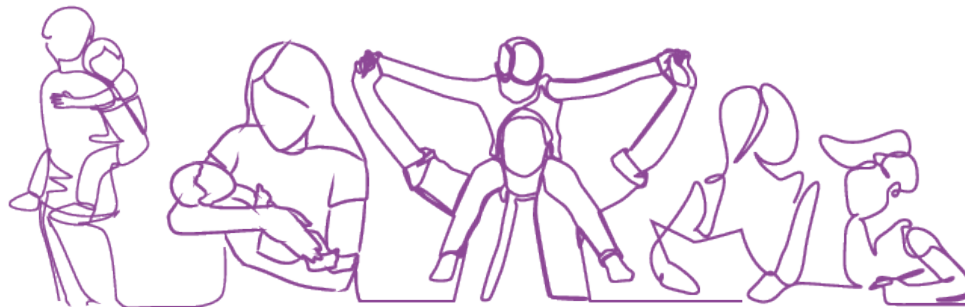


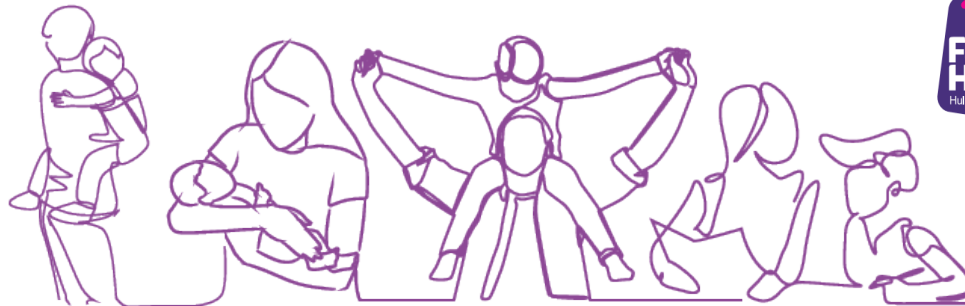
Hull City Council Family Hubs Volunteer Doula and Infant Feeding Project July 2024

Heather Barnes, Early Help Integrated Services Manager
Caroline Wiggins, Volunteer Doula/ Breastfeeding Peer
Support Project Manager



Family Hubs Network across Hull

- 12 family hubs across Hull; 8 main hubs with 4 connected sites;
- 8 of these are Hull CC site, 4 are VCS
- Launch events over the past year, Dame A Leadsom opened first Hub August 2023
- Co-location of staff from a wide range of teams, i.e. midwifery, health visiting, housing, registrars, social care, DAP, CAB, GP
- Family Hubs start for life has funded rebranding, launch events, redecorating, publishing the offer
- Regular Parent Carer Panels and co-production.



@ Lemon Tree



@ Marfleet



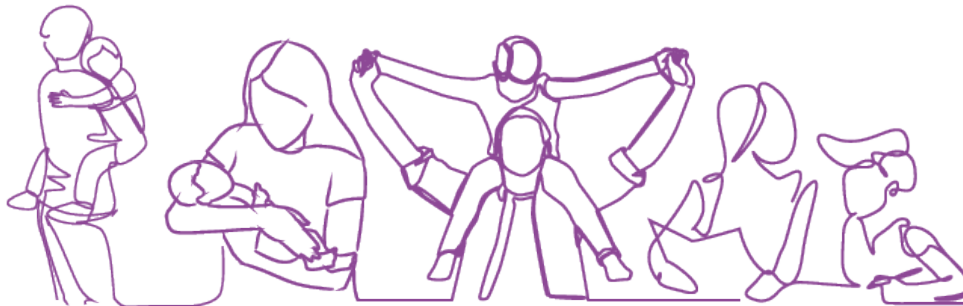
Hull's
Early Help
Partnership

Key Elements of Family Hub Start for Life funding

- Creating Family Hubs Network
- Supporting the Parent Infant Relationship
- Infant Feeding Support
- Publishing the Start for Life Offer
- Parents Panels
- Home Learning Environment
- Parenting Support
- Trailblazer funding



