support available to all pregnant women and their families living in the Sure Start areas

LOCAL
All Sure Start local programmes to have agreed and implemented in a culturally sensitive way, ways of identifying, caring for and supporting mothers with postnatal depression
2. EXECUTIVE SUMMARY

The Breastfeeding Project was set up in May 2002 when the Breastfeeding Advisor was appointed. Ten Peer Supporters have been trained, and were employed in January 2003, to support the Breastfeeding Advisor.

The service is concentrated around three areas – promotion, protection and support. It incorporates a Baby Café, Breastfeeding Support Group, sales of clothing and equipment, resource packages for schools and regular promotions & events.

This evaluation has looked at the impact of the different areas of the service by asking the Peer Supporters, Professionals, Staff and Sure Start Mums for their views on the service. This has been done by questionnaires, individual interviews and group discussions.

The results show that the success of the Breastfeeding Project is due mainly to both regular consultation with service-users and the commitment of the Breastfeeding Advisor and Peer Support Workers.

In the past 18 months the service has gone from strength to strength and feedback from Sure Start mums gives an idea of the impact it has had.

The biggest challenge has been managing to deliver a service without a suitable venue. The present venue for the Baby Café and Breastfeeding Support Group is the Catholic Church Hall, which although is a light and
spacious room, does not offer permanent storage and there are many danger-spots for young children.

The proposed used of rooms at the Convent solves the immediate problem for a period of 3 months until March 2004. Finding a suitable and permanent venue that will meet the needs of this growing project is a priority for the team.

Although the number of places where mothers can breastfeed in Bridlington has increased, many of these are cafes and mothers say that they feel obliged to spend money on buying refreshments. For breastfeeding mums with other children this can prove costly. Also, some of the younger mothers particularly find breastfeeding in a public setting makes them embarrassed. Many of the mums miss the convenience of the Sure Start shop for the central location, free access and privacy.

Friendship, encouragement, support and advice are given as reasons for regular attendance at both the Baby Café and Breastfeeding Supporters Group. The welcoming atmosphere has also attracted many dads and other family members.

The Peer Group Supporters have used their employment to gain experience that builds on their initial training and many of them have identified areas in which they would benefit from further training. Some of the professionals identified a range of issues within breastfeeding and would like to access specialist training.
3.1 TIMELINE 2002

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<thead>
<tr>
<th>BREASTFEEDING ADVISOR COMMENCES</th>
<th>MAY 2002</th>
<th>JUNE</th>
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<tr>
<td>Appointment of BF Advisor</td>
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<td>BF Conference London</td>
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<td>BF Awareness week - coffee</td>
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<td>morning, parents</td>
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<td>consultation, media coverage</td>
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<td>Health focus group</td>
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<td>Midwives consultation visit</td>
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<td>Infection control consultation</td>
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<td>Ordering of resources</td>
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<td>Meeting with Heath Visitors</td>
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<td>GPs written to</td>
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<th>NOVEMBER</th>
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<tbody>
<tr>
<td>BF friendly awards - cafes/shops visited</td>
<td>Supply BF site at carnival</td>
<td>Evening AN sessions commence monthly</td>
<td>AN Clinic visits commence - booking in weekly</td>
<td>BF update report to PCT</td>
<td>Peer support training completed</td>
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<tr>
<td>Parentcraft sessions commenced monthly</td>
<td>Report to Infection Control SGH</td>
<td>Interviews for Peer Supporters</td>
<td>Peer Support training commences - 10 weeks, 2 hours a week</td>
<td>Supervision course commenced</td>
<td></td>
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<tr>
<td>BF co-ordinators meeting Bradford</td>
<td>Letter to health professionals re: Peer Support</td>
<td>Mary Smale (tutor) meet with Health Professionals re: peer support</td>
<td>Meet with midwives - reference book given</td>
<td>UNICEF conference attended</td>
<td></td>
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<tr>
<td>BF Support Group commence monthly</td>
<td>Peer Support meeting</td>
<td>Primary School Visit - St Marys</td>
<td>Monthly BF lunch commences</td>
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<td>Peer Support meeting</td>
<td>Midwives meeting</td>
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### 3.2 TIMELINE 2003

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<tr>
<th>JANUARY 2003</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
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<th>JUNE</th>
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<tr>
<td>Peer Support meetings</td>
<td>Clinical workshop for Peer</td>
<td>Peer Supporters start AN Clinic (36 wk)</td>
<td>Child Health Clinics/GP/Home support</td>
<td>Commenced selling baby clothes</td>
<td>Baby Café commenced</td>
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<tr>
<td>commenced monthly</td>
<td>Supporters Facilities &amp;</td>
<td>Take over booking clinic</td>
<td>All health professionals given update and</td>
<td>Breastfeeding</td>
<td>Attend safety event - bed sharing, hygiene,</td>
</tr>
<tr>
<td>Work re infant feeding</td>
<td>Honeysucklers leaflet</td>
<td>Rota for support GP</td>
<td>invited to Childminders Group</td>
<td>Awareness Week</td>
<td>milk storage constitution drawn up</td>
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<td>policy PCT</td>
<td>completed</td>
<td>Young Parents meeting commenced</td>
<td>Session</td>
<td>Media coverage</td>
<td>Peer Supporters visits</td>
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<td>Achievement</td>
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<td>Calendar - postcards</td>
<td>to hospital - gift packs made</td>
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<td>certificates commenced</td>
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<td></td>
<td>Resource boxes to Health Visitors, Maternity</td>
<td>School education resource packs made up</td>
<td>Questionnaires sent to health professionals, peer supporters, service users</td>
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<tr>
<td></td>
<td></td>
<td>B/F Support Group 1st birthday</td>
<td>Evaluation - plan drawn up</td>
<td>Statistics collected</td>
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<td>Lactation Consultant exam taken</td>
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4. BREASTFEEDING SUPPORT GROUP AND BABY CAFÉ

The Breastfeeding Support Group commenced in July 2002 at the Catholic Church Hall, which is centrally located and was available at a reasonable rent. This Group initially welcomed mothers with children of all ages and numbers began to increase.

In June 2003 it was decided to open the Baby Café at the Catholic Church Hall, which would be specifically for pregnant mums and mums with young babies. It was felt that splitting the age groups would allow more time for pregnant and new mothers as well as giving them an alternative opportunity for support.

