

# Portsmouth

**Eleanor Johnson**

Portsmouth Supports  
**Breastfeeding**



# Background



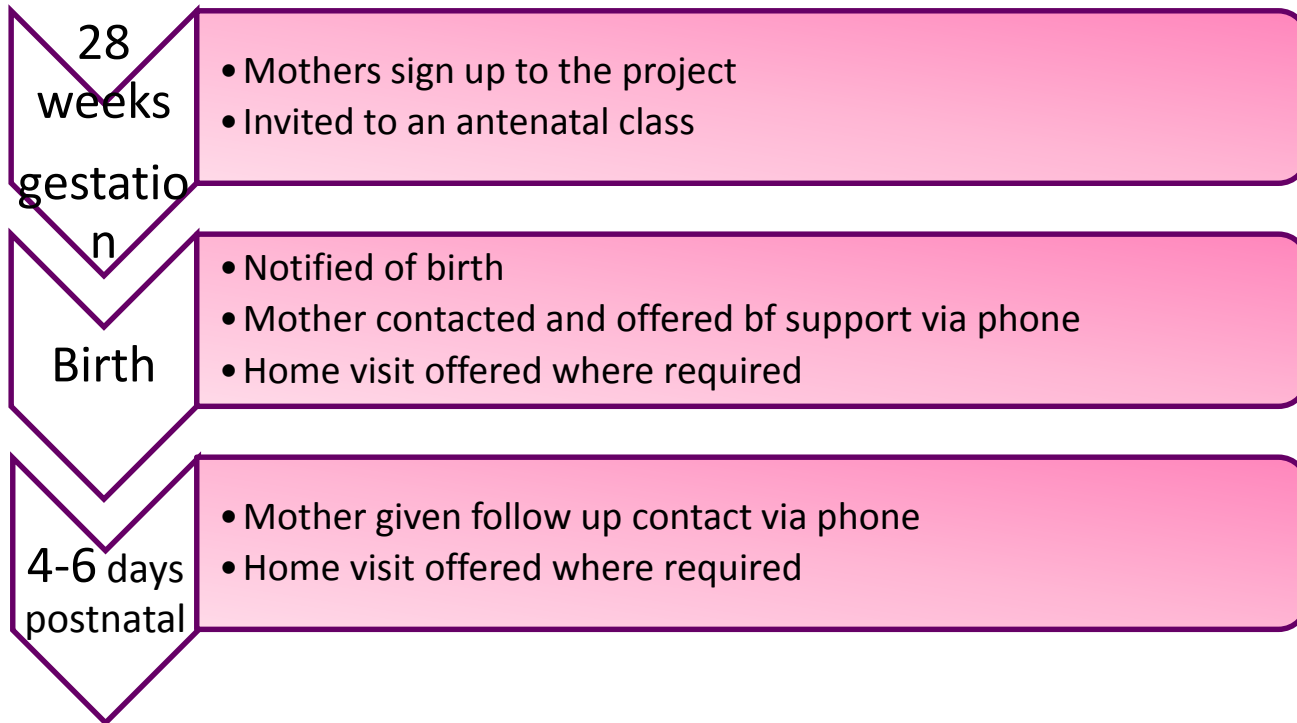
- ❖ BfN commissioned to improve bf rates in two communities whose 6-8 wk bf rates were below the city average
- ❖ Somerstown's 6-8 wk bf rates = 41.3%
- ❖ Drayton's 6-8 wk bf rates = 39.2%.
- ❖ Target = initiation 76%  
6-8wk 47.1%.

