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!

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.

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

‘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.

Caring members of the Women’s Institute have been showing their support for new families in the Great Yarmouth and Waveney area.

The ladies have spent hours knitting baby clothes which they have given to family nurses at East Coast Community Healthcare.

The easy garments are passed on to teenage mums and dads in the area, for their babies to wear, as a gift from the community.

The young parents are all on the Family Nurse Partnership programme, which offers intensive support to mums and dads to be.

WI member Marjorie Mingay, said: “I spoke to one of the mums and she was really appreciative. When we were first approached we thought it was such a lovely thing to do, for ladies of our generation to help teenage mums.”

Most of the clothes have come from WI groups in Fibby and Great Ormsby, with contributions from Caister, Winterton, Hemsby, Sea Palling, Kelling and Aylak.

Every one has a label which says Made with Love.

The Family Nurse Partnership is provided in the Great Yarmouth and Waveney area by East Coast Community Healthcare.

It involves specially-trained nurses helping young parents to bond with their babies and learn to look after them, giving them the best start in life they can.

The Family Nurse Partnership Programme was started in Great Yarmouth and Waveney in 2010.

Four nurses began the highly specialist programme with 100 places for parents. Last year the number of family nurses rose to six.

The same family nurse works with the parents from early pregnancy up until the child is two, meeting up once a week initially then fortnightly, amounting to a total of 63 visits in the two and half years.

They support parents to find solutions to many day-to-day challenges such as childcare, education, training and all the life skills that parents need to help their baby develop.

Under the scheme young parents are helped to understand how vital it is to give their baby one-on-one attention.

They are shown how to talk to their baby, respond sensitively, and give positive encouragement to develop bonds which go on to have a huge effect on their later life.

“That’s why we call this ‘changing the world one baby at a time’,” said East Coast Community Healthcare’s Family Nurse supervisor Nicole Holton.

“We help young people - who find they are having a baby - to give it the best start in life. We are so proud of our clients. These are teenage mums, who some people in society would judge or criticise. But with the support of our family nurses, they can become confident, responsible and loving parents.

“Not every story is successful but we know the Family Nurse Partnership is making a big impact in Great Yarmouth and Waveney and 90% of parents remain on the programme.”

Being on the programme improves family health, reduces childhood injuries, increases fathers’ involvement, helps young mums and dads to change behaviours, find training or work, and makes the child ready for school.
‘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

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HV Implementation Plan Change Champion
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We are also on

Visit [www.flickr.com/healthvisitors](http://www.flickr.com/healthvisitors) to see the photographs from July’s Building Community Capacity Conference

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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 by the Wednesday

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