Both groups run once per week on Thursdays and Fridays and provide refreshments and a shop that sells cost-price nursing bras, pumps, baby clothes, and other equipment. They are staffed by the Breastfeeding Advisor and Peer Support Workers.

The Baby Café is now integrated with baby massage and a child health clinic.
5. BREASTFEEDING FACILITIES IN BRIDLINGTON

The Peer Supporter have produced a new leaflet, which informs mothers about the establishments that welcome breastfeeding mothers. The venues have increased from 11 to 41!

Some of these establishments have sponsored different pages of the Breastfeeding calendar that was recently produced, showing breastfeeding mums on location.

The Breastfeeding Awards have risen from 5 to 12 and there are a further 5 in the process of application. (see information in Appendices)

A snapshot of 12 mothers at the Baby Café were asked which venues they had used to breastfeed. They used a variety of cafes that have received the breastfeeding award, however, some of the mums felt that none of these offered much privacy and they recommended Sandown Café which offered a private corner and Tesco offered excellent breastfeeding facilities.

Mums were very sorry that the Sure Start shop on the Promenade had closed as this was their preferred venue for breastfeeding.
6. PEER SUPPORT WORKERS

Twelve women were offered a 20 hour University accredited course running from October to December 2002. Ten of these are still working with the Breastfeeding Advisor.

Their role:

♦ Attend ante-natal booking clinics
♦ Attend follow-up clinics
♦ Attend some G.P. antenatal and child health clinics (working on a practice-attachment system whereby 2 peer supporters are attached to each medical practice
♦ Attend parentcraft classes
♦ Man the Breastfeeding Advisor’s phone in her absence (allowing a continuous telephone support network to exist in her absence)
♦ Co-run the Breastfeeding Support Group and Honeysuckle Café
♦ Provide home, hospital and telephone support to families
♦ Provide a breastfeeding information board at the local Hospital
♦ Provide the local Maternity Unit and each Health Centre with a Breastfeeding ‘Resource Box’ (share information & improve consistency of approach)
♦ Visit any new mums in local hospital or home with gift pack
7. SURVEY OF BREASTFEEDING SERVICE

As part of the evaluation of the Breastfeeding Service, questionnaires were sent out to 4 groups:

7.1 Sure Start Staff
7.2 Peer Support Workers
7.3 Professionals
    (Health Visitors, Midwives & GPs)
7.4 Sure Start Mums

Questionnaires to Peer Support Workers, Staff and Professionals were given to them personally and questionnaires for mums were sent by post together with the monthly newsletter and activity sheet.
7.1 FEEDBACK FROM STAFF

5 completed questionnaires returned

Excellent – meeting Sure Start objectives – visible through monitoring figures

Congratulations to you Maureen for inspiring the mums to set up the Honeysucklers. The hard work you’ve all done to make breastfeeding more accessible in the community is great. As is the one-to-one in the hospital. We need to clone you!

I think this project has been a real success – well done Maureen

Breastfeeding is the foundation of good parenting

I have seen a mum breastfeeding at Talking Toddlers – she was very open about it! Mums have breastfed in the clinic at Bridlington Hospital. I think the whole thing is absolutely fantastic and wish it had been there when I needed it.

Extremely good range of projects and support available ante-natally and post-natally. Parent friendly and informal – I’m sure this contributes to popularity.
7.2 FEEDBACK FROM PEER SUPPORTERS

SUMMARY

9 completed questionnaires returned

The Peer Supporters felt that the training had been very useful, and the topics covered had given them confidence.

They also felt that they had gained listening and counselling skills. They had enjoyed the learning experience and meeting other peers.

They were happy with the support that they received from each other and the Breastfeeding Advisor.

They would like on-going training to include child protection and first aid. They felt that the biggest problem was educating people about the benefits of breastfeeding without offending those who do not wish to breastfeed.

All the Peer Supporters look forward to having a Honesuckle Centre where everything can be kept and all services can be run from.
7.2 FEEDBACK FROM PEER SUPPORTERS

TRAINING
Please give your thoughts on the training you received prior to becoming a peer supporter.

Very informative, it raised issues I'd not thought of before

Good chance to get to know all the other peer supporters and their experiences. Also good at learning listening skills. Could have had more advice on actual problems arising from feeding.

I was quite surprised how much I learnt in 10 weeks. It was actually quite nice to be able to go back to learning and then achieving something at the end. I did feel a lot more confident about talking to others at the end.

Focussed on counselling skills. Limited in depth/practical knowledge of problems associated with breastfeeding. Interesting session of the mechanics of breastfeeding.

It opened up a lot of areas to research, focussed us on to key issues, helped us bond as a group, introduced us to the role of supporting. Very encouraging.

For me the training was very informative, good information, good facts, good fun.

Refresher training has been very helpful, also we could go and ask Maureen if we needed to know anything.

Adequate

Mostly OK, a bit tedious at times but eventually saw where she was coming from.
Did the training you received cover the topics necessary to help you become a confident peer supporter?

YES - comments from 6 peer supporters

Definitely, and more!

Confident in counselling/listening skills, less so in actual fact-based knowledge.

I think so, but I suspect I will still learn more along the way, things that weren’t covered at the time.
EXPERIENCE
What are the experiences of being a peer supporter in Bridlington?
Has anything been particularly enjoyable or difficult?

Enjoying seeing increasing numbers coming to the groups and feeding successfully. Knowing people come to ask for help. Talking to new mums and (hopefully) boosting their confidence. Difficult re-educating the mind-set with tact and diplomacy
I didn’t realise how strong people’s attitude was (those that have chosen not to breastfeed) It’s difficult not to appear to be shoving it down people’s throats.

I enjoy every aspect. The clinics are great to meet people and provide good information. Working one-to-one is especially satisfying to see a mother come through difficulty and feed successfully. A good feeling to know I have helped. The support group is lovely too, to be part of as a feeding mum and Peer Supporter!

Such a varied job with lots of interesting aspects, which I’ve been able to develop and wouldn’t have been able to help before. Enjoy all aspects, just wish I had more time to be involved. Money to buy resources has been an issue - used my own a lot. Difficult when challenging people’s misinformed knowledge.

The antenatal clinic is very enjoyable because people want to listen and want information from you. Giving information to a Chinese family who can’t speak a lot of English was difficult.

I enjoy being a Peer Supporter. The Support Group is the most enjoyable thing where everyone gets together and we all have the same thing in common.

