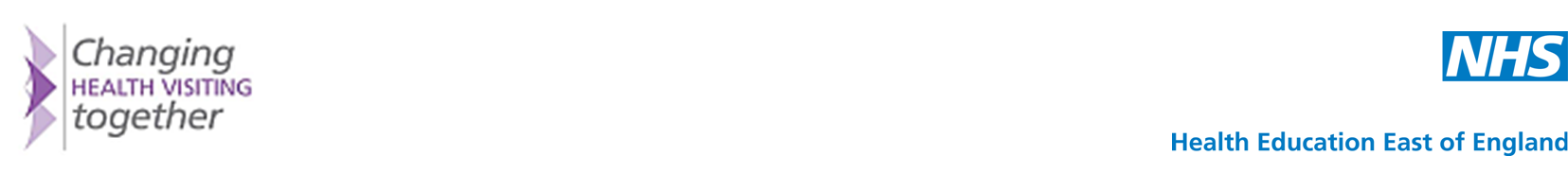
Health Visiting Programme

Weekly News



Volume: 52 14th November 2013

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| **Large Growth in Health Visitor numbers!** | | | | | |
| For the first time the east of England has exceeded 1000 whole time equivalent health visitors. Data reported from our organisations for October 2013 showed that there are now 1034 wte health visitors in post which is an increase of 222 above our May 2010 baseline of 812.  This is fantastic news and all credit to our health visiting teams, practice teachers and universities to reach this milestone.  **We are on track to meeting the final target of 1268 by March 2015!** | | | | | |
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| **Meeting The Challenge of the HV Implementation Plan  - presentation at 2013 CPHVA Conference** | | | | | |
| Anne Devlin, Deputy Dean at Anglia Ruskin University and Jan Mitcheson from University campus Suffolk were invited to present their work on the evaluation of practice teaching models at the recent CPHVA Conference in York.  We are delighted that this work, which was commissioned by the former East of England SHA, was able to be presented in the main auditorium at the conference.  Jan has reported that it was received well with lots of appropriate questions.  Well done Jan and Anne. | | | | | |
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| **Child and Maternal Health Knowledge Update 8th November**  To access this weekly bulletin highlighting the latest news, events, reports, research and other resources relating to children, young people's and maternal health please use the link below  <http://www.chimat.org.uk/resource/item.aspx?RID=178144> | | | | | |
| **‘Made with Love’ is the message for new mums** | | | | | |
| East Coast Community Healthcare’s Family Nurse Partnership was featured in the Great Yarmouth Mercury on 8th November. Here is the article, written by Liz Coates. | | | | | |
| **Spreading the word more widely – sharing practice** | | | | | |
| **‘Universal partnership plus’ case study**  **Case Study: Norfolk’s breastfeeding friends (BfF’s)** | | | | | |
| **Brief Description:** BfF’s are trained mother-to-mother breastfeeding supporters. This was originally an 18 month pilot project started within two rural towns, where six week breastfeeding prevalence rates were below national average and deprivation indicators were plentiful. The pilot BfF supporters began as a group project between public health, midwifery, and children centres, headed up by NCH&C Infant Feeding Lead. These mother supporters work alongside professionals to promote breastfeeding in the antenatal and post natal period, through the use of classes, support groups and act as a valuable community resource. We are now beginning to fill out 70 funded places across the whole of Norfolk. Working in partnership with many Children’s centres the Health Visiting teams, supported by the Infant feeding lead, are able to work alongside trained mothers and incorporate breastfeeding support into everything we do.  **Rational behind the innovation:** To work innovatively to deliver a 2% year on year increase in breastfeeding rates. To work in partnership with sure start Children’s centres that also has breastfeeding targets. Peer support is well researched, evidenced based and known to increase breastfeeding rates when part of a multifaceted approach to breastfeeding. This pilot project trials the use of peer supporters over the 18 month pilot and will be robustly evaluated throughout.  **Outcome of innovation:**   * To maintain and increase breastfeeding six week prevalence and to support mothers to continue for as long as possible. * To build community capacity and develop a group in partnership with the community, that is sustainable and a valuable resource to mothers. * To robustly evaluate all stages of the project, share best practice, and develop more robust policy and best practice guidance.   **Emma Kandjou (BfF):**  “Breastfeeding is so important as it gives your baby all the nutrients and antibodies they need. I’m happy that I’m in a position to give some of my time to help other mums who might need support to keep going when things get tough.”   “Our breastfeeding friends play a valuable role by using their own experiences to help support, empower, encourage, build confidence and educate other mothers” (Amanda Wagg, Infant feeding Lead). | | | | | |
| For more information please contact  Mandy Wagg, Infant Feeding Lead/  HV Implementation Plan Change Champion  [amanda.wagg@nchc.nhs.uk](mailto:amanda.wagg@nchc.nhs.uk) | | |  | | |
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|  | **East of Eng HV prog@HealthVisitors** | | | | **We are also on http://mediafunnel.com/wp-content/uploads/2011/11/flickr-logo.jpg**  Visit [www.flickr.com/healthvisitors](http://www.flickr.com/healthvisitors) to see the photographs from July’s Building Community Capacity Conference |
| We are now up to **167** followers which is excellent. Keep on following for some more updates! | | | | |
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| **Reminder – spreading the word more widely – sharing practice** | | | | | |
| Please ensure you get your article in to us in plenty of time.  The sharing practice article contents that we have received so far have been excellent.  Schedules have been circulated again, so please note when your next submission is due. Details of the next scheduled articles listed below:- | | | | | |
| **21 November – Suffolk**  28 November – West Essex  5 December – South West Essex  12 December – North East Essex | | Articles of up to 200 words in Word format highlighting an innovation or area of good practice (including contact details) are to be sent to Sophie Lakes, [sophie.lakes@nhs.net](mailto:sophie.lakes@nhs.net) by the Wednesday | | | |
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