



Listening, Skilling, Encouraging, Helping – the Four-Legged Chair of Support



The Setting

Jenny Lewis, CSM in Barnardo's, is the Mother of this project!

Becoming a mother in the 70's, 80's and 20's and then a grandmother too fuelled her awareness that women need support to breastfeed, but often can't access it easily.



The Background

Jilly Rosser has to be the Maternal Grandmother of it! Her local Sure Start project (2001) confirmed that, locally in south Bristol, if women are to feel more confident with breastfeeding, they need to be reached *before* baby arrives and that speedy contact needs to happen with mum *after* baby's birth. And Jennie Peacock had already been raising awareness of the need for more support by starting a support group in another disadvantaged area of Bristol.



I was brought in in 2008 to set up more volunteer supporters in north Bristol. In the meantime, Sandra had been continuing to support breastfeeding volunteers in the existing south Bristol groups.



Jenny Ingram with Nicki Symes also set up a pilot project 2008 to try out the effect of an ante-natal intervention, in which Sandra and April were involved.

ARE YOU ABOUT TO BE A DAD?



Giving her time for:

bath **hug** **meal** **chat**
cup of **tea** or a drink



The Values

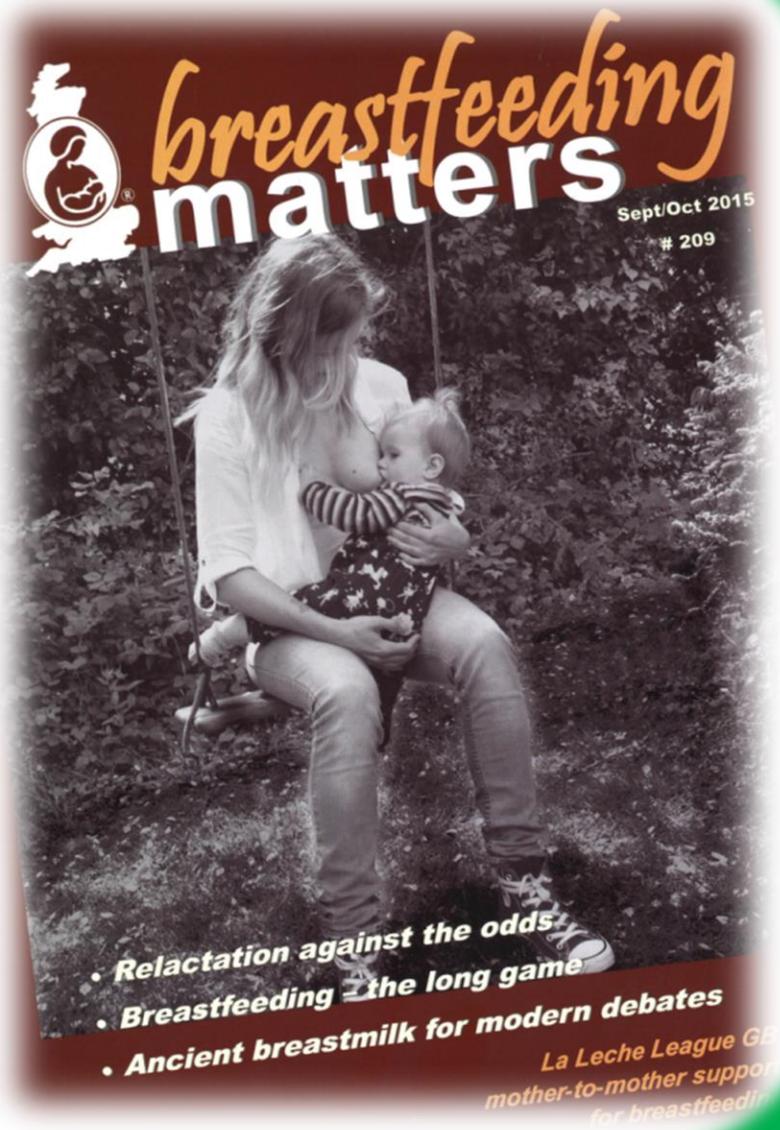
I had become a mother in 1990 and 1994. My own support, in the absence of family, had depended heavily on LLL. I was recruited with this as my experience.