I have really enjoyed meeting all the new mums and seeing the progression from pregnancy to toddling babies. Also the increasing numbers coming to the Support Group.

Really enjoyable. I’ve covered ante-natal clinics and child health clinics as well as bra fitting, so have had plenty of opportunity to meet both pregnant and feeding mums: also support groups and Baby Café.

I’ve enjoyed meeting a variety of people in different settings
FOLLOW UP
What are your thoughts on the follow-up support/supervision you have received since the training was completing? Is there any other support/training you think you would benefit from?

Supervision is available, as is support, especially among all the Peer Supporters and Breast Feeding Advisor (who is always at the end of a phone if you need to talk/discuss) Extra training required is making itself apparent as time progresses. I personally would like further input of child protection issues and basic/intermediate first aid.

The follow-up support and supervision has been great there is always somebody to talk to if you need to. I think some training on post-natal depression would be helpful as we come across it a lot.

Maureen is always available to us for any support/supervision we need. Some refresher training on breastfeeding problems/solutions would be good. There was also mention of a course for signs of child abuse which would be useful.

It would be good if training could be on-going.

The group supports each other really well and my supervisor (Breastfeeding Advisor) is wonderful. The greatest friends to work with. Any training is useful for me.

Maureen ensures all feelings considered and provides training in the areas we need/request. Excellent support from Maureen. Direction given in a positive re-inforcing way that is non-threatening. Excellent.

I am happy supporting and learning with all the other Peer Supporters. I think it is all progressing really nicely. I would like regular 'refresher' meetings to keep up with new methods etc.

Training received since has been good. We have a monthly meeting where both problems that have arisen with are dealt with, and practical training is given.
THE FUTURE
In what ways would you like to develop your role? How might this be achieved?

It will be easier to do this once we have a base in which to work from

I would like to work more, and hopefully we are intending to open a 'Honeysuckle Centre' so this will be a possibility doing more sessions for mums, support groups, Baby Café etc.

I would be interested in helping to develop a base for the Honeysucklers - our own centre where everything can be run from, and mums and dads can drop in when needed.

A place of our own where everyone knows where we are and everything can be kept in one place. It would make us more accessible for mothers who need help.

By having our own premises that people come to if they need us and we can have our group there and keep all our leaflets and resources.

Involvement in the baby centre, a building to have a base from

I would like to continue as part of the group, I am willing and glad to take part in any training offered to broaden my knowledge.

If and when a baby centre is established, I would like to have a positive role in it from the initial conception to its day to day running, e.g. funding, basic management and structured activities, educational input (in the centre and wider community) It is also important that the work we do in Bridlington is shared with a wide audience.

I would like this experience to develop for me as it is a subject I am very passionate about, I am happy to let it develop naturally.
7.3 SUMMARY OF FEEDBACK FROM PROFESSIONALS

45 questionnaires were handed out to Health Visitors, Midwives and GPs

25 completed questionnaires were returned (55% response)

96% of the professionals that returned the questionnaires were aware of the Sure Start Breastfeeding Project

Only 31% had used the service for their own practice

95 of professionals were either very satisfied or satisfied with the service and 26% were satisfied

57% had noticed changes to the breastfeeding initiation/maintenance rates in their practice area.

65% would benefit from breastfeeding training
7.3 FEEDBACK FROM PROFESSIONALS

1. Are you aware of the Sure Start Breastfeeding programme?
   YES 24  NO 1

2. How have you been informed of the Project's activities?
   ♦ Leaflets/Posters
   ♦ Breast Feeding Advisor
   ♦ Word of mouth
   ♦ Sure Start Report
   ♦ Booking Clinic
   ♦ Ante Natal Clinic
   ♦ Team Meetings
   ♦ Peer Support Workers
   ♦ Newspapers
   ♦ Personal Contact

3. Have you used the service for your own practice?
   YES 13  NO 11

4. Have you directed clients/patients to any of the following?
   Breastfeeding Advisor  14
   Breastfeeding Support Group  15
   Baby Café  8
   Breastfeeding Peer Supporters  7
   Antenatal Breastfeeding Session  4

5. How satisfied were you with the service?
   ♦ Very satisfied  13
   ♦ Satisfied  5
   ♦ Quite Satisfied  1
   ♦ Not Satisfied  0
6. Improvements to the service?

- A designated centre with multi-agency involvement and cross patch usage.
- To take steps to implement 10 steps & 7 point plan
- More input on ward at delivery or post-natal period
- Peer Supporter Workers to telephone mothers between discharge from the ward and 10th day to ask if there are any problems
- Be more 'seamless' with midwives, health visitors etc.
- Small handouts
- Please, please keep home visits and out of hours contact
- A quicker, more direct referral to the Peer Supporters

7. Have you notice any changes to the breastfeeding initiation/maintenance rates in your practice area?

YES 13  NO 10

8. Would you benefit from any Breastfeeding training scheme?

YES 13  NO 6  PROBABLY 1

9. What topics would you like included?

- Type of problems GP see, e.g mastitis, thrush, redness
- Potential problems & problem solving
- Lactating & diet
- Positioning & when to express
- Discussion on small babies - expression of EBM monitoring of lactation etc.

10. Would you like to be involved in a designated Pregnancy & Baby Centre?

YES 12  NO 6
7.4 SUMMARY OF FEEDBACK FROM MUMS

Questionnaires were sent out to all Sure Start members by post with the monthly newsletter. Parents were requested to return their completed questionnaires in a free-post envelope. A prize draw was offered as an incentive to gain maximum response.

65 completed questionnaires were returned, which was a response rate of 10%.

Of the 95 babies born, only 34 had been born since the appointment of the Breastfeeding Advisor, however 90% of all the respondents had heard of the Breastfeeding Service.

62% of all mums felt that the Breastfeeding Service was excellent, 25% said it was either useful or some help. Only 13% did not need the service.

51% of all mums said that the method of feeding their baby had been their own choice. Alternative influences could have been professional advice, books, friends and family.

There are a number of mums whose babies were born before the Sure Start Breastfeeding service was running. They have commented that it would have been helpful for them when they encountered difficulties when breastfeeding. The mums that are pregnant have been attending some of the groups and forward to support available when their next baby is born.