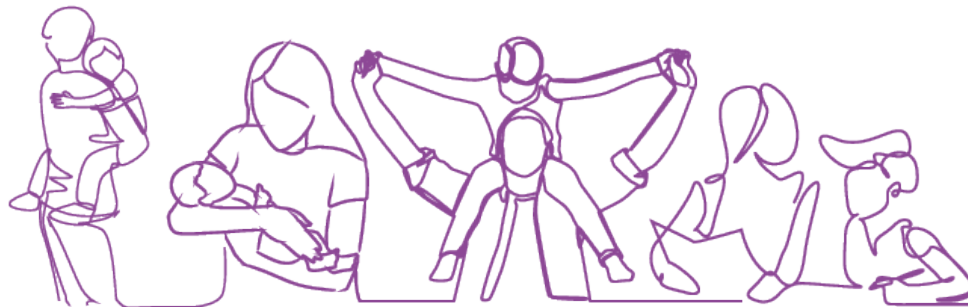
A range of other funding including core funding also fund the family hubs and Early Help across the city.



Ofsted & CQC Thematic Review

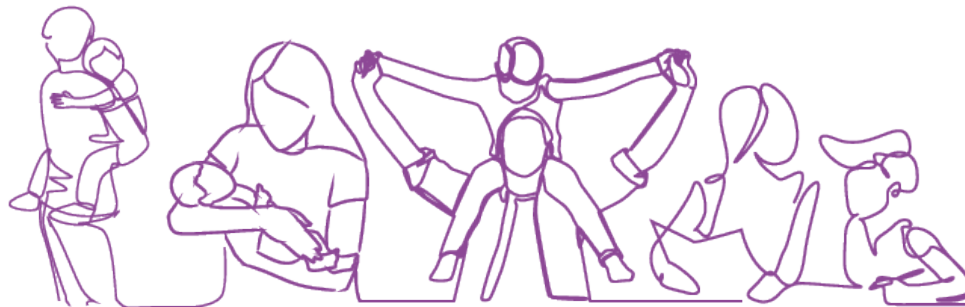


- August 23 - 2 Ofsted inspectors in Hull for 2 days, 1 CQC inspector for 1 day
- Set up/intro meetings and then the two days were spent meeting a range of partners across the F1001 days – midwifery, Health visiting, social care, the perinatal mental health team, Family Hubs staff
- They visited 4 Family Hubs, including a family fun day we had running, a range of play groups, and a Parent Carer Panel
- Time was split 50% talking to professionals and 50% to families
- Report published May 2024 [Start For Life services: thematic review - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/news/start-for-life-services-thematic-review)

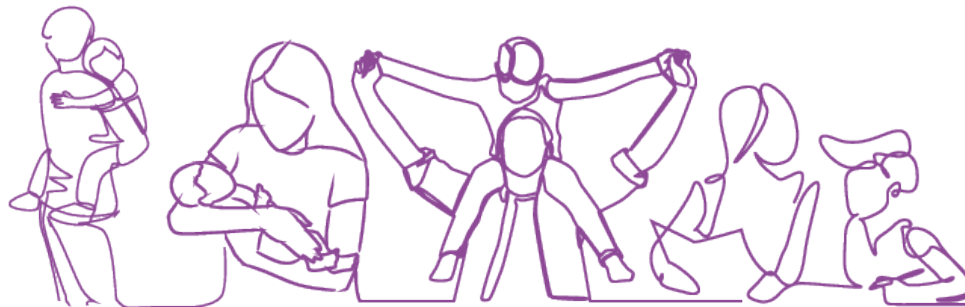


Training for local workforce and Parenting Support

- Brain Story, GroBrain foundation and baby / toddler group leader
- Infant massage, ICON, Safe Sleep, Reducing Parental Conflict
- Incredible years 0-2 programme, Family Links Nurturing
- Solihull guides from conception and beyond
- Engaging with Dads and Partners
- Video Interactive Guidance
- Look Say Sing Play
- HENRY, ASC Course, Sensory eating, SFSC, SSF,
Who's in Charge, PEEP (HLE)

