

OBS
OXFORDSHIRE
BREASTFEEDING
SUPPORT



Supporting your family from pregnancy to weaning

Oxfordshire Breastfeeding Support formerly Oxford Baby Cafés Group



ANNUAL REPORT 2017-18



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“As I entered the warm and welcoming room of women and families breastfeeding their babies the first words I heard were, “Well done. You made it here. Would you like a cup of tea?” It was the first time as a mother I was told I was doing something well. It was the first time I felt like I was taking control of my decision to breastfeed my daughter. It was the first time I felt hopeful that I could achieve my goal of breastfeeding.” Service User



Our committee

Chair

Dr Juliet Rayment

Treasurer

Louise Ellis ACA

Secretary

Jayne Joyce IBCLC

Team Representatives

Charlotte Gilman and Lisa Mansour IBCLC

User Representatives

Elizabeth Horwell, Catherine Holmes,
Dr Claire Inness, Rebecca Wilson,
Dr Heather Thomas and Dr Ilana Levene

Advisor

Hannah Torrance RM, IBCLC

Our team

Project Lead

Lisa Mansour IBCLC

Volunteer Coordinator and Safeguarding Lead

Jayne Joyce IBCLC

Funding Leads

Charlotte Gilman and Lisa Mansour IBCLC

Webmaster

Catriana McKie

Facilitators

Charlotte Gilman, Jayne Joyce IBCLC and Lisa Mansour IBCLC

Cover Facilitator

Emily Tammam IBCLC



"The help the service provides at community level is simply invaluable!" Service user



Introduction



Between 2006 and 2017-18, Oxford Baby Cafés Group (OBCG) was a financially independent local branch of The Baby Café Charitable Trust and part of the NCT. As such, we adhered to the quality standards and ethics of The Baby Café model, which is a C4EO example of excellence in its field.

OBCG provided breastfeeding support Drop-Ins in Oxford city and the county for 12 years and was governed by its own constitution, drawn up by its Management Committee. Its facilitators

and committee met regularly. In April 2018, Oxford Baby Cafés Group became an independent charity retaining the same structure and the same high quality of service. We are now called Oxfordshire Breastfeeding Support (OBS).

OBS Drop-Ins are run by International Board Certified Lactation Consultants (IBCLCs) and other highly skilled Breastfeeding Supporters with the help of trained volunteer Peer Supporters. The sessions are easily accessible and free of charge to all ante and postnatal families in the community. The Drop-Ins are designed to provide both social support and timely expert help to families with breastfeeding questions or concerns. The sessions are held in an informal Drop-In style environment, with refreshments, comfortable seating and play areas for accompanying children.



“I honestly don’t think we would’ve made it without the OBS facilitators, it sounds dramatic but I’d always felt that I would breastfeed my baby. I felt such a failure and so very sad that I might have to stop. But that didn’t happen and in fact with the encouragement of OBS not only did I feed my own baby but I expressed and donated milk to the milk bank to help feed a few other babies too.” Service User



Our mission

Oxfordshire Breastfeeding Support's mission is to provide a social model of community-based support for families in a Drop-In setting with access to expert breastfeeding practitioners and prompt referral for additional care when necessary.

OBS provides professional support for new families and works closely with local healthcare providers to give families opportunities for extra care where needed. OBS facilitators are well aware of the various challenges of providing care for families from all sectors of our diverse community and this remains a priority for 2018 and beyond.



In-depth qualitative research carried out in 2015¹ found that families value

both the expert and social support provided in a Baby Café Drop-In setting. This model of breastfeeding support plays a key role in increasing women's breastfeeding confidence and duration. Our Drop-In sessions are part of a wider breastfeeding strategy to help attain UNICEF Baby Friendly Accreditation in midwifery, neonatal and health visiting services across Oxfordshire. Having accurate data on each session's activities helps Oxfordshire Breastfeeding Support to evaluate and monitor its services to ensure that this high quality care continues. However, funding remains the service's biggest challenge and sustainable ongoing sources of funding need to be secured to ensure that we can continue our valued service.



"Amazing to see [partner] smiling while feeding our baby for the first time in weeks. It had been too painful for a long time before that but the session helped her try a new position to improve the latch and it had a big impact. Left with a really good vibe, feeling positive about making breastfeeding work." Partner of a service user

¹Fox, R., S. McMullen, M. Newburn (2015) 'UK women's experiences of breastfeeding and additional breastfeeding support: a qualitative study of Baby Café services' *BMC Pregnancy and Childbirth* 15: 147



Aim

Our aim is to empower women and their supporters to define and achieve their own breastfeeding goals by providing them with evidence-based information, skilled breastfeeding support, emotional care and positive connections with other families.

Objectives

- ◆ To provide breastfeeding support and information to families in our Drop-In sessions
- ◆ To ensure the service serves the needs of our community
- ◆ To gather statistics and user feedback
- ◆ To liaise with health professionals, including health visitors, midwives, GPs and the infant feeding clinic
- ◆ To secure funding for the following year's service and long-term sustainability
- ◆ To provide breastfeeding support and information to families from all across the county, via our closed Facebook group
- ◆ To recruit and train Peer Supporter volunteers from the local community and run regular supervision and skills development
- ◆ To provide community based, accessible and free antenatal breastfeeding education sessions
- ◆ To provide opportunities for student midwives, student nurses, health visitors and other health professionals to improve their infant feeding knowledge
- ◆ To ensure safeguarding and data protection requirements are met and that all policies are regularly reviewed
- ◆ To provide professional development and enrichment opportunities for staff, such as the annual UNICEF Baby Friendly Conference