It is evident from some of the mums, that without the support of the Breastfeeding Advisor and Peer Supporters, they would have given up breastfeeding when they encountered problems. Comparative case studies can be found in the Appendices.
7.4 FEEDBACK FROM MUMS

1. Are you a Sure Start Member or Friend of Sure Start?
   54 members  10 friends  1 unsure (chart 1)

2. When did you have your baby/babies? (tables 1 & 2)
   There had been 95 births and 7 mums are pregnant
   61 babies were born prior to the appointment of the
   Breastfeeding Advisor. (May 2002)
   34 babies were born since the Breastfeeding Advisor has been in
   post.

3. How did you feed your baby/babies? (chart 2)
   81% were breastfed, 7% were bottlefed, 12% breast & bottle
   The Breastfeeding Advisor had contact with 6 mothers who gave
   birth previous to her being in post. 4 were still breastfeeding

4. What or who influenced your choice? - (chart 3)
   51% own choice  28% family/friends,  11% books  10% professional advice

5. If you decided to breastfeed - how long did you continue? (table 2)

6. Have you heard of the Sure Start Breastfeeding Project?
   90% of all the respondents had heard of the Breastfeeding
   Service

7. How did you hear about it? (chart 4)

8. Have you had contact with the Breastfeeding Advisor or Peer
   Supporters? (charts 5.1 & 5.2)
   51% had contact with BFAvisor, 28% had contact with PS
   Workers
10. Where did you have contact? - (chart 6)

11. Which of the following is closest to your opinion of the Sure Start Breastfeeding Service? - (chart 7)

12. How would you rate the following services in encouraging and supporting you to breastfeed your baby? - (table 3)
I hope you continue to raise awareness of the need for places to breastfeed. I found it hard at first to feel comfortable to feed by baby and some places offered difficult to access. By my second child I didn't ask for permission and no-one seemed to notice or comment. The Sure Start Shop on Promenade would be well suited to offer this service, although opening hours were restrictive.

As I work full-time it would be nice if there was a group every so often on a weekend? I have yet to make friends with anyone and I feel a bit isolated.

I did not go to groups when feeding my first child as I didn't know anyone who went. Each new mum or mum-to-be could be given a designated peer supporter who could meet them at home first and accompany them to groups if requested.

There should be more facilities for breastfeeding as I am a young mum (19) and it's sometimes embarrassing when people look at you.

In 2001 I felt that greater input was needed within the community in this area. I would definitely have used the service. Happy to see that this is not the case. Again will feed back comments and experience comparing 2001 & 2003.

It's a shame that this was not on 3 ½ years ago

Hopefully I will have a different situation with my next child and can gain the support to breastfeed successfully

If I had access to the help and support available now when I first had children I'm sure the whole experience would have been more enjoyable.

The midwives gave me different advice. One also said baby is losing weight, another said baby was all right. The doctor was going to refer me to a breastfeeding counsellor but didn't then for some reason.

Midwives need more breastfeeding training especially in Bridlington Maternity ward
When deciding on whether to breastfeed or not I think that not as much pressure should be given to try to make you breastfeed by the midwives etc. It's hard, so if you wanted to do it you'll stick at it, if it's what you've wanted to do instead of feeling pressurised.

Some of the hospital staff were enough to put me off breastfeeding - they were no help and contradicted each other. I would like to thank Maureen Hickson, who was absolutely brilliant.

Complications in early feeding were off-putting. Some babies appear more demanding than others and I believe any advice given should be after taking in mothers' health/support

I think that the breastfeeding group should get together more than once a week.

Great breastfeeding service - thank you

On-line support would maybe be useful for other mothers who are familiar with the Internet. To have a list of websites that support breastfeeding and other natural parenting issues.

A bi-monthly newsletter giving printed articles (with permission) about natural parenting issues (with disclaimer of course)

Having just moved to Bridlington I wasn’t able to take advantage of this service.

I would definitely recommend breastfeeding to expectant mums. I do think the community needs a more breastfeeding friendly environment and I think that would be a start in the right direction for encouraging breastfeeding mums.

It is wonderful to know there is help and support for you especially with your first baby. You come out of hospital and at least you know you are not left to get on with it. Also it is comforting and very reassuring to know help is at hand for you at this special time.
PREVIOUS EVALUATION OF SERVICE (September 2003)

A questionnaire, which was completed by 11 mums, had been handed out at the Baby Café prior to this evaluation.

Mums were asked to give comments, criticisms and observations on the following:

   a) Breastfeeding Support Group  
   b) Antenatal Breastfeeding group  
   c) Baby Café  
   d) Breastfeeding Advisor/peer supporters.  
       plus any suggestions for improvement

Summary

Generally the comments were very positive and mums felt that the group was welcoming and friendly, offering support and good advice. Mothers are glad to have somewhere where they can feel comfortable breastfeeding in a friendly environment.

Suggestions for improvements included having more highchairs, an information board with contact numbers, more sessions, more publicity and their own building. All these suggestions have been integrated into the service.
a) BREASTFEEDING SUPPORT GROUP

I think that the group would be better if older children were occupied. Sometimes you don’t like to leave your baby playing for fear of them being trampled.

Excellent. Needs more information on a notice board with contact phone numbers.

Good to have a place to breastfeed in comfort. I have found that if I don’t know anyone there, I don’t really get spoken to and I have trouble talking to people I don’t know.

Fantastic group run by helpful, friendly staff. Great for older siblings to play also. (Not many sessions cater for such a wide age group)

Very good support it should have been around 8 years ago when I breastfed my daughter. Keep it up for my new baby due in December.

Very welcoming even if your not breastfeeding. Will definitely breastfeed my second baby and stick to it.

A refreshing way to spend an afternoon with other mums, who I can exchange breastfeeding problems with, as none of my other friends have breastfed.

Very enjoyable, good support from volunteers & Maureen, good to meet and talk about other experiences. Helped me to stick at breastfeeding.

Great. Was there when I needed them. Helped me to relax into feeding in public. Is also good because Alice gets to mix with babies and toddlers of different ages in a safe environment. Toys & refreshments also good.

This group has offered me enormous support whilst feeding. It’s a friendly informative session that I really enjoy coming to. Friday wouldn’t be the same without it.

The group is a great place to meet up with other breastfeeding mums. A nice place to relax (most of the time!) and feed.

Fantastic

Good support, friendly
A very good support group, lots of support and good advice offered.

Very good advice when needed.

A very friendly group, offering support and friendship. Great group of mums, made lots of friends.