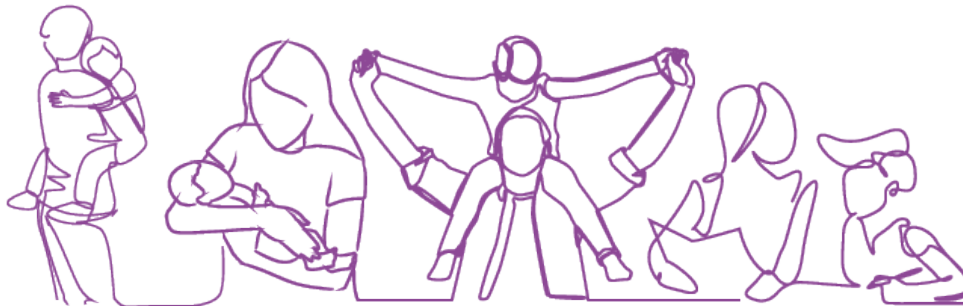


Goodwin Volunteer Doula Project Breastfeeding Peer Support Baby Feeding Practitioners



Goodwin Volunteer Doulas

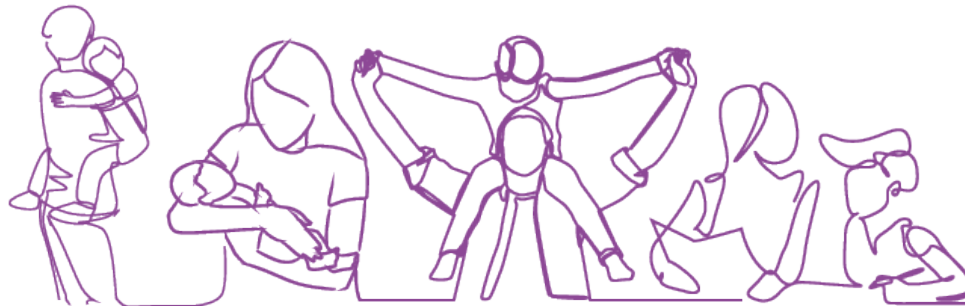
- Commenced in 2005 as an initial pilot under the 6th wave Sure Start Children's Centre funding in Hull
- Funding continued through a mixture of NHS Hull, Big Lottery, ESF and Hull City Council
- Now funded through Hull City Council as a commissioned service on competitive tender.





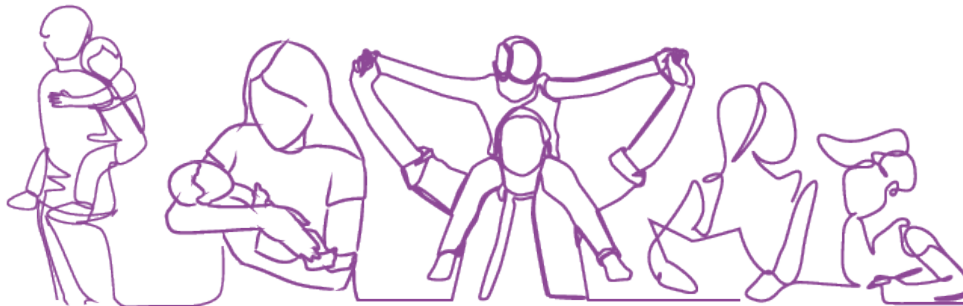
Goodwin Volunteer Doulas cont

- Developed and working alongside midwifery services, children's centres/family hubs, health visiting, social care, healthy lifestyles, smoking cessation services, substance misuse, targeted pregnancy, home safety, domestic abuse services and The University of Hull
- Co-located model, working from one of the VCS Family Hubs, and work closely with all family hubs teams.