La Leche League has 10 guiding concepts, many of which emphasise the developing **relationship** between infant and mother through breastfeeding.

The voices of the mother *and* the baby need to be heard in a breastfeeding programme.

As a voluntary breastfeeding counsellor for many years working in support groups, I saw normal and generally straightforward breastfeeding, not just problems. I knew what was possible: the long-term successes and outcomes of breastfeeding.



Alongside many years of voluntary breastfeeding work, being a Peer Counsellor Breastfeeding Trainer and a spell with NHS Direct, I became an IBCLC in 2001/2006/2011, as did Sandra in 2011.

International Board of Lactation Consultant Examiners

This is to certify that

April C M Whincop

has successfully passed the IBLCE Certification Examination
administered on 25 July 2011

and is thus awarded the right to use the title

International Board Certified Lactation Consultant

IBCLC

for a period of five years to 31 October 2016
renewable by recertification

IBCLC number: 201-52400

E McIntyre

Ellen McIntyre, OAM, PhD, IBCLC, Board Chair

Ilse Biehler

Ilse Biehler, IBCLC Regional Director



Barnardo's Basis & Values

Thomas Barnardo started helping the abused and neglected children of east London in 1866. He believed that every child deserved a chance to fulfil their potential, whatever their background.

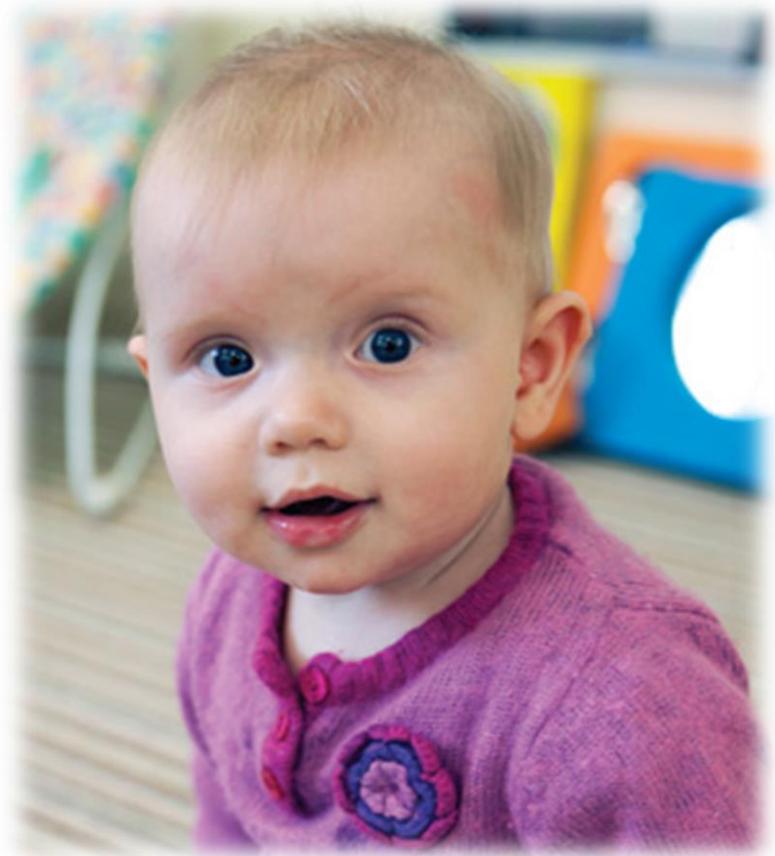


Barnardo's Investing In Early intervention

Early intervention with families

We know by intervening early with timely and effective support we can help families to flourish and prevent costly and harmful consequences.