Gives all parents the opportunity to exchange tips and advice, with added support from professionals.

Very helpful advice in informal relaxed atmosphere.

Very informative and understanding

A really friendly group of people.

Haven’t been to this session yet.
b) ANTENATAL BREASTFEEDING GROUP

N.B. Only 50% of respondents completed this section

Not used yet. (x3)

Did not get to it before having baby

Never attended due to other commitments
I look forward to taking part in the near future.

Came once before the birth. Felt welcome.

Very informative - good introduction to breastfeeding

Like the support group, it’s nice to be around people who also are intending to breastfeed, so you can share any worries.

A very useful group, very glad I went. Felt a bit more confident when my son arrived. Great place for advice too. Ask questions you may not normally have had chance to ask.

Very informative

Makes you feel very welcome and that you’re not on your own. Brilliant products to buy.
c) BABY CAFÉ

You need more high chairs - only one isn’t enough.

Mugs instead of cups please.

Would attend if started 9.30ish

Needs more publicity

A more sophisticated environment! Quieter (usually) which is better when Alice is feeling more inhibited. The set up - toys and play area in the middle - is better than the support group. (IMO)

We have a great time at the café. Isabel likes all the toys and meeting her friends, being able to buy tea, cakes, sandwiches etc is very nice. It is run very well and the staff are very friendly and helpful.

Good opportunity to meet other mums and babies. Good selection of resources to buy. Care and support from volunteers is excellent.

Fantastic! It’s lovely to have lunch and let my daughter play in a safe environment. Great for purchasing breast-pads etc.

A regular chance to see people and find out how others are getting on. Helps to get you used to getting baby to go out at a certain time. (Not as easy as it sounds!)

Very good, you can relax and have a drink & food while catching up on the gossip.

It’s good for meeting people and making new friends. Excellent food, really warm atmosphere, will definitely come again.

Brilliant, very friendly and informal, good for mixing with other mothers and making new friends.

Brilliant

Good to be able to feed my baby with a cuppa and sandwich without receiving glares from other people

Good food, good company, good information
Great cakes, great company
Great, love the food!
d) BREASTFEEDING ADVISOR/PEER SUPPORTERS

Maureen Hickson is an absolute saint, I would have not been able to breastfeed without her. She would have come out to me round the clock, no matter what. She came round to my house every day for 3 ½ weeks and would have done more if she could have.

Very caring, welcoming, friendly and supportive. Would probably have given up breastfeeding without Maureen.

Brilliant, Maureen visited me in hospital for advice and it was a great help. It made me feel a lot better.

Maureen and her helpers are excellent. Great support right from the beginning when I was having a lot of pain. Home visits were wonderful, unexpected and a definite necessity. Can’t give enough praise for them all.

Maureen has been very helpful with Alise and all the peer supporters have answered my queries with very good support. Keep it up!

Both Advisor and peer supporters are very friendly and offer help and advice.

Thank goodness for these wonderful people. What on earth would I have done without them. Kerry (peer supporter) has been the biggest help, I’m quite sure I would have given up by now if it were not for Kerry - she has been amazing.

Wonderful, very helpful and supportive. The peer supporters make you feel very welcome and very much as a friend, giving plenty of help and information.

I think this group has worked very hard to provide friendly, caring support and positive information. You know you can count on them to help if they can.

Very helpful and give useful advice, they do not pressure you to do things in a certain way.

Very approachable. I am confident that family problems occur while I am breastfeeding, I can receive help from all of them without feeling pressured.
Very good, supportive whilst still in hospital. Early support probably quite crucial for mothers to continue breastfeeding.

Very approachable and friendly. Good to have familiar faces around, always ready to offer help and support

Helpful and can answer any questions when asked.

Extremely approachable and very well informed

Excellent, friendly and easy to approach

Very helpful

Good support

Excellent
e) SUGGESTIONS FOR IMPROVEMENT

Need own building!

Opening a centre where you can visit any time and access support

It would be nice to have a purpose built, baby friendly building, that was open and available every day!

It would be good if the café was open more often. Also if there was a place in town where you could go to breastfeed without feeling pressured to buy food or drink (such as in a café/restaurant etc)

More sessions during the week

Would be helpful if you had nametags so people know who they are talking to

Pregnancy/breastfeeding fashionable clothes (seconds if no-one minded) to be available to buy at sessions

Perhaps more publicity - some people are not sure what Sure Start is about

Needs more publicity

Need more high chairs

Mugs instead of cups

Would attend if started 9.30ish

Needs more information on a notice board with contact numbers

I think it would be better if older children were occupied
<table>
<thead>
<tr>
<th>YEAR</th>
<th>NO OF BABIES BORN</th>
</tr>
</thead>
<tbody>
<tr>
<td>1993</td>
<td>2</td>
</tr>
<tr>
<td>1994</td>
<td>0</td>
</tr>
<tr>
<td>1995</td>
<td>0</td>
</tr>
<tr>
<td>1996</td>
<td>4</td>
</tr>
<tr>
<td>1997</td>
<td>1</td>
</tr>
<tr>
<td>1998</td>
<td>6</td>
</tr>
<tr>
<td>1999</td>
<td>9</td>
</tr>
<tr>
<td>2000</td>
<td>8</td>
</tr>
<tr>
<td>2001</td>
<td>21</td>
</tr>
<tr>
<td>2002</td>
<td>23</td>
</tr>
<tr>
<td>2003</td>
<td>18</td>
</tr>
<tr>
<td>DUE 2003</td>
<td>4</td>
</tr>
<tr>
<td>DUE 2004</td>
<td>1</td>
</tr>
</tbody>
</table>
ARE YOU A SURE START MEMBER?

- YES: 83%
- FRIENDS: 15%
- UNSURE: 2%
HOW DID YOU FEED YOUR BABY/BABIES?

- Breastfed: 71%
- Bottlefed: 18%
- Breast & Bottle: 11%
Chart 3  WHAT OR WHO INFLUENCED YOUR CHOICE?

- Own choice: 51%
- Family/friends: 28%
- Books: 11%
- Professional Advice: 10%
Chart 4    HOW DID YOU HEAR ABOUT HONEYSUCKLERS?

- Breastfeeding Advisor: 25%
- Sure Start Worker: 24%
- Midwife: 20%
- Friend/Family: 17%
- Peer Supporters: 9%
- G.P.: 5%
Chart 5.1  HAVE YOU HAD CONTACT WITH THE BREASTFEEDING ADVISOR?