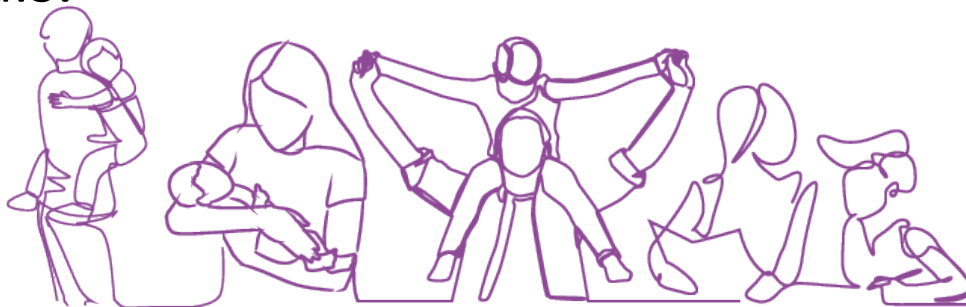
Volunteer Training

- Volunteers undertake a 12-week Level 3 NCFE 'Developing Practice as a Volunteer Doula' incorporating breastfeeding skills and an additional level 2 'Understanding working within the healthcare sector' certificate
- We have trained 555 doulas over the lifetime of the project
- Undertake safeguarding, domestic abuse, health & safety, and have access to a breadth of other training and support.



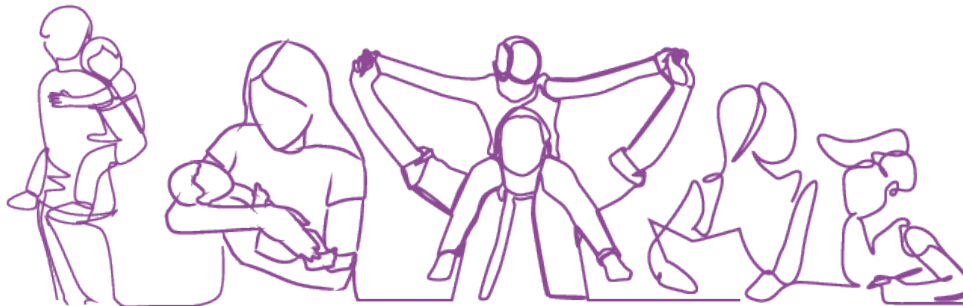
Volunteer Doula Support

- Targeted approach to supporting vulnerable or isolated families during pregnancy, birth and the early postnatal period
- Volunteers support from 34 weeks of pregnancy, help with birth planning, accompany to appointments, information on breastfeeding
- Support through a birth (if requested) –advocacy, communication
- Up to 6 weeks postnatal support with feeding, caring for baby, attending groups at Family Hubs and the community, signposting and referrals.



Volunteer Doulas 2023-2024

- Supported 151 families
- Highest ethnicity supported –Black African
- Breastfeeding initiation 86.2%
- Breastfeeding at 6 weeks 76.7%.



A Volunteer Doula Case Study

- Mum referred to project due to limited family support, recently moved to England
- Couple from Nigeria, husband studying at Hull University
- Required equipment, support and information around pregnancy and birth, birth planning, breastfeeding, help to get to appointments, birth and breastfeeding support and general postnatal care
- Tongue tie identified and referred in by baby feeding practitioners.

Total doula hours:

Antenatal support: 10 hours

Labour: 19 hours, 10 minutes

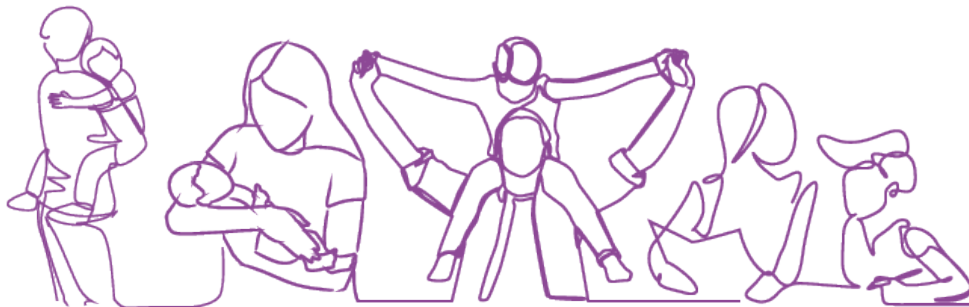
Postnatal support: 8.5hrs

Outcomes

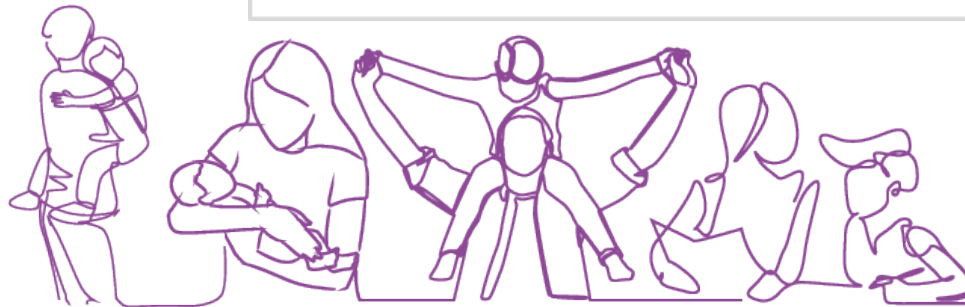
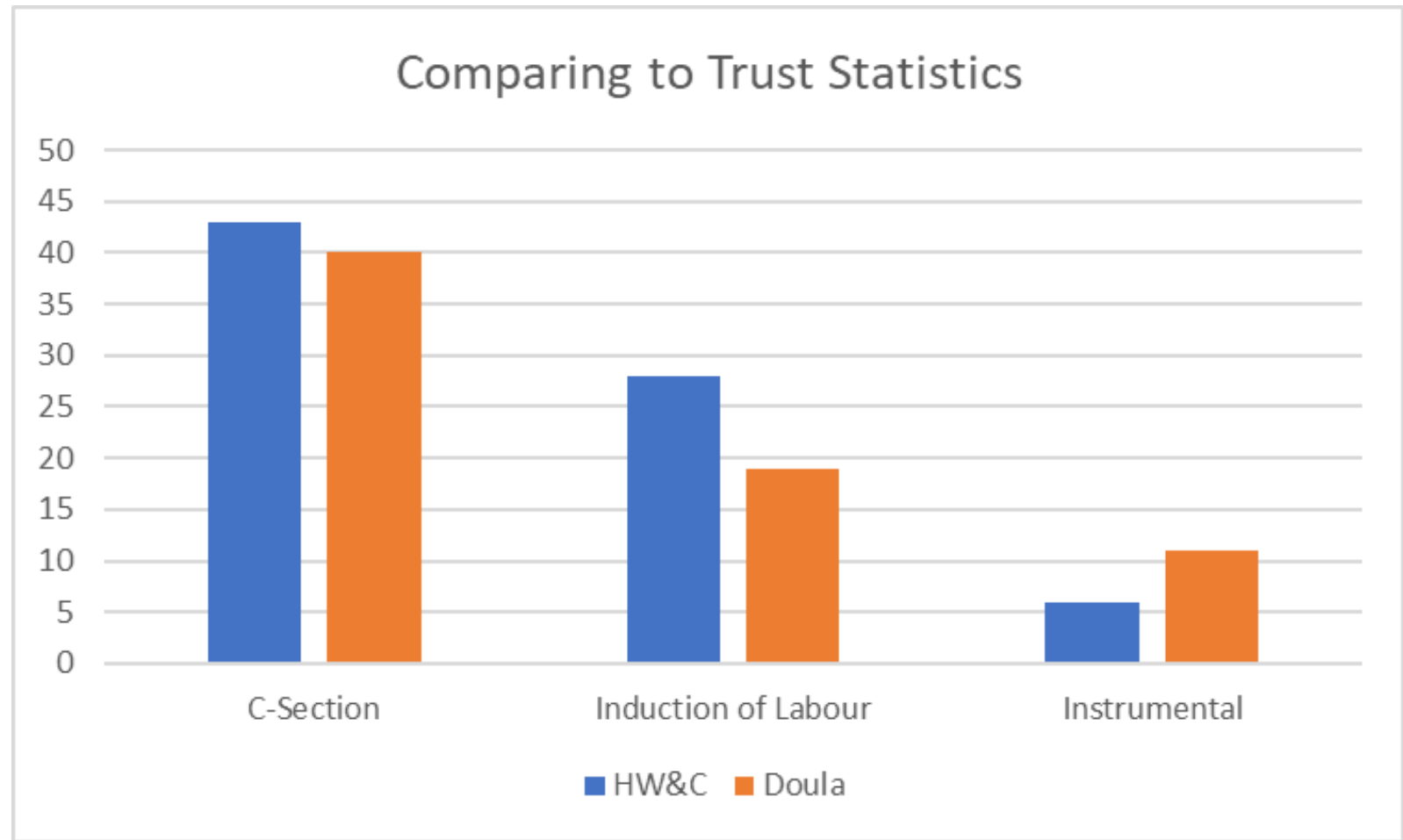
Vaginal birth, minimal pain relief required

