

	A	B	C	D	E	F
2	Jul-20					
3	Marketing					
4	Current Situation	Desired outcome	Actions	By whom	Due date	Notes
5	BF isn't being advertised sufficiently on corporate websites or utilising social media/apps sufficiently	Barnet BF to be fully advertised and for social media and apps to be utilised fully	Advertise groups and drop-ins on Baby Buddy app	Jane Markwick		<p>Baby Buddy - emailed 20/02/20, and phone conversation. Baby Buddy plan on having a match feature available where mothers can see where their local support groups are. Support groups are uploaded from NHS Choices. They are not currently commissioned to keep this information up to date. They are currently updating the system so have no opportunities to target mothers yet. Proposed cost for targeting will be in excess of £2000 for 1 year sign up where push notifications would be sent out to a targeted set of mothers e.g. Day 3 following birth to all Barnet mothers.</p> <p>Mush - emailed 20/02/20 - no opportunity to advertise at present.</p> <p>Net Mums - emailed 20/02/20 - Jane has updated information and contact details during COVID-19. An additional advertising option is available to get a 'gold listing' for £36 a month (+VAT) which pushes the listing to the top of the search results.</p> <p>Mum and Baby app - North West London - TBC</p> <p>Facebook - opportunity to target mothers via Facebook advertising. Only pay per click on the ad. Able to target ads to specific groups. Example: 18-40 year old females in Barnet, with 'interest in infants', who fall into the category of 'new parents - 0-12 months' is only 3,300 people. Which means that ads would be very targeted with very little waste. Estimated advertising spend of £50 max week. Money not used weekly would carry over each week.</p>
6			Royal Free website to be reviewed so links and App work are signposting to breastfeeding	Ruth Akoto-Appiah and Jenny Marshall		Meeting in June to progress
7			Barnet Council website to signpost to breastfeeding services and to have links to breastfeeding advice	Lauren Neill		Ongoing - mothers are being signposted to Facebook and Helpline Links and contact details are up to date
8	Promoting					
9	Current Situation	Desired outcome	Actions	By whom	Due date	Status
10	The recent co-design has concentrated on BFPSS and its offer and its now felt we should be promoting breastfeeding with businesses and widely in Barnet	For Barnet to be a breastfeeding friendly borough and parents to feel welcome to breastfeed where and when necessary	Explore 'Breastfeeding welcome scheme' price and conditions	Lauren Neill		A business plan is currently being written - On hold due to COVID-19
11			If suitable - conversations with DPH re adopting scheme and funding	Lauren Neill, Emma Waters and Clare Slater-Robins		Awaiting response from Islington and Croydon
12			BFPSS to consider promotion of breastfeeding with businesses as part of work	Jane Markwick and Annabel Burkimsher		Currently on hold due to COVID-19 and most businesses being shut. However, promotion through Barnet Hospital Midwives (hospital and community), HCAs, NNU staff and Speech and Language Therapists, Barnet Children's Centres, LIFN, Barnet Health Visitors etc. has increased. New referral form created and sent out widely.
13			Home-Start volunteers to promote with their service users	Guljabeen Rahman		Currently offering telephone support and Zoom support. Volunteers have been promoting service.
14	Pathways / Training					
15	Current Situation	Desired outcome	Actions	By whom	Due date	Status
16			Audit training needs for partner staff e.g. Children's Centres and Home-Start	Jane Markwick, Debra Davies and Guljabeen Rahman		Meeting with Andy Whiting and Debra Davies to discuss service needs and offerings, and training needs of CC staff. All UNICEF training is currently suspended due to COVID-19

	A	B	C	D	E	F
17	Need to collaborate more between services to make the journey smoother and more consistent advice for service users	For service users to receive consistent advice at an appropriate time for their needs. For practitioners to feel confident in their advice	Devise a pathway of care between services capturing from birth to 1 year	Jane Markwick and Breastfeeding Forum	28th May action: Jane to create a proposed pathway for comment and adjustments at the next Forum	<p>Children's Centres: Referral form to refer any mothers they come in contact with which also include our service leaflet so they are able to give information to parents.</p> <p>Maternity Ward: New referral form designed for Volunteers to use when supporting women in the hospital to ensure women are having continuous support from hospital into community. Due to COVID-19, this referral form has been sent out Maternity wide so that referrals can come from any HCP in Maternity as Volunteers are no longer allowed on the ward. Referrals coming directly from the Infant Feeding Team, however due to COVID-19 and retirements within the team, the Infant Feeding Team is working on a skeleton staff basis (1 per site).</p> <p>NNU: Referral forms also available to NNU staff to refer babies who have been discharged. Contact had with the Speech and Language Therapist and Nutritionist on NNU - our contact details are being added to their discharge pack. A conference call with the NNU team is currently being arranged to see how we can better support them. They have 'Little Stars' meet ups of groups of babies who were discharged around the same time from NNU. They come for 6 x weekly group sessions to learn baby massage and have a chat. Potential opportunity for the Barnet Breastfeeding Support Service to be involved in the groups.</p> <p>Leaflet: A new leaflet has been designed which is awaiting print following COVID-19. A PDF version is available which is being sent out to services to print in the meantime and to also email to parents etc.</p> <p>BF Support Workers Contracts: All contracts are finalised and all members of staff are working in their permanent roles.</p>
18			UNICEF training - awareness raising and 2 day for Barnet Staff	Jane Markwick		All UNICEF training is currently suspended due to COVID-19. Attended Merton training to see Iman give staff training.
19						
20	Feedback					
21	Current Situation	Desired outcome	Actions	By whom	Due date	Status
22	We have the co-design work feedback but not from people who don't use the BFPSS or other services	To gain feedback from Barnet parents with an under 1 about their infant feeding experience	To consider how best to gain this feedback. Could be survey, questionnaires and/or volunteers speaking to people	Breastfeeding Forum	Low priority in current circumstances	We continue to receive feedback via Facebook, Email and text messages and are continuing to fill out the comment cards. Once the BFSW are permanent we will be able to start collating more feedback, especially from people who don't use the service - why they didn't use it? Are they experienced feeders? Did they know about us? etc.
26	Collaborate with NCL					
27	Current Situation	Desired outcome	Actions	By whom	Due date	Status
28	We have the Barnet work ongoing but need to avoid duplication with the NCL 'Better Births' workstream and the mayor of London work and to coordinate the work so the best is achieved for Barnet residents	For Barnet to have a Breastfeeding strategy and an action plan that fits with the NCL and Mayor of London's work with 'Better Births'	To be updated on the NCL and Mayor work in April/May 2020	Ayala Ochert	Low priority in current circumstances	On hold till Autumn - awaiting clarity and guidance on how to restart
29			To devise or adopt a breastfeeding strategy that is coproduced with service users for Barnet	Breastfeeding Forum	Low priority in current circumstances	On hold till Autumn - awaiting clarity and guidance on how to restart
30			To finalise the action plan and keep updated	Breastfeeding Forum	Low priority in current circumstances	On hold till Autumn - awaiting clarity and guidance on how to restart
31						
32	Data					
33	Current Situation	Desired outcome	Actions	By whom	Due date	Status

