

# Ayrshire

**Sarah Edwards**



# Ayrshire Breastfeeding Support

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**B/N**  
The Breastfeeding Network



## Background

- Supporting families in Ayrshire for over 10 years
- Funding from a variety of sources
- 8 breastfeeding centres
- Inspiring Scotland funding in Oct 2011
- Maternity unit, 6 week 1:1 peer support, breastfeeding centres
- Training and supervision

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## Support in Ayrshire

- Over the last two years
- 1500 mums in AMU and 15500 contacts
- 1200 mums 1:1 support and 15000 contacts
  - 7000 text messages, 6500 phone calls, 700 home visits
- 900 mums at Breastfeeding centres and 3000 contacts
- The BfN in Ayrshire had around 47 contacts a day supporting local mums

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## Current situation

- Inspiring Scotland funding ended April 2013
- Transition money from Scottish Government to 'support us in a transition to new funding or wind the project down'
- Keen to find other funding sources to enable the project to continue

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## Funding Search

- Local authorities and NHS approached
- Had some help from a professional consultant to produce a list of potential funders
- Grouped them into priority order
  - Closing dates
  - Best match
  - Amount available

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## Finding funding

- Trying to jigsaw together funding from different sources
- Using our experience to prioritise
- Centres and volunteers very important
- Training and supervision = sustainability
- Thinking differently about how we are funded and what differences our work can make
  - BIG lottery – Health inequalities
  - Volunteering experience / returning to study or work
  - Partnership bids
  - Climate challenge fund!
- Always BfN values

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# Applications

Since Jan 2013

- BIG Early Intervention fund – **Unsuccessful**
  - All support in Ayrshire £180,000
- Weir Trust - **Unsuccessful**
  - All support in Ayrshire £200,000
- General funding request letters x 3 – **Not heard**
  - Contribution to funding gap £1,000 or £2,000
- Local Authority grant – **Successful**
  - £1500 to fund one breastfeeding centre
- Section 16b – **Successful**
  - Support in the maternity unit £20,000 x 3 years

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# Applications

Since Jan 2013 (cont'd)

- Volant Trust – **Successful**
  - Focus on training/volunteering and helping women gain confidence
  - Three breastfeeding centres and helper training £20,000 x 3 years
- Public Social Partnerships x 2 – **Successful**
  - Offering breastfeeding support as part of wider family support service – concentrating on vulnerable families
  - Partnership working – Children 1<sup>st</sup>, Quarriers, Homestart, Barnados
  - £24,000 over 18 months
- Cattanach Trust – **Not heard**
  - 1:1 peer support and community work £18,000 x 3 years

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## Next steps

- So far have a mix of funding supporting different things and for different lengths of time
- Need to make sure all support can run in a joined up way but also independently
- Common threads – volunteering, centres, training and supervision
- Maintaining and developing relationships
  - NHS
  - Three local authorities
  - Third Sector interfaces
  - Other third sector organisations
- More application forms.....

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