Skin to skin, breastfed at birth, 7 days and 6 weeks

Attending groups at Family Hubs, Grobrain

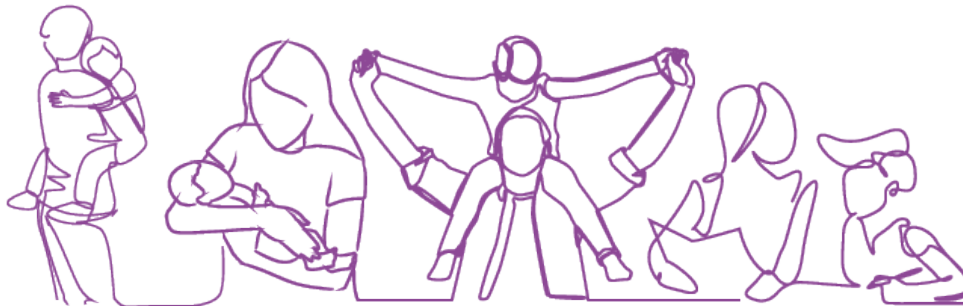


Average figures taken from monthly reporting on Hull University Teaching Hospital social media infographics



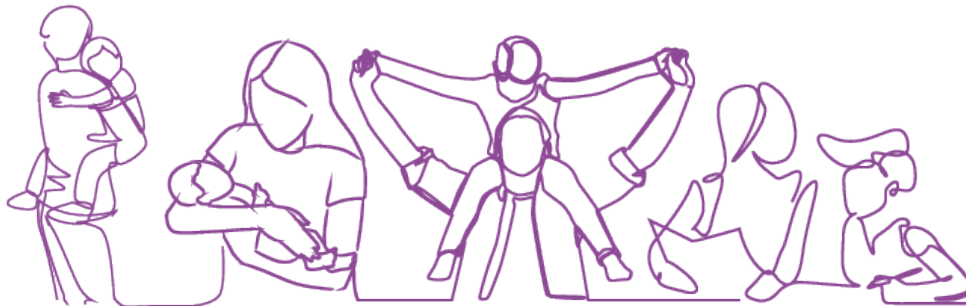
Breastfeeding Peer Support

- Commenced 2009, Hull had very low breastfeeding rates (initiation 2004-2005 47.3%)
- Universal support across Hull
- Volunteers have all breastfed their own babies
- Complete a 10-week level 2 NCFE Breastfeeding Peer Support Certificate
- We have trained 422 BFPS over the lifetime of the project.