YES 57%

NO 43%
Chart 6  WHERE DID YOU HAVE CONTACT?

- Support Group: 16
- Antenatal Clinic: 16
- Health Visitor: 11
- Baby Café: 10
- Telephone: 5
- Child Health Clinic: 2
Chart 7

WHAT IS YOUR OPINION OF THE SURE START BREASTFEEDING SERVICE?

- Excellent: 62%
- Useful: 17%
- Not needed: 13%
- Some help: 8%
<table>
<thead>
<tr>
<th>YEAR</th>
<th>NO OF BABIES BORN</th>
</tr>
</thead>
<tbody>
<tr>
<td>1993</td>
<td>2</td>
</tr>
<tr>
<td>1994</td>
<td>0</td>
</tr>
<tr>
<td>1995</td>
<td>0</td>
</tr>
<tr>
<td>1996</td>
<td>4</td>
</tr>
<tr>
<td>1997</td>
<td>1</td>
</tr>
<tr>
<td>1998</td>
<td>6</td>
</tr>
<tr>
<td>1999</td>
<td>9</td>
</tr>
<tr>
<td>2000</td>
<td>8</td>
</tr>
<tr>
<td>2001</td>
<td>21</td>
</tr>
<tr>
<td>2002</td>
<td>23</td>
</tr>
<tr>
<td>2003</td>
<td>18</td>
</tr>
<tr>
<td>DUE 2003</td>
<td>4</td>
</tr>
<tr>
<td>DUE 2004</td>
<td>1</td>
</tr>
</tbody>
</table>
**N.B.** Of the 65 respondents that completed the questionnaires, 34 babies had been born since May 2002 when the Breastfeeding Advisor was in post.

### TABLE 2

<table>
<thead>
<tr>
<th>2. When was your baby born?</th>
<th>3. How long did you breastfeed?</th>
<th>9. How do you rate the Service?</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2002</td>
<td>6 months</td>
<td>Useful</td>
</tr>
<tr>
<td>May 2002</td>
<td>12 months</td>
<td>Excellent</td>
</tr>
<tr>
<td>May 2002</td>
<td>18 months</td>
<td>Excellent</td>
</tr>
<tr>
<td>July 2002</td>
<td>Still breastfeeding</td>
<td>Excellent</td>
</tr>
<tr>
<td>Aug 2002</td>
<td>7 months</td>
<td>Excellent</td>
</tr>
<tr>
<td>Sept 2002</td>
<td>10 months</td>
<td>Not completed</td>
</tr>
<tr>
<td>Sept 2002</td>
<td>Still breastfeeding</td>
<td>Excellent</td>
</tr>
<tr>
<td>Sept 2002</td>
<td>1 year</td>
<td>Excellent</td>
</tr>
<tr>
<td>Nov 2002</td>
<td>1 month</td>
<td>Excellent</td>
</tr>
<tr>
<td>Nov 2002</td>
<td>Still breastfeeding</td>
<td>Excellent</td>
</tr>
<tr>
<td>Dec 2002</td>
<td>3 (\frac{1}{2}) months</td>
<td>Excellent</td>
</tr>
<tr>
<td>Dec 2002</td>
<td>Still breastfeeding</td>
<td>Useful</td>
</tr>
<tr>
<td>Jan 2003</td>
<td>4 months</td>
<td>Not needed</td>
</tr>
<tr>
<td>Feb 2003</td>
<td>6 weeks</td>
<td>Useful</td>
</tr>
<tr>
<td>Feb 2003</td>
<td>4 weeks</td>
<td>Not completed</td>
</tr>
<tr>
<td>Feb 2003</td>
<td>6 months</td>
<td>Excellent</td>
</tr>
<tr>
<td>Feb 2003</td>
<td>5 months</td>
<td>Excellent</td>
</tr>
<tr>
<td>Mar 2003</td>
<td>1 week</td>
<td>Useful</td>
</tr>
<tr>
<td>Mar 2003</td>
<td>4 months</td>
<td>Not needed</td>
</tr>
<tr>
<td>Apr 2003</td>
<td>2 wks</td>
<td>Not completed</td>
</tr>
<tr>
<td>May 2003</td>
<td>Still breastfeeding</td>
<td>Excellent</td>
</tr>
<tr>
<td>May 2003</td>
<td>Still breastfeeding</td>
<td>Excellent</td>
</tr>
<tr>
<td>May 2003</td>
<td>Still breastfeeding</td>
<td>Not needed</td>
</tr>
<tr>
<td>May 2003</td>
<td>4 (\frac{1}{2}) months</td>
<td>Excellent</td>
</tr>
<tr>
<td>June 2003</td>
<td>3 (\frac{1}{2}) months</td>
<td>Excellent</td>
</tr>
<tr>
<td>June 2003</td>
<td>Still breastfeeding</td>
<td>Excellent</td>
</tr>
<tr>
<td>July 2003</td>
<td>Still breastfeeding</td>
<td>Excellent</td>
</tr>
<tr>
<td>July 2003</td>
<td>4 wks</td>
<td>Excellent</td>
</tr>
<tr>
<td>Aug 2003</td>
<td>Still breastfeeding</td>
<td>Useful</td>
</tr>
<tr>
<td>Aug 2003</td>
<td>Still breastfeeding</td>
<td>Excellent</td>
</tr>
<tr>
<td>June 2002</td>
<td>Bottlefed</td>
<td>Not needed</td>
</tr>
<tr>
<td>May 2003</td>
<td>Bottlefed</td>
<td>Not needed</td>
</tr>
<tr>
<td>June 2003</td>
<td>Bottlefed</td>
<td>Not needed</td>
</tr>
<tr>
<td>June 2003</td>
<td>Bottlefed</td>
<td>Not needed</td>
</tr>
</tbody>
</table>
TABLE 3
How would you rate the following services in encouraging and supporting you to breastfeed your baby?