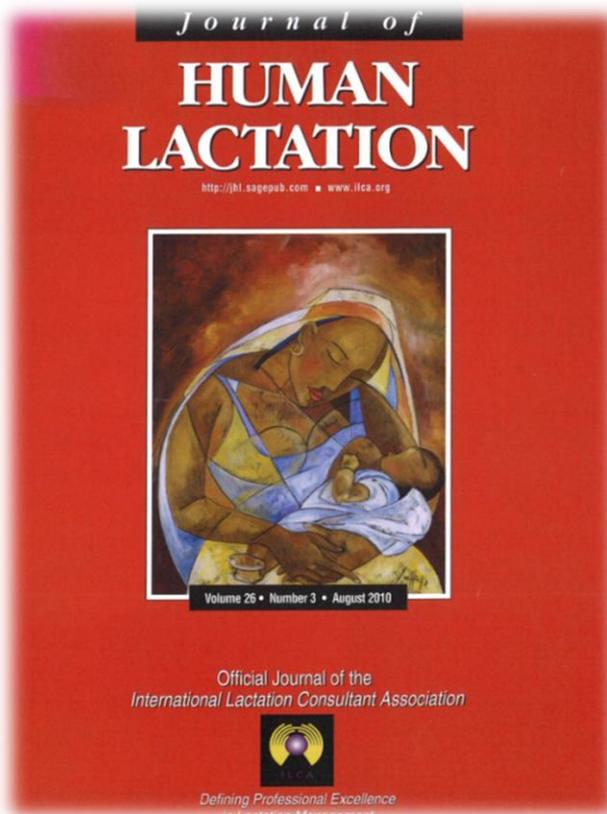
There is increasing evidence that the relationship and interaction between the parent and new baby are critical for healthy brain development and attachment.



Nicki Symes and Louise Condon drew up the criteria incorporating NICE guidelines, Barnardo's prepared a bid and won it in 2010!