# *Multi-agency Working*

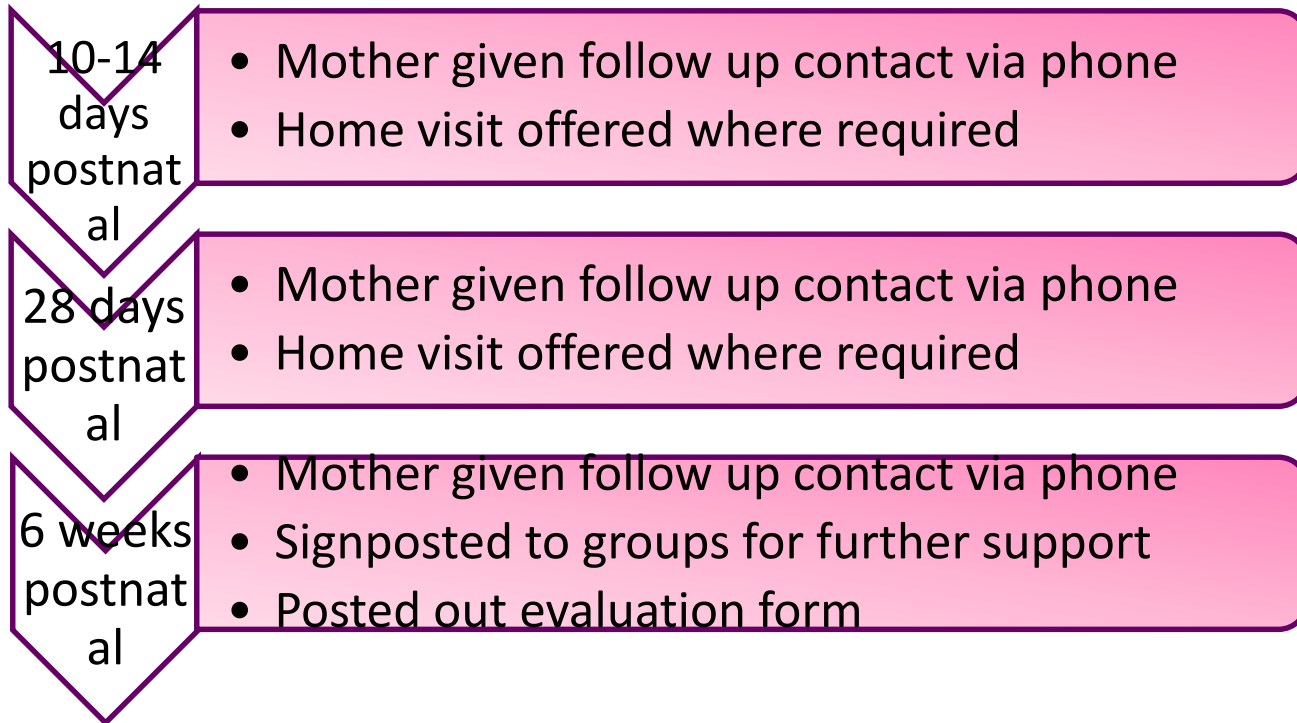


- ❖ Breastfeeding & Healthy Weight Team
- ❖ Infant feeding advisor & Midwifery
- ❖ Health Visiting
- ❖ Children centres

# Pathway



# Pathway



# *Additional Support*



- ❖ These 5 contacts as a minimum
- ❖ Additional contacts arranged as required
- ❖ At anytime mothers could contact the project by text or phone to ask for extra support.
- ❖ Mother given info on her local bf group, helpline number and Portsmouth Breastfeeding Facebook page.

# *Antenatal Activity*

Portsmouth Supports  
**Breastfeeding**



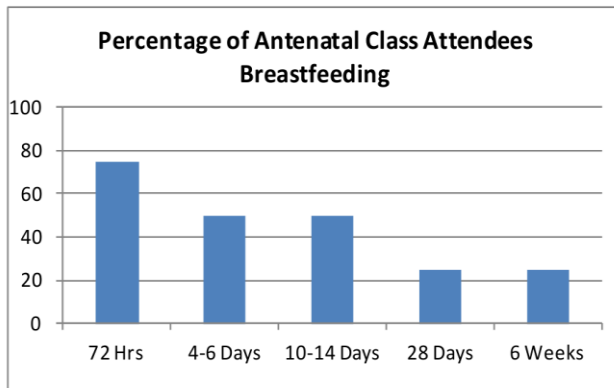
- ❖ Antenatal classes held once a month
- ❖ 2 hour session
- ❖ Held in Somerstown CC during the day
- ❖ Held in Drayton CC in the evening
- ❖ Invited to bring partner, friend or relative along



