

Infant Feeding & Show Me Your Meds

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BNSSG
Training Hub

Infant Feeding

WHY

Breastfeeding has huge health, social, economic & planetary benefits

UK rates among lowest in world, with stark inequalities mirroring deprivation scales

THE PROBLEM

Bristol average good, but huge variation

59% highest deprivation vs 82% lowest

Many barriers: services access, cultural norms, mis-information, work-place issues

AIM

Establish a network of trained IF champions in primary care in areas with lowest rates

To provide support and improve access to reliable information and management





Headlines

WHAT I DID

Identified practices using public health data

Trained 10 champions from 7 surgeries, “train the trainer” model, embedded evaluation

Visited peer support groups and children’s centre staff providing 1:1 enhanced support service

IMPACT SO FAR

Champions ↑ confident managing IF issues, ↑ referring to IF specialist service, improving practice support & messaging

LESSONS & NEXT STEPS

Challenges: time constraints; difficulty & delay contacting practices, identifying champions, arranging training

Practice training & evaluation therefore ongoing

Next steps: expand scheme across Bristol, regular training for new champions & peer support sessions – need funding!



South Bristol Children's Centres



Are you currently pregnant or a new parent in South Bristol ?

Our Infant Feeding Team offer information and support about all aspects of feeding new babies.

For more information please scan the QR code and a member of the team will be touch.



Or contact:

<https://forms.gle/YJHY4e5c8VLPsaKLA>

**1-2-1 support is available in the following areas
Hartcliffe, Withywood, Filwood, Bishopsworth,
Stockwood,
Hengrove & Whitchurch Park**



Southmead Family Hub

Pregnant or New Parent in BS10?

We offer information about how you can feed your baby and then support with feeding for the first 3-6 weeks after the birth.

Scan QR code to register your interest and Emily will get in touch with you.



nbcc@bristol.gov.uk



1:1 Service

PH funded to reduce inequality by ↑ BF rates in areas of deprivation

- Hartcliffe & Withywood
- Bishopsworth
- Hengrove & Whitchurch
- Stockwood
- Filwood (Knowle West)
- Southmead
- Brentry & Henbury
- Avonmouth
- Lawrence Weston

Antenatal chat 34-36 weeks
Postnatal regular chat for support

Self-referral or we can contact you (form)

What you can do



Have an IF champion



Have an IF policy



Promote 1:1 service, signpost to peer support groups, refer to IF specialists – on Remedy



Look at AccuRx messaging and website info



Posters & videos in waiting room



Contact me for materials and tips

Show Me Your Meds



- Living in deprivation linked to higher medication use
- ↑ burden of illness, MH medication use, chronic pain, barriers to accessing preventative healthcare/any healthcare, rates of polypharmacy, problems taking medication
- Original projects in Somerset & then Frome:
 - Visiting housebound patients with polypharmacy
 - Viewing all medication in the house
 - Identifying any medication issues
 - Calculating excess
 - Removing old meds, pausing or deprescribing excess active
 - Estimate cost & CO2e emissions for impact
 - Identify cog impairment, social prescribing, community therapy



Headlines & lessons

EMIS search for housebound patients on 10+ meds & no review within 12m

Visited 4 patients

1 couple - significant issues

1 possible new cognitive impairment

Several medications identified for deprescribing

Highlight:

Relieving patient of the burden of old medications

Lessons/challenges:

Time consuming counting medications and entering data

Small sample size due to time constraints

“I didn't know I had so many”