<table>
<thead>
<tr>
<th>Service</th>
<th>GAVE HELP</th>
<th>GENERALLY ENCOURAGED</th>
<th>NO HELP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Visitor</td>
<td>31</td>
<td>18</td>
<td>10</td>
</tr>
<tr>
<td>Midwife</td>
<td>38</td>
<td>19</td>
<td>3</td>
</tr>
<tr>
<td>G.P.</td>
<td>13</td>
<td>12</td>
<td>22</td>
</tr>
<tr>
<td>Friends/Family</td>
<td>24</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>Nursery Nurse</td>
<td>3</td>
<td>2</td>
<td>15</td>
</tr>
<tr>
<td>Partner/Husband</td>
<td>37</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Breastfeeding Advisor</td>
<td>28</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Peer Supporter</td>
<td>12</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>On-line support</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### TABLE 4

**MOTHERS WHO GAVE UP BREASTFEEDING WITHIN 6 MONTHS**

<table>
<thead>
<tr>
<th>HOW LONG DID YOU BREASTFEED?</th>
<th>WHY DID YOU STOP?</th>
</tr>
</thead>
<tbody>
<tr>
<td>One month</td>
<td>Told baby not putting on weight</td>
</tr>
<tr>
<td>4 months</td>
<td>Health problems/medication</td>
</tr>
<tr>
<td>7 wks &amp; 4 wks</td>
<td>Mastitis</td>
</tr>
<tr>
<td>4 wks</td>
<td>Moving</td>
</tr>
<tr>
<td>8 weeks</td>
<td>Bronchitis</td>
</tr>
<tr>
<td>6 weeks</td>
<td>Milk dried up</td>
</tr>
<tr>
<td>3 days</td>
<td>Problems</td>
</tr>
<tr>
<td>4 ½ months</td>
<td>Milk slowed down</td>
</tr>
<tr>
<td>2 weeks</td>
<td>Got stressed and gave up (wished I had talked to Maureen, regret it)</td>
</tr>
<tr>
<td>3 ½ months</td>
<td>Wasn’t producing enough milk</td>
</tr>
<tr>
<td>1 week</td>
<td>Found it too painful</td>
</tr>
</tbody>
</table>

N.B. The majority of mothers had breastfed their babies from 6 months up to 3 ½ years!
SNAPSHOT OF EXPECTANT MUMS

1st baby born September 2002
2nd baby due December 2003
Breastfed 1 year
Partner/husband no help
Attends Baby Café & Support Group

1st baby born December 2002
2nd baby due January 2004
Breastfed 3 ½ months
Attends Baby Café & Support Group
  I wish I had gone to groups when first child was breastfeeding.
  I go now because I am pregnant again and it is brilliant.
  An invaluable service, informal and friendly

1st baby born September 2002
2nd baby due December 2003
Still breastfeeding
Attends Baby Café & Support Group
  Home visits unexpected and very welcome!
  Always someone available for advice

1st baby born March 2001
2nd baby due January 2004
Bottle fed first baby
  Hopefully I will have a different situation with my next child and
can gain the support to breastfeed successfully.

1st baby due January 2004
Attends Baby Café & Support Group

1st baby born 2000
2nd baby due November 2003
Attends Baby Café
  Breastfed one month then gave up as no help available
  Midwives gave conflicting advice (re: baby’s weight)

1st baby born December 2001
2nd baby due ?
Bottle fed
  If I was to breastfeed, the service would be some help to me if I
  found it hard.
COMPARATIVE CASE STUDIES

A.
First baby born in April 2001
Second baby due December
Wished to breastfeed but it was a ‘dreadful experience’, used the national phone service for help and was advised to introduce bottle feed. Has recently heard of the Breastfeeding Project through the midwife and has had contact with BFAdvisor.

In 2001 I felt that greater input was needed within the community in this area. I would have definitely used the service. Happy to see that this is now the case.
I will be making full use of this service before and after the birth of this baby and will feedback comments of my experiences comparing 2001 & 2003.

B.
First baby born October 2000
Expecting second baby in November
Breastfed then gave up after a month when told her baby wasn’t putting on weight.
Has had contact with both Peer Supporters and BFAdvisor & attends the Baby Café.

The midwives gave me different advice. One said the baby is losing weight, another said the baby was all right.

C.
Babies born December 1999 & January 2002
Both babies were bottle fed. Mother tried breast feeding with first baby but didn’t like it.

I think if this project was running when I had my children I may have considered breastfeeding.
It’s a shame that this was not on 3 ½ years ago.

D.
Baby born March 2001
Second baby due January 2004
Bottle fed because she had difficulty breastfeeding.
Has had contact with BFAdvisor who has visited her at home.

I felt that there was a lack of support/advice from the midwives. Hopefully I will have a different situation with my next child and can gain the support to breastfeed successfully
CALLING ALL SURE START MUMS!

We would really like to know what you think about the Sure Start Breastfeeding Service so far. Please would you give us your feedback on the project and feel free to make comments.

1. Are you a Sure Start Member ☐ Friend of Sure Start ☐

2. When did you have your baby/babies? ____________________________________________

3. How did you feed your baby/babies? ____________________________________________

4. What or who influenced your choice? ____________________________________________

5. If you decided to breastfeed - how long did you continue? ____________________________________________

6. Have you heard of the Sure Start Breastfeeding Project? (Honeysucklers)
   ☐ ☐

7. If yes, how did you hear about it? (please tick all that apply)
   
   Sure Start Worker ☐ Breastfeeding Advisor ☐

8. Have you had contact with:
   
   Breastfeeding Advisor Yes ☐ No ☐
   Peer Supporter Yes ☐ No ☐

   If yes, where and how did you have contact? (please tick all that apply)
   
   Antenatal Clinic ☐ Child Health Clinic ☐ Baby Café ☐
9. Which of the following is closest to your opinion of the Sure Start Breastfeeding Service? (please tick)

- Excellent
- Useful
- Some help
- Could have been better
- Useless at all
- Not needed

Please give your reasons below:

........................................................................................................................................
........................................................................................................................................
........................................................................................................................................
........................................................................................................................................
........................................................................................................................................

10. How would you rate the following services in encouraging and supporting you to breastfeed your baby? (Please tick if applicable)

<table>
<thead>
<tr>
<th>Service</th>
<th>Gave help &amp; supported</th>
<th>Generally encouraged</th>
<th>No help</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Visitor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Midwife</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G.P.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nursery Nurse</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friend/Family</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner/Husband</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Breast Feeding</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advisor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peer Supporter</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (please say)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PLEASE ADD ANY COMMENTS OR SUGGESTIONS

........................................................................................................................................
........................................................................................................................................
........................................................................................................................................
........................................................................................................................................