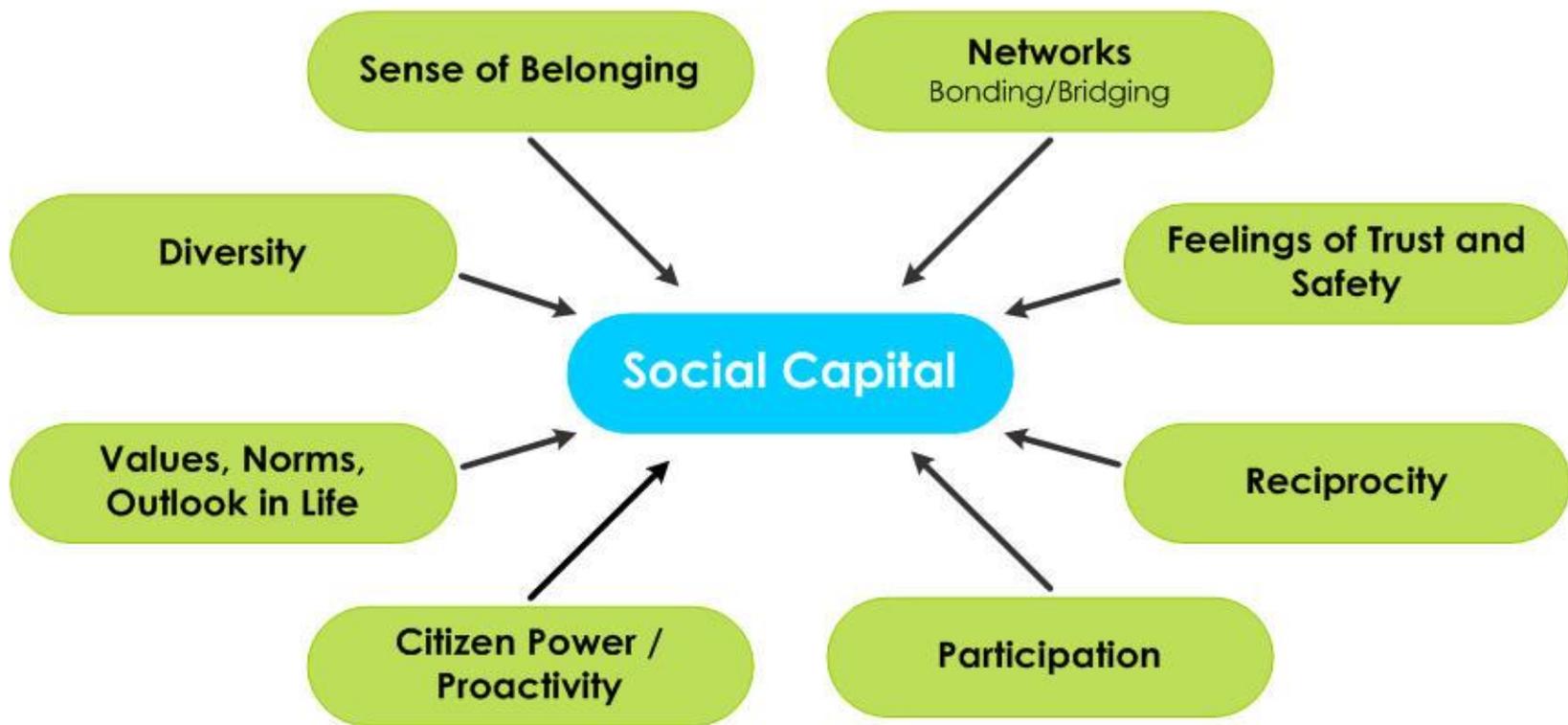


What sort of Support is required to create a helpful context in which to breastfeed?



The research tells us it's face to face; intensive; long-term; peer based; from senior respected women too; across all the pregnancy and birthing periods; re-inforcing; culturally appropriate; practically informative; positive from Midwife, positive from partner, positive from postnatal community staff; encouraging (in order to stick with exclusive breastfeeding).

At the end of the day, support is whatever a woman needs for her own circumstances.



These women know exactly what resources and support are around them 😊

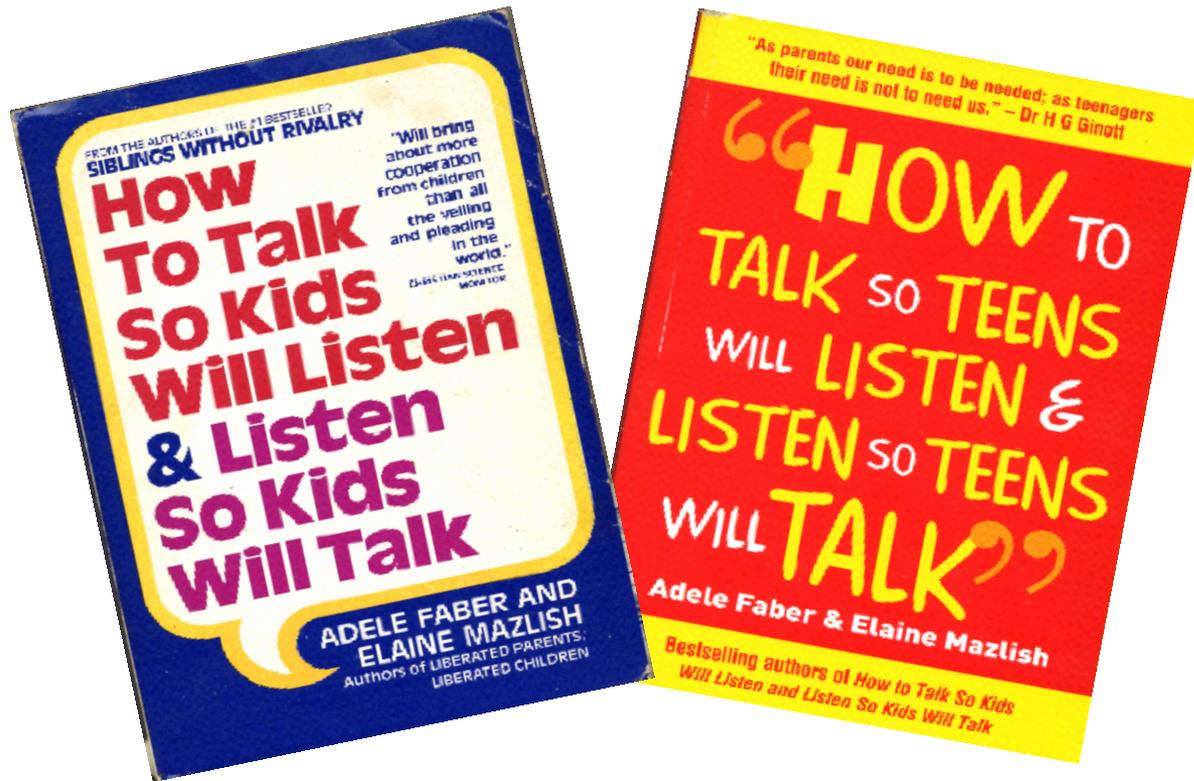


Listening, Skilling, Encouraging and Helping

The Four Legged Chair of Support



Listening



Active Listening

Recognising and acknowledging how a person is feeling

Familiarity with choices of Feeling words

Reflective phrases “it sounds like....”

