

# Sheffield City Council Infant Feeding Peer Support Service



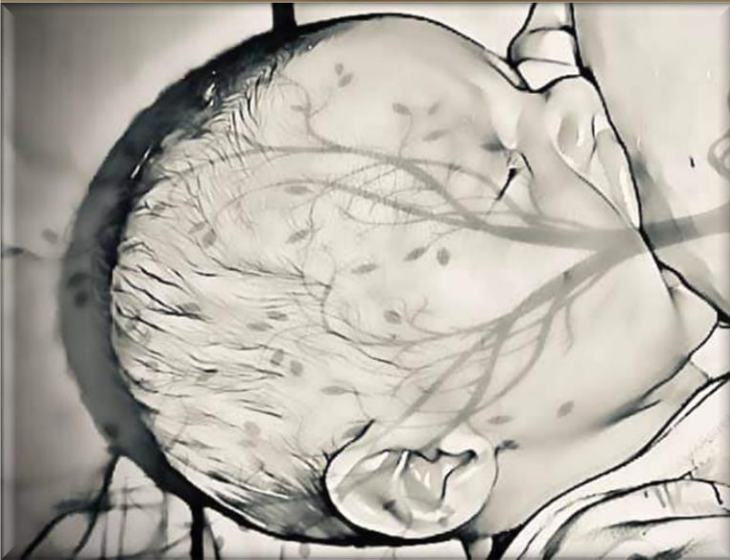
# Sheffield Family Hubs

We have 7 hubs across the city

Sheffield's Family Hub and Start for Life Services are committed to enabling and supporting expectant parents, babies, children and their families to have a great start in life by providing services as early as possible.

We offer help and support to families of children aged 0-19 years, or up to 25 for those with special educational needs and disabilities.





## Trailblazer –

Sheffield is the only local authority in the Yorkshire and Humberside region, which is a trailblazer in the Infant Feeding strand of start for life

# UNICEF

## Baby Friendly Initiative (BFI)

- Nawal El-Amrani is a Unicef BFI Qualified Leader and the Project Lead and development officer working on the Unicef Baby Friendly for SCC
- Sheffield City Council has gained the Gold Award
- All about responsive feeding and caring of babies/young children



## What is the Infant Feeding Peer Support offer?



- Infant Feeding Peer Support Workers (IFPSWs) are part of the Family Hubs and are often a new parents' first contact with the Family Hub. The Council has had an Infant Feeding Peer Support service for 15 years (as of March 2024).
- IFPSWs offer support and information around feeding options antenatally and postnatally following the UNICEF BFI guidelines.
- Our aim is to ensure that all children get off to a great start in life; and good feeding practice and emotional attunement/bonding support this.
- They work collaboratively with midwives, health visitors and other professionals around a family, offering non-clinical and emotional support - will refer on for all clinical needs.



# Our Infant Feeding Peer Support Workers



There are **30** Infant Feeding Peer Support Workers across Sheffield working within the family hubs, supporting the UNICEF BFI, and they have **3** main areas of work:

1. To contact all pregnant women/people in Sheffield to introduce the service and offer information on feeding and caring for baby antenatally face to face, virtually or over the phone depending on preference/need.
2. To contact all mums at discharge within 48 hours, regardless of feeding choice. Follow up calls at 10 days and 21 days for breastfeeding/mix feeding mums and 21 days for formula feeding mums.
3. Facilitate a breastfeeding support group, offer 1-1 face to face support ad hoc, encourage and facilitate social networking for all mums in their local area, to normalise breastfeeding, offering ongoing support if needed. They can also deliver baby massage groups to encourage bonding and networking for all mums not just breastfeeding.

## Role of Infant Feeding Peer Support Worker



# What can they do for your families antenatally?

- They can contact your families from 28 weeks to introduce the service and offer antenatal conversation: either 1-1, or group session face-to-face or online.
- They will inform the mum/parent of the Family Hubs and the groups available to them
- Inform families of Preparation for Birth and Beyond group course (if it is first baby).
- Discuss the benefits of breastfeeding and support available postnatally to ensure best start for mum/parent and baby
- Do joint home visits with you to introduce the service.





# What can they do for your families postnatally?

- Families you are working with should have contact within 48 hours of being discharged from Jessop Wing/hospital or following home birth
- They should be offered telephone support, regardless of feeding choice.
- If your mum/parent is struggling with breastfeeding, an IFPSW can offer support with positioning and attachment. They can offer joint visits with you if needed, home visits or see them in the Family Hub.
- They will call mum/parent to follow-up at 10 and 21 days as a minimum; additional support as required until mum decides to stop breastfeeding.
- They can help improve social network for mums/parents by running breastfeeding groups and delivering baby massage. If you have a vulnerable family, these can be referred for bay massage.
- Keep you updated as needed



# Limits and Boundaries of the IFPSW Role

- IFPSWs cannot put a feeding plan in place or change a feeding plan led by a healthcare professional
- They cannot teach cup feeding
- They cannot suggest or diagnose tongue ties; they cannot diagnose mastitis, thrush or any other medical issue

**IFPSWs are not clinically trained and will always refer to the lead health professional as needed**



# Family Hub Community Early Years Practitioners – Infant Feeding



## Managed by Millie Grubb, Health Team Manager

- Kayla Thompson: Experienced infant feeding peer support worker and Doula volunteer programme officer.



- Rachel Yafai: Registered social worker, NHS adult mental health therapist, trained volunteer breastfeeding peer supporter.



- Lauren Mysiw: Registered primary school teacher, experienced in subject leadership (RE and PSHE).



- We have all had at least one positive experience of breastfeeding our own babies.

Three projects funded by Start for Life to develop and extend the Infant Feeding Peer Support service:

1. Identify and increase participation of under-served populations, e.g. young parents, vulnerable families, dads/partners.
2. Extend the service into evenings and weekends, increase methods of delivery and improve social media.
3. Work with schools and early years settings to help them become breastfeeding friendly environments and develop a learning programme around breastfeeding.

## Community Early Years Practitioners - Infant Feeding



# Get In touch

## Infant feeding team

[InfantFeedingSupport@sheffield.gov.uk](mailto:InfantFeedingSupport@sheffield.gov.uk)

or

0114 2735665 and ask for one of the Infant Feeding Team



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