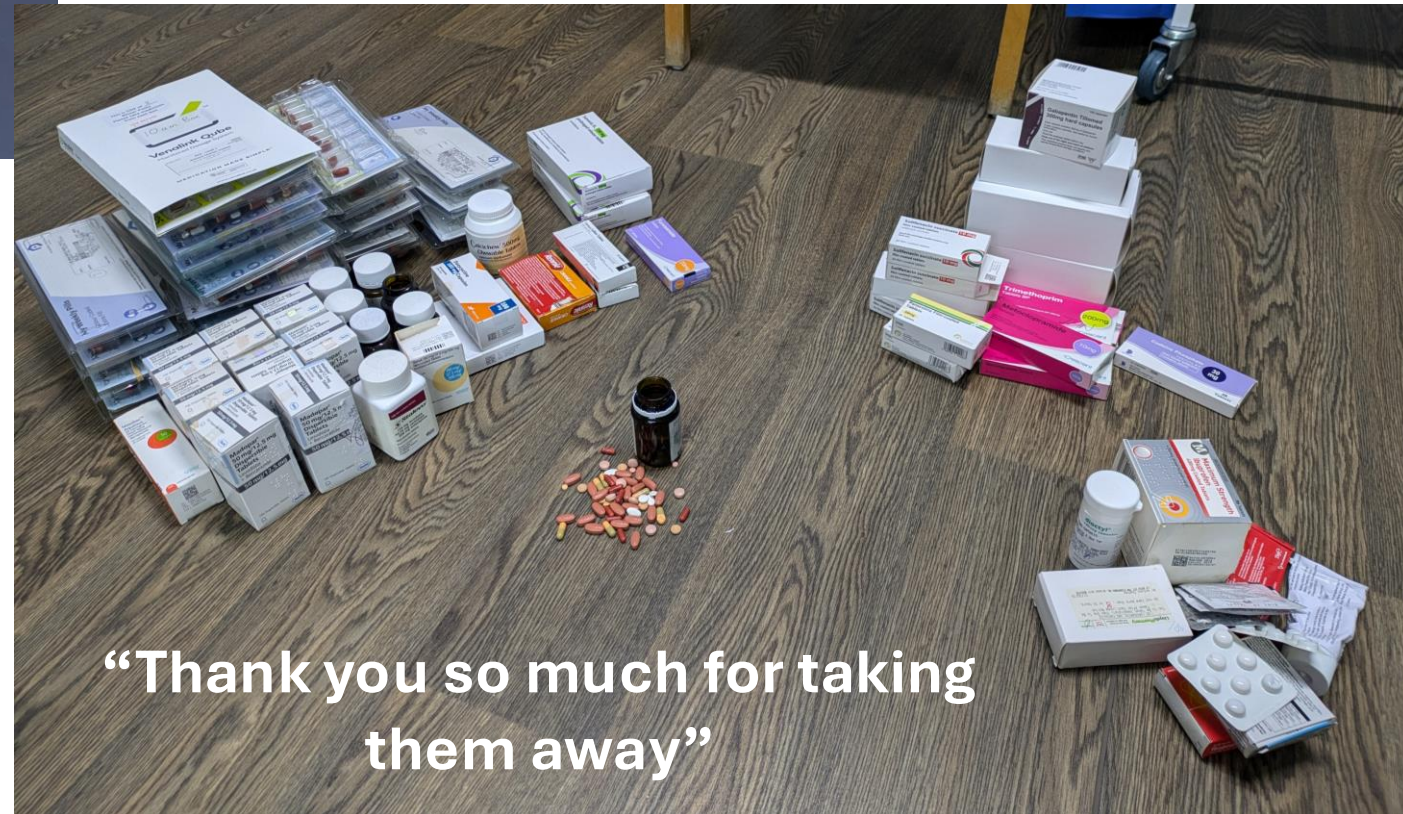


Excess:

122Kg CO₂e = flying London – Amsterdam
£780+
44 months

“The pharmacy just kept sending it even after it had been stopped and I wasn't requesting it”

“I keep forgetting to take that one”



“Thank you so much for taking them away”

What you can do



Consider HV for housebound patients with polypharmacy if suspect med use issues, particularly if no family supporting



Do similar project to this incl. data collection, or brief look at meds to work out if significant excess/issues



Work together with community pharmacies to find solutions



Think before prescribing more medications



Ask patients if they want to take medications or not



Contact me for more details of how to collect data or any other materials & tips



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Thank you!

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