Summarising statements “so the picture I’m getting is that....”

Questioning phrases “could you tell me a bit more about....”

Information sharing methods “some babies seem to need.....”

Motivational Interviewing

'Promotion of Breastfeeding – Beyond the Benefits'

by Claire Westdahl and Sallie Page-Goertz

Breastfeeding Motivational Questioning

eg. "Which way of feeding your baby appeals to you the most ?"

or "What have you heard about breastfeeding?"

What we learn from this time spent motivationally interviewing and listening to each woman guides the Breastfeeding Supporter. She can be confident that how she then decides to skill the woman matches the concerns of the mother-to-be.

Skilling

Our aim is to empower women and an important way to do that is to equip them with the skills that they want and need. For example, using adequate hands-on techniques before birth help women overcome problems such as improper positioning of baby. From the start we've skilled women in understanding the needs of the infant for lots of holding and skin to skin contact, how to recognise and respond to feeding signals and how to honour a mother's need to be with her baby.



Here is Kelly, our very first mother helped by the service. We met her with her partner. He wanted to know about how he could be involved and how Kelly could express.



Here is Kelly post birth having lots of skin to skin☺



Practical Aspects of Skin-to-Skin Contact and Breastfeeding



Dr Nils Bergman
MB ChB, DCH, MPH, MD
Cape Town, RSA

www.skintoskincontact.com

Encouraging

Mums need to know that they're doing the best they can, that breastfeeding or breastmilk giving matters. So our use of language is appropriate. We encourage any amount of feeding and have done from the start - "it never has to be all or nothing"

Upbeat

"What a gorgeous baby!"

Anticipatory

"Your baby may need to feed more than usual for a day or two as she steps up your milk supply"

Inclusive

"You're feeling like the feeds are endless right now... Many mums have felt just like this and will tell you that it does ease off"

Specific

"You're holding your baby so securely that she feels totally stable and able to feed with ease"

Helping

Sometimes extra help – both of a general nature and of a more specific type – is needed. Emily is following up with a call and sending a link for mum's information. This is important. Promotion of breastfeeding without the adequate resources to help a mother facing challenges can produce guilt and feelings of failure in the mother when in fact she has been let down by a lack of expertise.



If there are more specific challenges, e.g. persistent slow weight gain, we offer a postnatal home visit, referral to a breastfeeding clinic or lactation consultant involvement.



*The professional voice of
breastfeeding since 1994*

Starting up

We developed our resources including the tongue moving puppet



There was a period of bedding ourselves in - Team training in 2010



Charlie



Denise



Emily



Floredia



Nicky



Rachel



Sam



Vicky

Many mothers wonder:

- Can I breastfeed?
- Should I breastfeed?
- What if there are difficulties?



