

**SAMPLE LOCALITY ACTION PLAN TO IMPLEMENT
THE UNICEF UK/ BABY FRIENDLY INITIATIVE**

ACTION POINT	ACTION REQUIRED	LEAD PERSON/S	TIMESCALE	PROGRESS
POINT 1 Have a written breastfeeding policy that is routinely communicated to all healthcare staff				
1.1 Introduce NHS Lanarkshire Infant Feeding Policy/Guidelines (2006). 1.2 Provide Public Health nurses with a copy of the document and provide A & C and A.H.P. staff with a summary of the policy (when available). 1.3 Develop a formal mechanism to ensure all staff are fully orientated to the policy. 1.4 Raise awareness of the document with GPs.	<ul style="list-style-type: none"> • Confirm dates for Information Road Show. • Distribution to staff obtain signature on receipt. • Include Infant Feeding policy in induction process. • Audit compliance with the policy at all points. 			
POINT 2 Train all staff, involved in the care of mothers and babies, in the skills necessary to implement the policy				
2.1. Support release of Public Health Nursing staff for breastfeeding skills training as appropriate. 2.2. Deliver awareness sessions for A & C/AHP staff.	<ul style="list-style-type: none"> • Identify training status of PHN staff. ▪ PHN briefed re programme prior to delivery and evaluation of 			

2.3 Deliver Breastfeeding Information sessions to GPs	sessions at practice/admin level. <ul style="list-style-type: none">▪ Seek support for this from Locality and Strategy group.			
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POINT 3 Inform all pregnant women about the benefits and management of breastfeeding				
3.1 Where appropriate implement antenatal feeding checklist	Antenatal contact is not standard at Locality level between PHN and pregnant women (maternity services have implemented this)			
POINT 4 Support mothers to initiate and maintain breastfeeding				
1.1 Ensure staff equipped with skills to teach positioning/attachment/hand expression of milk to all breastfeeding mothers. 1.2 Ensure personnel have knowledge/understanding of the importance of checking progress of breastfeeding at each contact. 1.3 Ensure mothers given correct information about baby led feeding. 1.4 Ensure mothers informed of safe bed sharing.	<ul style="list-style-type: none"> • Audit of PHN clinical practice applies to all points • Audit of staff/mothers/child health records. • Audit of staff and face-to-face/telephone of mothers re confirmation of this information. • Audit of mothers/ staff. 			

<p>1.5 Ensure staff aware of the detrimental effects of teats and dummy use.</p> <p>1.6 Community staff awareness of policy within neo-natal unit.</p> <p>1.7 Ensure mothers informed about the importance of expressing milk when they are separated from their babies. e.g. neo-natal unit/ return to work.</p>	<ul style="list-style-type: none"> • Audit of postnatal checklist • Audit of staff. • Audit of /postnatal checklist. 			
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POINT 5				
Encourage exclusive and continued breastfeeding, with appropriately-timed introduction of complementary foods				
<p>5.1 Awareness of the importance of not giving other foods and drinks to breast fed infants under 6 months and encouraging breastfeeding beyond the first year.</p> <p>5.2 Mothers to be given information about the importance of the above.</p>	<ul style="list-style-type: none"> • Audit of mothers/staff/child health records. • Source appropriate literature/evaluate current literature. 			
POINT 6				
Provide a welcoming atmosphere for breastfeeding families				
6.1 Provide a welcoming atmosphere for	BFC posters displayed in			

breastfeeding families.	all public areas and all staff aware of policy.			
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POINT 7 Promote co-operation between healthcare staff, breastfeeding support groups and the local community				
<p>7.1 Ensure mothers have access to information about breast feeding support and who they would contact if they had a breast feeding problem within and out with 'office hours'.</p> <p>7.2 Ensure robust hand-over between community maternity and health visiting services.</p> <p>7.3 Evaluate breastfeeding support group.</p>	<ul style="list-style-type: none"> • Produce information leaflet re local and out of hours support for breastfeeding mothers. • Standardise how this information is passed to mothers. • Display information in all public areas. Monitor the Transfer of Feeding Information system and provide regular reports re this. 			