	A	B	C	D	E	F
34	Breastfeeding data at 6-8 weeks is collected by PHE from HV contacts. This data is incomplete for Barnet so we do not know the breastfeeding rates	For a whole picture of the breastfeeding incidence in Barnet to be known so we can plan strategically as a Borough	Midwifery data at birth to be shared with HV service and HV data at 6-8 weeks to be shared with MW service	Clare Slater-Robins & Ruth Akoto-Appiah		Monday 1st June - 19/20 data for quarter 1 and quarter 2. Plan to track when parents stop breastfeeding to understand when will be the right time for intervention. Awaiting info from Terese. Clare has shared with Midwifery service
35			To continue to improve the uptake of 6-8 week reviews so data can be captured	Audrey Adamah and HV team		Commenced: 24 June 2020 Numbers of mothers called to date: 241 All mothers are contacted by the team the day after they are discharged home from hospital. Calls are followed up with a text message to give contact details of the service for when parents need us.
38	COVID-19					
39	Current Situation	Desired outcome	Actions	By whom	Due date	Status
40	Due to the COVID-19 outbreak, we have had to drastically change the way we work. To keep mothers and babies, and our staff safe, we have unfortunately cancelled all clinics and groups as of 19th March 2020 Volunteers are no longer allowed to support on the wards or in groups. The Infant Feeding Team on the Wards is working on a skeleton staff (1 per site). Children's Centres buildings are currently closed and are offering a virtual service. Most Tongue Tie Clinics are cancelled.	Mothers to feel that support is available in a variety of formats once home and know how to access the support if/when they need it.	Increase Social Media presence			Everyday the team updates Facebook with who will be supporting and encouraging parents to call with any feeding concerns they have. We are also asking them to call us if they are lonely and need a chat. Posts are being shared by Children's Centres. Videos, images etc. are being posted as well of breastfeeding, and BF & COVID-19 Instagram account set up 17th June 2020
41			Referral forms sent out Borough and Service wide to encourage referrals of mothers who need support			Referrals are being received and actioned on a daily basis. A record of all referrals received is being documented including care given. Some mothers are being called on a regular basis to offer continued support, especially mothers we understand to be vulnerable.
42			Video conference calling access requested to help mums "face to face"			BlueJeans is now in use for virtual feeding support. Mothers and BSWs have reported improvement in support using video calling over phone calls.
43			Virtual Antenatal classes			AN classes have been cancelled at Barnet Hospital and the Royal Free. Vicoria Clifford from the Royal Free will be starting virtual antenatal classes shortly. A short AN video has been created by CLCH for mothers-to-be. Iman and Jane were involved in the filming discussing the infant feeding portion of the video. Barnet Breastfeeding Support Service hosting fortnightly virtual AN sessions since Wednesday 29th July. The antenatal session is for expecting parents to discuss feeding a newborn baby (breast and bottle). We will discuss pros and cons, possible challenges, benefits to mum and baby, and what to do when things aren't going to plan. This will be a 1 hour informal session with the chance to ask questions and hopefully help parents feel more confident and empowered with their feeding choice (whatever that may be) when the time comes.
44			Virtual Postnatal groups			We had our first virtual feeding support group on Thursday 14th May. We want to offer regular video conferencing groups for women postnatally, similar to the Thursday Hope Corner group, to help with feelings of loneliness and isolation. We have finalised a weekly timetable of regular feeding support groups to be advertised on the Wards and on Facebook. The feedback from mothers so far has been very positive and encouraging. Regular virtual support groups will start w/c 25th May.
45			Post Lockdown - regulations for breastfeeding in public	Lauren and Chimeme		Lauren and Chimeme will look into if there are new Environmental Health regulations for breastfeeding in public, following lockdown. Vulnerable families need to be out and about. How should parents feed their children in public post lockdown? Has Breastfeeding been included in the risk assessment?
46						
47						
48						

	A	B	C	D	E	F
49						
50						
51						
52						
53						
54						
55						
56						
57						
58						
59						
60						
61						
62						
63						
64						
65						
66						
67						
68						
69						
70						