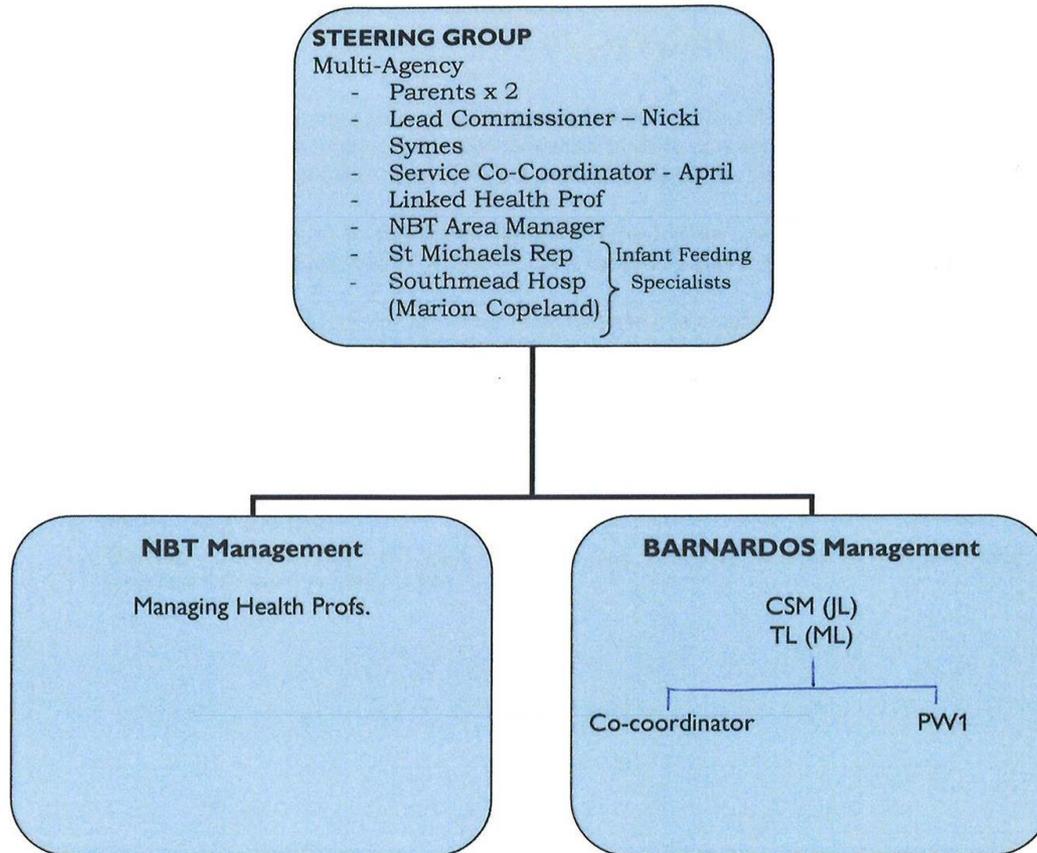
The Bristol Breastfeeding Peer Support Service works alongside your midwives- we're here to answer your questions about infant feeding.

If you meet us before baby's born, you get our support after baby arrives too.

North Bristol 
NHS Trust

Believe in children
 Barnardo's
Bristol

Setting up the Structures



Barnardo's Recording Practice we refined the recording

Key Date Reporting

Please complete information below to enable full reporting to funder

Case ID

EDD

Ward

Consent for Survey

Birth before Antenatal Mtg

Birth date

Date of HD or hospital transfer

Received Info Home Transfer/Birth Date

Antenatal Contact

Antenatal Contact Meeting Outcome

Antenatal Contact Home Visit

48hr Postnatal contact

48 Hr Postnatal Meeting Outcome

48 Hr Postnatal Home Visit

2 wk Postnatal contact

2 Week Postnatal Meeting Outcome

2 Week Postnatal Home Visit

3 wk Postnatal contact

3 Week Postnatal Meeting Outcome

3 Week Postnatal Home Visit

Pump Loan

Other Bristol Ward – Teen Parent

We created a leaflet about ourselves for the Midwives to hand out at antenatal appointments



At the start of the project in 2010 the team was doing:

- Antenatal referral gathering
- Antenatal contact, antenatal visit
- Retrieving postnatal discharge information
- Postnatal text and phone call contacts
- Recording all of this on Livelink
- Collaborating with volunteers
- Contributing to Parentcraft





Evaluation of the Bristol Breastfeeding Peer Support Service run by Barnardo's.

Dr Jenny Ingram

Centre for Child and Adolescent Health

School of Social and Community Medicine

University of Bristol

April 2012



As time went on, we developed aspects of the service so that what we offered could create more of the social capital that we know women need. We created a pump loan service.



Access to community electric pumps

Mum needing pumping support?

- baby's not attaching well in early days, mum's in pain, expressing is needed whilst the situation is resolved
- baby's weight gain is slow or low and mum needs to boost her milk production and baby's intake
- baby's in hospital and mum needs to pump whilst separated
- mum's very unconfident about breastfeeding and wants to try expressing instead

Our pumps are not for:

- relief of breast engorgement or mastitis - hand expressing is better for this
- occasional use such as going out for an evening
- mums going back to work

Please call/text our Pump Co-ordinator, **Sara Aldworth** on [07771944343](tel:07771944343) to talk about our pump loaning arrangements.

