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10th August, 2010

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Ms. Sarah Hall

Dear Ms. Hall,

Thank you for your email of 28th July 2010 expressing concern about the level of breastfeeding support available in Haringey.

I would like first to emphasize that for all the reasons outlined in your e-mail, NHS Haringey, GOSH in Haringey (Health Visiting and Early Years services), and our providers of maternity services are committed to supporting both the uptake and maintenance of breastfeeding, and whilst conscious of your concerns, rates in Haringey do in fact compare well with other boroughs. For quarter 4 last year Haringey had a breastfeeding prevalence of 70.27%, the 12th highest in London. Figures for quarter 1 this year show a prevalence of 75.6% (the target is 66%).

Breastfeeding support is as you know led by an infant feeding co-ordinator, and because of shortages within the Health Visiting Service funding was recently used to supplement her work on a temporary basis with an agency midwife, who was clearly valued by the women who have contacted you. The post has now come to an end because GOSH in Haringey have since been successful in recruiting to both vacant and new Health Visitor posts. This important work will now be carried out by the full team of Health Visitors. In addition, we will continue to monitor breast feeding rates closely and look for alternative ways to maintain our success and performance in this area. For example, our Public Health Department is looking to establish clearer data about who is, and who is not breastfeeding, so that we can target interventions at those most in need. We have also started to work towards Baby Friendly accreditation in the community which will ensure a robust approach to breastfeeding support in Haringey.

We will shortly be undertaking a review of breastfeeding services across Haringey and as part of the review, we will consider the establishment of a specialist breastfeeding midwife from within the current establishment, and work

with colleagues at the council to look at the availability of breastfeeding support.
I would be happy to share the outcomes of the review with you.

I hope that this explanation addresses your concerns.

Yours sincerely

Tracey Baldwin
Chief Executive

Cc: Jane Elias
Claire Wright



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