
Report to: Cabinet **Date of Meeting:** 15th January 2015

Subject: Reference from Council - Breastfeeding Friendly Venues **Wards Affected:** All

Report of: Director of Public Health

Is this a Key Decision? No **Is it included in the Forward Plan?** Yes

Exempt/Confidential No

Purpose/Summary

The purpose of this report is to provide Cabinet with information on any financial implications prior to any action being taken to implement the Motion passed by Sefton Council on 25 September 2014 as follows:

The Council resolves that:

(1) All shops, service providers and organisations across all sectors in Sefton should be contacted to ensure they understand their responsibilities towards breastfeeding mothers

(2) All shops, service providers and organisations across all sectors in Sefton should be sent a 'Breastfeeding welcome here' sticker for them to display if they wish to, and they should be encouraged by Sefton Council to do so.

Recommendation(s)

That the Cabinet notes the financial implications in 2014/15 of implementing the motion to Council and that the Director of Public Health be delegated the task of implementing the actions necessary to support the motion. This includes:

- 1 All organisations in Sefton to receive a letter reminding them of their duty under the Equality Act 2010
- 2 Public facing organisations to be sent a 'Breastfeeding welcome here' sticker
- 3 Sefton partners who recently received UNICEF Baby Friendly Status to promote breastfeeding as part of their role.
- 4 All organisations are provided with a link to a Breastfeeding Friendly e-reader

How does the decision contribute to the Council’s Corporate Objectives?

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community	X		
2	Jobs and Prosperity	X		
3	Environmental Sustainability	X		
4	Health and Well-Being	X		
5	Children and Young People	X		
6	Creating Safe Communities	X		
7	Creating Inclusive Communities	X		
8	Improving the Quality of Council Services and Strengthening Local Democracy	X		

Reasons for the Recommendation:

To ensure Sefton organisations comply with the Equality Act 2010 and to support breastfeeding mothers.

Alternative Options Considered and Rejected:

None

What will it cost and how will it be financed?

(A) Revenue Costs - £3,879 in 2014/15

(B) Capital Costs - None

Implications:

The following implications of this proposal have been considered and where there are specific implications, these are set out below:

Financial	A cost of £3,879 can be accommodated within the Public Health ring-fenced grant in 2014/15							
Legal	Equality Act 2010.							
Human Resources	N/A							
Equality	<table border="0"> <tr> <td>1. No Equality Implication</td> <td><input type="checkbox"/></td> </tr> <tr> <td>2. Equality Implications identified and mitigated</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>3. Equality Implication identified and risk remains</td> <td><input type="checkbox"/></td> </tr> </table>		1. No Equality Implication	<input type="checkbox"/>	2. Equality Implications identified and mitigated	<input checked="" type="checkbox"/>	3. Equality Implication identified and risk remains	<input type="checkbox"/>
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2. Equality Implications identified and mitigated	<input checked="" type="checkbox"/>							
3. Equality Implication identified and risk remains	<input type="checkbox"/>							

Impact of the Proposals on Service Delivery:

None

What consultations have taken place on the proposals and when?

The Head of Corporate Finance and ICT (FD 3345) and Head of Corporate Legal Services (LD 2637/14) have been consulted and any comments have been incorporated into the report.

Following the Motion submitted by Councillor Killen the following partners were consulted: the Infant Feeding Co-ordinator for the Liverpool Community Health Service and the Infant Feeding Co-ordinator for Southport & Ormskirk Hospital, with the Health Visiting Service, the Breast Start Service, Children's Centres and the Environmental Commercial Manager. The consultation took place during October and November 2014.

Implementation Date for the Decision

Following the expiry of the "call-in" period for the Minutes of the Cabinet meeting.

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Background Papers:

There are no background papers available for inspection

1. Introduction/Background

Breastfeeding Friendly venues aim to create a supportive and welcoming environment for breastfeeding mums. Breastfeeding contributes to the health of mother and child in both the short and long term and provides all the nutrients a baby needs. Breastfeeding reduces the risk of children developing obesity and diabetes in later life and lowers women's risk of breast and ovarian cancer. Current UK policy is to promote exclusive breastfeeding (feeding only breast milk) for the first 6 months, continuing for as long as the mother and baby wish while gradually introducing a more varied diet.

Sefton's breastfeeding initiation rate is 51.4% and 27.5% at 6-8 weeks (2013 data). Breastfeeding Friendly venues contribute to increasing this rate and organisations have a duty under the Equality Act 2010 to allow breastfeeding.

The following actions are proposed:

1	A letter to be sent from Sefton Council to all organisations across Sefton to remind them of their duty under the Equality Act 2010 towards breastfeeding mothers. Estimated mail out of 4,500 Contact databases from Environmental Health will be drawn upon. The costs incurred are for stationery and postage.	£1940 postage and admin resource
2	A similar letter to go out to all public facing shops, services and organisations (approx 1000) that includes within the letter a 'Breastfeeding welcome here' sticker and an invite to become a recognised Breastfeeding Friendly Venue.	£1504 stickers £435 Postage and admin resource
3	Sefton partners recently achieved the UNICEF Baby Friendly Status promote breastfeeding as part of this.	£0
4	Breastfeeding Friendly e-reader - Information to be shared with all organisations inviting them to allow staff to access the e-reader to support staff knowledge.	£0
	The total cost can be covered by the 2014-15 public health budget.	TOTAL £3879