We strengthened and developed city-wide Breastfeeding Support Groups



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Breastfeeding Social and Support Group warmly invites you to come along for nibbles and a natter both before and after baby arrives!

A lovely way to meet new mums like you!

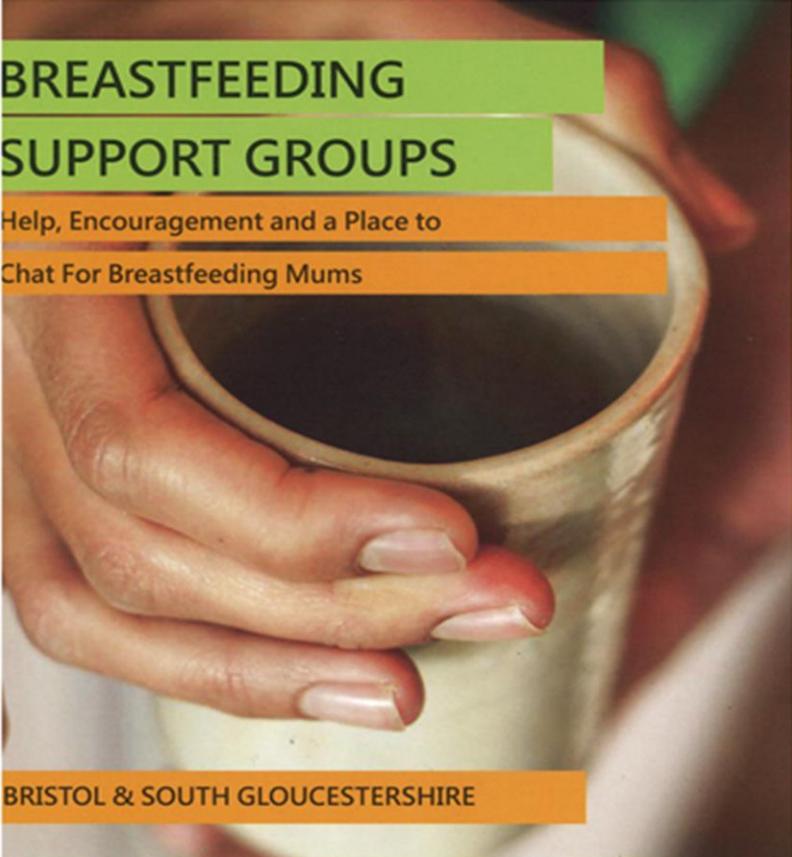
We meet at

On

You can also text

to find out more.





BREASTFEEDING SUPPORT GROUPS

Help, Encouragement and a Place to Chat For Breastfeeding Mums

BRISTOL & SOUTH GLOUCESTERSHIRE

TIME: _____

ADDRESS: _____

CONTACT: _____



Monitoring

[Insert Group Name] - Signing Sheet

month	Name	week 1	week 2	week 3	week 4	week 5	Total Hours
Peer supporter		hours here					
		hours here					
New Mum's (include these in the total below)							
Total no of mum's attending							

We collaborated on a Young Mums project with Louise Condon and Nicki Symes.



We collaborated with Southmead Hospital in getting our trained volunteers on to the postnatal wards.



We've continued to train up many volunteers every year who populate the support groups



Learning as we've progressed

- The necessity of frequently re-visiting, re-informing about our service and re-creating relationships with community health staff, especially through staff changes
- The ability to reduce but be more effective with our recording
- The practice of gently presenting a different way of considering feeding to mothers who express a desire to formula feed
- The necessity to anticipate with the mother that her hospital experience might matter a lot



Are We Making A Difference

Are mum's supported to breastfeed?

