Community Mothers South
Success in the Community
Lanarkshire
Community Mothers
Supporting
changingplaces
Community Regeneration in Blantyre/Hamilton
Aims

• Contribute to improving the uptake and continuation rates for breastfeeding in targeted areas of Lanarkshire

• Maximise the potential of volunteers in terms of lifelong learning
Background

- Recognised as the most important health intervention to improving Child Health
- Breastfeeding plays a key role in optimal infant nutrition, growth and development
- Simple yet cost effective
Background (cont’d)

• People can be more receptive to services delivered by their peers

• Greater trust and openness between the individual and peer supporter
Breastfeeding at 6 weeks
2007/2008

Scotland: 26.4%
NHS Lanarkshire: 19.1%
HEAT target for Scotland (2010/2011): 33.3%
Community Mothers South: 59%
Evaluation Outcome

- Mothers are helpful and found peer support more accessible than health professionals.

- Some women felt Community Mothers helped them to continue breastfeeding.

- The programme has had a positive impact on volunteers – confidence and employability.
Evaluation Outcome (cont’d)

- Peer support was seen as an essential element to encourage and maintain breastfeeding practice

- The programme successfully raises the profile of breastfeeding among both the community and professionals
## Hillhouse South Lanarkshire
### Community Profile 2007- Changing Places Partnership

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<th>Datazone</th>
<th>Overall SIMD Rank (SL)</th>
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“without the combination of support [Community Mothers and a breastfeeding support group] I probably wouldn’t have breastfed for so long – I can see how it would have been easy to go to bottle feeding”

Supported Mother
Community Mums celebrate Mothers’ Day
“[the] volunteer was fantastic at answering queries and reassuring you about your anxieties when trying to establish breastfeeding”

Supported Mother
“they knew I’d had a girl, and my baby’s name… it was a nice touch”

Supported Mother
“B” in the Park

National Breastfeeding Awareness Week 2008
“B” in the Park (cont)
“I would have given up after the first week if I hadn’t had her help”

Supported Mother
Budding Artists - Pupils promote Breastfeeding

pupils take part in breastfeeding art competition.
The winner...
“I would have quit without it. I was close to giving up but she told me I would get through it. It helps to be told that what you’re going through is normal”

Supported Mother
“mums feel they can ask volunteers the questions they are scared to ask their health visitors”

Supported Mother
“pairing up...with someone with a bit of experience is great, they can pass on useful advice because they’ve already been there themselves”

Supported Mother
“it is good to know someone cares that you are still breastfeeding your baby”.

Supported Mother