



The Maternal and Infant Nutrition (MIN) programme aims to develop, implement, monitor and review the programme of work to improve the nutritional status of women of child bearing age and children under 5 years, including improving the rate and duration of breastfeeding. This report details the priority actions.

Vitamin Distribution Scheme

Vitamin D distributed to 9455 0-3 yrs & 4854 pregnant/postnatal

Project with SPELL

SPELL support workers distributing vitamins to groups, inviting venues to become distribution points and recording anecdotally awareness of scheme and barriers to access.



89 women supported from booking to 6 months postnatal

Healthy Lifestyle in Pregnancy Service

2 day/week Lanarkshire Multi Disciplinary Team that consists of a Dietitian, Physiotherapist and Midwives (1 per day) and provides lifestyle support to those pregnant with a Body Mass Index ≥ 30



Project with Scottish Childminding Association

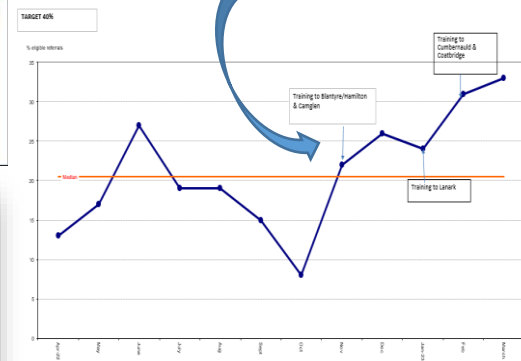
2 update sessions; 5 Childminders joined BFS
82 Children's & 15 maternal vitamins distributed at CPD events with leads for 35 new community vitamin distribution points



- Return of face to face delivery with "Near Me" digital option and telephone still available
- New Motherwell Health Centre clinic location
- Joint working with Gestational Diabetes service
- Multiple positive Care Opinions
- \uparrow referrals following training sessions (see below)

I don't know how I would have done it without them.....it's a wonderful service

.....it has been a fantastic service. I feel like it has really helped me throughout my pregnancy and can't thank them enough



Training & Promotion

MIN topic bespoke sessions

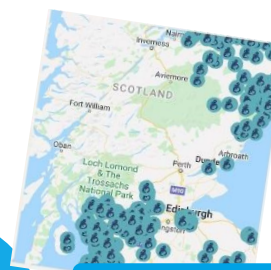
- Approaching Sensitive Conversations Training
- Healthy Lifestyle in Pregnancy Service Awareness
- MIN training to foster carers
- University West Scotland midwifery students
- Newly qualified midwives programme
- Multiagency Breastfeeding Conference
- Breastfeeding Friendly Scotland training



What skills having you taken back into practice?



- Infant feeding team adapted blended model of Near Me, telephone and face to face contact including breastfeeding clinic with frenotomy service fully functioning
- Neonatal midwife in post funded by Scottish Government to support mothers to maximise babies receiving breastmilk on discharge
- 24 active "Community Mothers" volunteers activity has increased as restrictions lifted. Now present in postnatal wards and local groups
- Participating in "ABA Feed" research trial with Birmingham University
- All 17 locality breastfeeding groups have restarted with great feedback
- Scottish Breastfeeding Week 2022 saw return of successful face to face conference with >90 attending from NHSL, both councils, parents & families
- The team have delivered MIN & Baby Friendly training to a wide variety of internal and external staff and partners to ensure consistent evidence based messaging within our communities



22/23
415 New BFS
venues
(31 transferred
& 217 New)

Now on google maps



Breastfeeding Friendly Scotland (BFS) Local Authority Award

Development of framework continues with partners in NLC and voluntary sector. All NLC community venues, libraries, culture, leisure & enterprise venues are signed up to BFS. New NLC Breastfeeding & Returning to work policy & managers module launched to support. Community Learning, NLC & HI celebrate Scottish Breastfeeding Week in Airdrie

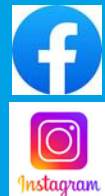
BFS Early Learning(EL) Pilot complete & BFS Schools launches in North Lanarkshire

85% of EL settings now achieved BFS EL Award & awaiting scale & spread launch from Scottish Government to offer to EL settings across Lanarkshire.

114 Schools achieved BFS award – NLC presented at CYPIC on whole systems breastfeeding approach.



- Social media continues to be an effective support to mothers and families. Positive interaction particularly on attachment based posts.
- NHS Lanarkshire "Mums & Babies" 7.9K followers
- NHSL Breastfeeding support page 3.1 K members
- NHSL Antenatal page 3.0K members
- Recently launched Instagram page



UNICEF Baby Friendly Reaccreditation 2022 - Both maternity and health visiting/family nurse services successfully achieved reaccreditation and we now begin our journey to "Achieving Sustainability" award



What's next for MIN in 2023/24:
Continuation of Healthy Lifestyle in Pregnancy Update Sessions and introduction of self referral
Launch of data reporting system for MIN vitamin scheme
Working towards UNICEF Baby Friendly Gold Award

Completion of Local Authority award, a first for Scotland!
Working towards same Breastfeeding Friendly whole council approach with South Lanarkshire Council
ABA feed research trial
Evaluation of breastfeeding groups

First BFS Emergency Service – National sign up for Scottish Fire & Rescue Service Working with localities to progress Police Scotland across Lanarkshire