Bristol Initiation	82%
Bristol Average. Feeding at 2 months	59%
Lowest 10 wards	35%

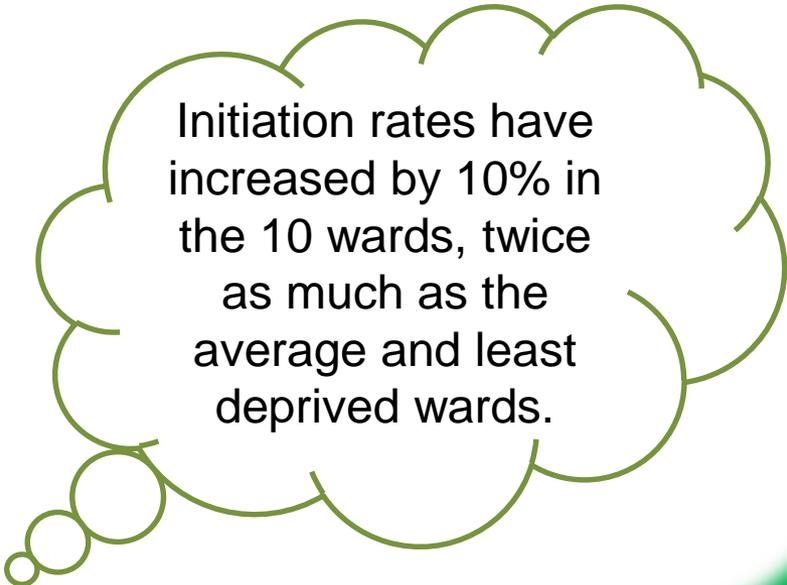
Service Outcomes	
Service Take Up	50%. 600 mums a year.
Breastfeeding at 2 days	87%
Breastfeeding at 2 weeks	72%
Breastfeeding at 3 weeks	62%

Are we Making A Difference

Are we closing the gap?

A thought bubble with a green outline and three smaller circles leading to it from the bottom right.

Breastfeeding by teen mothers at 2 months has increased by 5% in the wards we support.

A thought bubble with a green outline and three smaller circles leading to it from the bottom left.

Initiation rates have increased by 10% in the 10 wards, twice as much as the average and least deprived wards.

Are We Making A Difference

Do parents value our support?

'you've told us way more than anyone else'. Young mother

"I am glad I came to the group. At least I know that I am not alone."

"You came round and you showed me and then it all worked. Your visit was what changed it. If you hadn't come, I would've stopped, definitely"

'Feeding is going really well and I've got you to thank for that.'

"The support has been very helpful and very much appreciated. Service is very valuable, as someone who had always lived to work, having the support provided by the service has made the transition to being a mum much easier."

"It's really nice to know that I have your support when I have worrying questions and things on my mind."

Barnardo's Culture

- A Supporters Diary

Things we've learned, things we'd do differently if starting again

1

Establish much greater integration from the start with the Midwifery and Health Visiting teams *actually working with the mums*: explain what we're trying to achieve in reaching women; establish how the midwives might 'sell' the service at clinic appointment; make the peer supporter meeting a promoted and integral part of antenatal and postnatal care

2

Explore how the health visitors can continue to support women who need variable breastfeeding support; work out the responsibilities and referral pathways for extra postnatal assistance

3

Allow more time in the peer supporter's capacity to offer more postnatal support such as home visits

Ripple Effects

- Very skilled Breastfeeding Supporters, transferring their skills all the time in the community
- Lots of knowledgeable and active breastfeeding volunteers
- Some ex-volunteers who are encouraging women in the community and setting up their own support groups and on-line support forums
- Volunteers on hospital wards in Southmead and the same aspired to by St Michael's
- Greater numbers of teens supported with specialist help (including FNP)
- Facebook pages: a breastfeeding community
- Raised profile of breastfeeding in the community eg radio interviews
- A city where breastfeeding is viewed creatively eg. Breastfeeding Advert
- Greater collaboration with health professionals
- Women progressing to breastfeeding counsellor training and midwifery training
- 5 years of The Big Bristol Breastfeed



This Breastfeeding Support Service was born and shaped out of women's lived experiences

Jenny, Jilly, Jennie, Jenny, Nicki, Louise, Sandra and April - we added our mothering and working experiences together.

We enriched them with research information as well as the learning and experience that emanates from the voluntary breastfeeding organisations.

We recruited other younger enthusiastic and warm-hearted mothers who understood the breastfeeding journey.

All of this could comfortably sit within - and be effectively managed by - a Barnardo's framework of every child mattering and reaching her full potential. Because that's just what breastfeeding enables for every baby.