Thank you for taking time to complete this questionnaire
Please return to Maureen Hickson in the S.A.E. by 6th October 2003
Peer Support Workers

BREASTFEEDING QUESTIONNAIRE

TRAINING

• Please give your thoughts on the training you received prior to becoming a peer supporter

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

• Did the training you received cover the topics necessary to help you become a confident peer supporter?

________________________________________________________________________

EXPERIENCE

• What are your experiences of being a peer supporter in Bridlington? Has anything been particularly enjoyable or difficult?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
FOLLOW UP

• What are your thoughts on the follow-up support/supervision you have received since the training was completed? Is there any other support/training you think you would benefit from?

_________________________________________________________________________

_________________________________________________________________________

_________________________________________________________________________

_________________________________________________________________________

THE FUTURE

• In what ways would you like to develop your role? How might this be achieved?

_________________________________________________________________________

_________________________________________________________________________

_________________________________________________________________________

_________________________________________________________________________

Thank you for taking time to complete this questionnaire
STAFF QUESTIONNAIRE

As part of the evaluation of the Breastfeeding Project, it would be really useful to have your views as a Sure Start team member.

- What do you think about this project?
- Have any of the parents at your sessions given any feedback?
- Do mums feel happy to breastfeed at your session venues?

If you could spare a couple of minutes to jot down your thoughts, I would be very grateful.

Just pop this back in my pigeon hole when you can.

Thank you very much

Maureen

Your thoughts

Feedback from parents

Venues
BREASTFEEDING QUESTIONNAIRE (G.P.s, Midwives, Health Visitors)

2. Are you aware of the Sure Start Breastfeeding programme?
   YES ☐ NO ☐

10. How have you been informed of the Project's activities?
   ...

11. Have you used the service for your own practice?
   YES ☐ NO ☐
   If yes, please give details
   ...

12. Have you directed clients/patients to any of the following?
   Breastfeeding Advisor ☐ Breastfeeding Support Group ☐
   Baby Café ☐ Breastfeeding Peer Supporters ☐
   Antenatal Breastfeeding Session ☐

13. How satisfied were you with the service offered?
   Very satisfied ☐ Satisfied ☐
   Quite Satisfied ☐ Not Satisfied ☐

14. Have you any suggestions for improvements to the service?
15. Have you noticed any changes to the breastfeeding initiation/maintenance rates in your practice area? Yes ☐ No ☐

16. Would you benefit from any Breastfeeding training sessions? Yes ☐ No ☐

17. If so, what topics would you like the training to include?

18. What are your thoughts on having a designated Pregnancy and Baby Centre in Bridlington? Would you like to be involved in providing a service in the Centre? Yes ☐ No ☐

19. The following are suggested activities for the Centre, please tick those you think would be useful to include.

- Breastfeeding Support Group ☐ Baby Café ☐
- Parenting Classes ☐ Chill-out time ☐
- Pampering Sessions ☐ Health Drop-in ☐
- Stopping Smoking ☐ Telephone help line ☐
- Grandparents session ☐ Dads Session ☐
- Baby Massage ☐ Baby Playtime ☐
- Speech & Language Sessions ☐ Book/Video Loan ☐
- Cost-price Baby Clothing ☐ Cost-price Maternity Clothing ☐
- Room hire (Meetings/Parties) ☐ Cost-price equipment ☐
- Teenage Pregnancy/Parent Support ☐
Average attendance at the Honeysuckle cafe

- **Sep-03**: Adult 17, Children 16
- **Oct-03**: Adult 14, Children 13
- **Nov-03**: Adult 13, Children 12
- **Dec-03**: Adult 18, Children 18
Number of different people accessing the Breastfeeding support group

Adult
Children

Sep-03  Oct-03  Nov-03  Dec-03

0  10  20  30  40  50  60
Average weekly attendance at the Breast feeding support group

Sep-03  Oct-03  Nov-03  Dec-03

Series1  Series2
BREAKDOWN OF STATISTICS FOR BIRTHS TO BRIDLINGTON MOTHERS

BRIDLINGTON & DISTRICT HOSPITAL
1ST DECEMBER 2001 – 31ST APRIL 2002  PRE-PROJECT

Total deliveries 49
23 Breast (47%)
26 Bottle (53%)

BRIDLINGTON & SCARBOROUGH HOSPITALS  PRE-PROJECT

All discharges 132
57 Breast (43%)
75 Bottle (57%)

BRIDLINGTON & DISTRICT HOSPITAL
1ST MAY – 31ST OCTOBER 2002
Total deliveries 60
31 Breast 52%
29 Bottle 48%

At discharge from unit – 28 Breast (47%) & 32 Bottle(53%)

SCARBOROUGH GENERAL HOSPITAL
1ST MAY – 31ST OCTOBER 2002
Total deliveries 95
52 Breast (55%)
43 Bottle (45%)

At discharge from Scarborough/Hull/Bridlington (for Bridlington mothers only)
1ST MAY – 31ST OCTOBER 2002
Total discharges 161
84 Bottle (52%)
77 Breast (48%)

THIS IS ALL OF BRIDLINGTON – NOT JUST SURE START AREA
I am waiting for the breakdown in statistics that follow October 2002 but the Breastfeeding Advisor informs me that the initiation rates in Bridlington have risen as follows:
Pre-project 47%

In the first 6 months 52%                                         (May – October 2002)
In the second 6 month period 56%                                  (Nov 02 – April 2003)
In the third 6 month period a drop to 46.3%                        (May 03 – Nov 2003)
In the fourth 6 month period a rise to 63.9%                       (Nov 03 - April 2004)
Breastfeeding Statistics based on available data from Bridlington and Scarborough Hospitals Birth Registers

1.12.01 - 30.4.02 (Pre-Project)
Bridlington Deliveries 49  47% breastfed

1.5.02 - 31.10.02
Bridlington Deliveries 60  52%
Scarborough 95  55%
Combined 53.5%

1.11.02 - 30.4.03
Bridlington Deliveries 66  56%
Scarborough 107  54%
Combined 54.91%

1.5.03 - 31.10.03
Bridlington Deliveries 69  46.4%
Scarborough 110  55.5%
Combined 51.95%

1.11.03 - 30.4.04
Bridlington deliveries 36  66.66%
Scarborough 113  65.5%
Combined 65.77%

Combined average 1.5.02-30.4.03  54.27%
1.5.03-30.4.04  58.23%