# Antenatal Impact

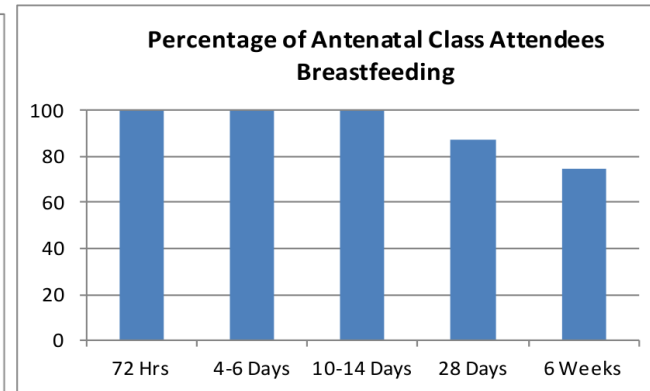


## Somerstown



- ❖ 21% attended
- ❖ All came on their own

## Drayton



- ❖ 22% attended
- ❖ Majority came with a partner

# *Educating Partners & Grandparents...*



# *... Equals* *Increased support and success!*



# Postnatal Activity



## Somerstown

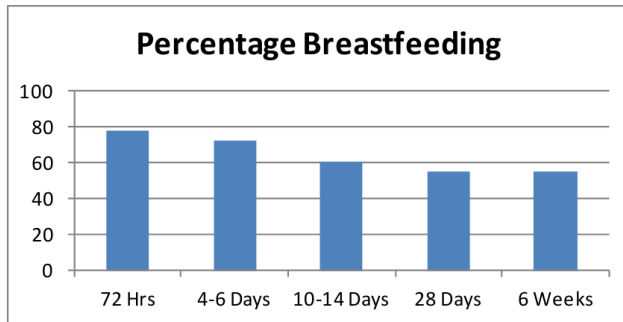
- ❖ 18 Mothers
- ❖ 71 Contacts made
- ❖ 24 hrs of 1:1 support



## Drayton

- ❖ 31 Mothers
- ❖ 158 Contacts made
- ❖ 51 hrs of 1:1 support

# Postnatal Impact Somerset



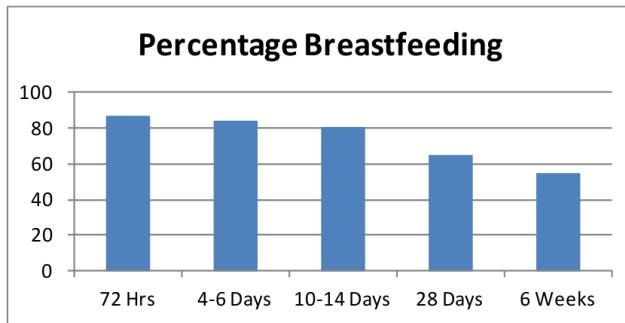
## Target

- ❖ Initiation = 76%
- ❖ 6-8wk = 47.1%.

## Results

- ❖ Initiation = > 77.7%  
(recorded within 72hr)
- ❖ 6-8 wk = 55.5%  
(baseline 41.3%)

# Postnatal Impact Drayton



## Target

- ❖ Initiation = 76%
- ❖ 6-8wk = 47.1%.

## Results

- ❖ Initiation = > 87%  
(recorded within 72hr)
- ❖ 6-8 wk = 54.8%  
(baseline 39.2%)

# *Feedback from other agencies*



*'I personally found the partnership working really useful and I think that the clients did benefit from the extra antenatal support'*

*'...they are welcoming, supportive and knowledgeable'*

*'It was great to be able to share the care of women and be able to trust that they would continue to receive good quality information and support.'*

*'The parents that we were involved with were full of praise for the support that they had received.'*

# *Feedback from mums*



'Very helpful (antenatal class), both my husband and I thought it was pitched perfectly'

'I received as many visits as I needed, I had a lot of support and it was personal and comfortable'

'Very comforting to know there is support if I needed it'

'All the help and guidance provided was done in a relaxed and friendly manner yet also professional.'

'Brilliant support and lovely people. I have already recommended BfN to other expectant mothers in the area and I hope the service continues and expands. Thank you.'



# City Wide

10 Bf Groups covering Mon-Sat

Presence on maternity wards

650+ members on Portsmouth Breastfeeding



Regular social events

Study Days

Knitted boobs



*Thank You  
&  
Well done  
BfN  
Portsmouth*