“The Facebook group continues to be my first source of advice when I have a feeding related question as I know I can rely on the huge knowledge of the OBS staff and volunteers there.” Service user



Oxfordshire Breastfeeding Support's 12 Quality Standards



"It was also a huge support for [my partner] who was welcome to come to Baby Café too. Without his support, love and dedication to what we were doing, I could not have continued to feed my baby." Service User



Facts and figures

Following Oxfordshire County Council's drastic budget cuts in March 2016, we lost our statutory funding along with many important local community services. In response, we reduced our weekly sessions from eight (in 2015/16) to four (in 2017/18), all in Oxford city, to ensure our service remained sustainable. Funding for our regular sessions is now entirely reliant on fundraising from trusts, foundations and service user donations. We secured two years of funding from Oxfordshire Community Foundation for monthly antenatal breastfeeding education sessions and our annual Peer Supporter training course.



In 2017-18 we continued to collect attendance data and feedback from service users and health colleagues to help us review our service and ensure that we reached all those who might benefit from our support. We regularly reviewed our service and ensured that Disclosure and Barring Service checks and safeguarding training were kept up to date for all staff and volunteers.



Families attend OBS Drop-Ins with a wide variety of breastfeeding concerns, some straightforward and some complex. All benefit from the warm, friendly atmosphere and social support.

During the year 2017-18, we had a total of **1513** attendances at **193** Drop-In sessions by **866** individual families – about **11% of the babies born in Oxfordshire**. Despite being forced to halve the number of sessions since 2015, we have continued to receive a steady number of visits per session since that time.

In 2017, most families attended more than once, with an average of three to four visits each. Many attended several times with complex breastfeeding issues or new challenges as their babies grew and developed.



Pregnant and breastfeeding women and their babies were referred to our service by midwives, health visitors, breastfeeding support workers, GPs and hospital breastfeeding clinics. We also often referred women back to these services and others such as The Oxford Parent Infant Project (OXPIP) for specific support, when appropriate. Many families attended our services on the recommendation of friends and family.

We recruited, trained and supervised eight volunteer Peer Supporters and three of our staff attended the annual Lactation Consultants of Great Britain Conference. Many student midwives, health visitors and nurses also attended OBS sessions in order to enhance their own breastfeeding knowledge.



“Thanks for welcoming me and having me in the session. I found it very interesting and have a far better understanding of the types of support and ways you can work with these mums at a time that can be very challenging emotionally and physically, but also [a] very important time for babies’ development. I have already used some of the information you were discussing [in] my work alongside the health visitors and have some more research to do regarding breastfeeding supplements that I had not come across before.” Student nurse, after observing an OBS session

“All the facilitators and volunteers are amazing – I don’t know how they have such incredible patience to sensitively support family after family. They are incredibly knowledgeable and kind and attending the Drop-In session immediately made me feel relaxed and that someone was there to help. The information is always backed up by the best available research and evidence base, which we really appreciated. It is always given in a non-judgmental, kind and caring manner.” Service User



Financial statement 2017-18

Oxford Babycafe		
Year ended 31st March 2018		
Income and Expenditure		
	Year ended 31/03/2018	Year ended 31/03/2017
Income		
Grants from Children's centres	5,058	5,040
OCCG - short term funding	-	10,000
Donations (general)	20,784	37,010
Donations (restricted)	-	3,975
Fundraising (localgiving)	8,628	11,757
Fundraising	380	1,327
Breast pump hire	240	-
Bank interest	8	6
Total income	35,098	69,115
Expenses		
Antenatal sessions	765	-
Facilitator fees	21,721	17,108
Project Lead/safeguarding fees	14,264	6,158
Peer supporter training	591	-
Licence fee	700	700
Book keeping fees	-	-
Insurance	662	654
Publicity	-	691
Fundraising fee	96	72
Breast pump equipment	696	-
Sundry consumables (stamps/refreshments/dbs)	70	216
Volunteer expenses (parking)	89	14
Professional development	588	740
Refreshments	-	6
Total expenses	40,242	26,358
Surplus/(Deficit) income over expenses	- 5,144	42,756
BALANCE SHEET		
	As at 31.03.2018 £	As at 31.03.2017 £
Current account	38,350	44,656
Deposit account	3,447	3,439
Cash	-	114
Debtors and prepayments	-	-
Total assets	41,797	48,209
Current Liabilities		
Accruals	-	1,268
Total assets less liabilities	41,797	46,941
Reserves b/fwd 01/04	46,941	4,185
Surplus / (Deficit) for the year	- 5,144	42,756
Reserves c/fwd 31/03	41,797	46,941
Unrestricted reserves	39,201	42,966
Restricted reserves	2,596	3,975
	41,797	46,941

Independent review by
Katy Robinson. 10.7.18
Katy Robinson



The future

In April 2018, we became a registered charity called Oxfordshire Breastfeeding Support (Registered Charity number 1176948).

We have greatly appreciated the support of NCT (who own the Baby Café brand) over the past 12 years. Our rebirth as an independent local charity will enable us to apply for much-needed funding to continue our work. We have a new name and look, but everything else about our service has continued as before.

Donate

www.localgiving.org/charity/obs



Contact us

Registered address 21 Complins Close, Oxford, OX2 6PZ

Email team@oxbreastfeedingsupport.org

Website www.oxbreastfeedingsupport.org

“Without the support of OBS facilitators and volunteers, it’s unlikely that I’d have done this for as long as I have. Thanks to OBS, my baby is still receiving breast milk daily at 7 months old. I am so grateful for all the support that we have received from the service, which has helped my baby avoid the need to be tube fed.” Service User