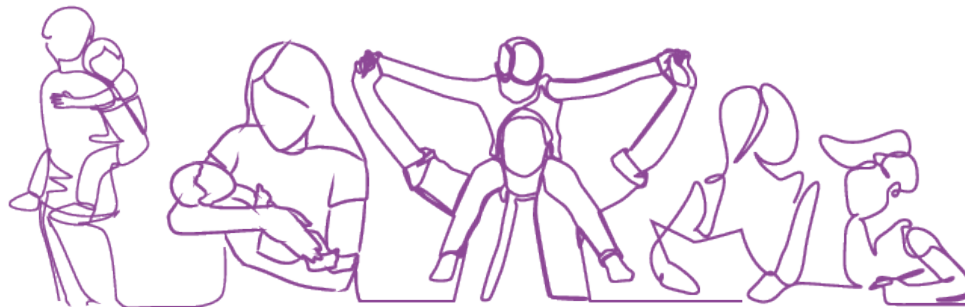
Breastfeeding Peer Support

- Social support groups and volunteer in family hubs groups
- Hospital support
- Attend Antenatal Education Session
- Telephone helpline
- Home visits
- Promotional events.



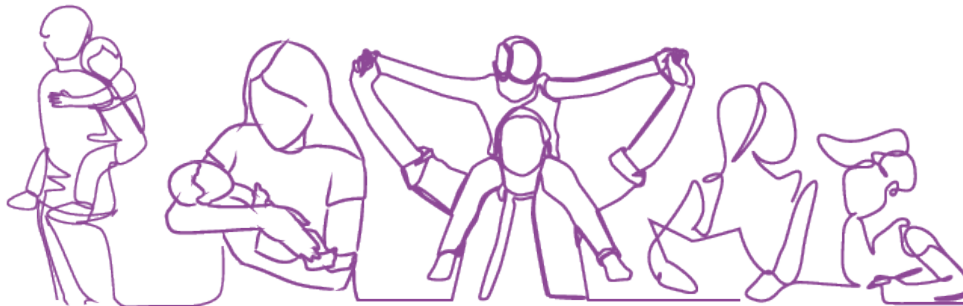
Breastfeeding Peer Support 2023-2024

- 3361 contacts
- 6-week breastfeeding rate for home visit families 89%



Baby Feeding Practitioners

- 2-year funding through Family Hubs Start for Life funding to offer intensive breastfeeding support for first 7-10 days
- 5 practitioners, hospital and community based
- See families at birth, day 3 and day 7-10
- Work closely with midwifery, IBCLCs, health visiting and paediatrics
- Weight checks, oral assessments, specialist support, feeding plans.



Baby Feeding Practitioners

2021-2022 (prior to introduction of practitioners)

Initiation: 58.6% 7 days: 49%, 6 weeks: 34.2%

2023-2024

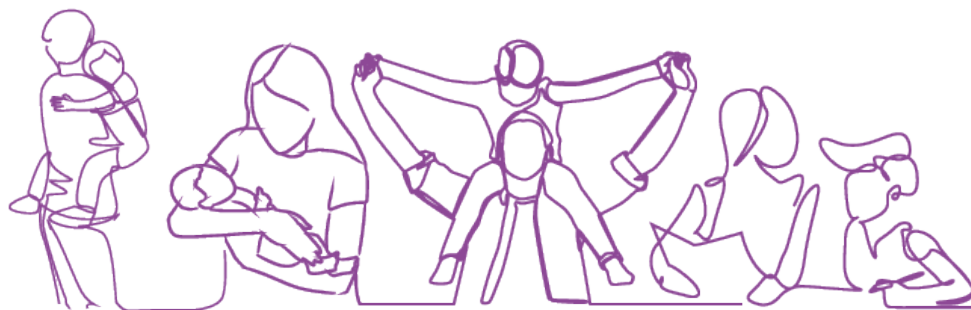
- 1667 individual families seen
- Initiation: 96.7% average
- 7 days: 91.2% average
- 6 weeks: 76.2% average

Trust figures (Q3)

Initiation: 60.5%

10 days: 55.8%

6 weeks: 44%



Baby Feeding Practitioners

Long term impact, April 2023 families:

77.7% still breastfeeding at 6 weeks

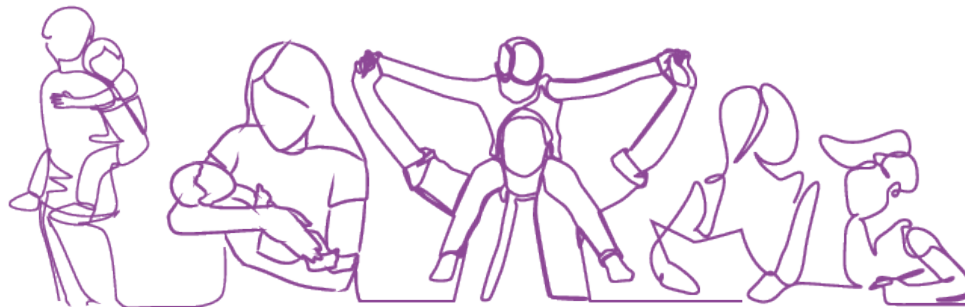
Of these:

7.1% breastfed for 6w-3m

15.7% breastfed for 3m-6m

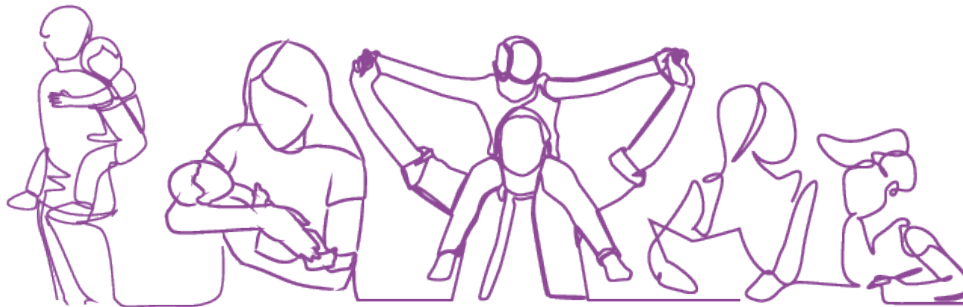
30% breastfed for 6m-12m

47.1% breastfed for 12m+



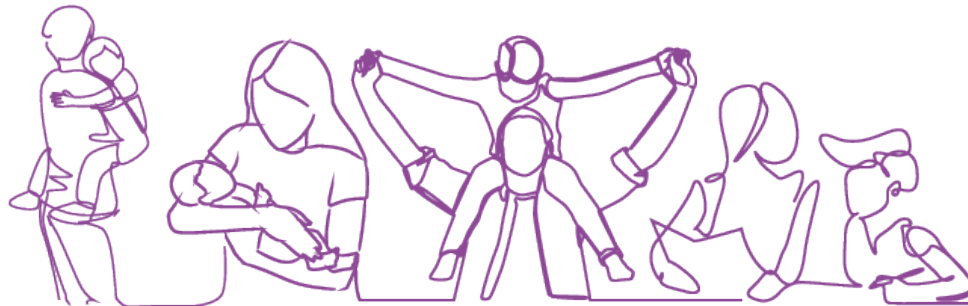
Wider infant feeding work

- Milk Trail launch in spring, with families able to navigate the trail whilst having a quiet space for feeding their child
- Working with schools – competition education
- Breastfeeding 'Hub' Gazebo used around the city
- Breastfeeding space at all events through the city, ie Freedom Festival
- Unicef Baby Friendly across 0-19, HUTH and Hull City Council
- Council wide staff engagement to capture feedback on internal policy to support mums returning to work whilst breastfeeding – survey sent out end February.



What does this mean for families in Hull?

- Co-ordinated support from conception, through to the child becoming 2 years old and beyond
- Support around emotional health and well-being for parents, carers, babies and children and improved outcomes
- All families know where to go and how to access support when they need it
- Enhanced knowledge and skills across the partnership to be able to support children, young people and families.



Thank you
Any questions?

