

PUBLIC HEALTH AND PLANNING UPDATE

ISSUE NO 55 – MARCH '09

Welcome to the March edition of the Newsletter. If you would like to contribute to future editions, please contact:

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BREASTFEEDING UPDATE

NHS Grampian Passes Stage 1 of Baby Friendly Accreditation

NHS Grampian has now passed Stage 1 of the UNICEF Baby Friendly Initiative, currently being undertaken within the Acute Sector at Aberdeen Maternity Hospital and Dr Gray's in Elgin. The assessment by UNICEF took place on 20 February 2009 and we were complimented on the high quality of documentation submitted for assessment.

Baby Friendly accreditation is a prestigious award and maternity services that adopt the Ten Steps to Successful Breastfeeding can apply to be assessed and accredited as Baby Friendly. The Ten Steps to Successful Breastfeeding are evidence-based best practice standards developed by UNICEF and the World Health Organisation. They are designed to enable improved practice in maternity units in order to promote, protect and support breastfeeding. Baby Friendly accreditation requires that maternity units implement all Ten Steps to Successful Breastfeeding and practise in line with the International Code of Marketing of Breastmilk Substitutes.

The Ten Steps to Successful Breastfeeding can be viewed at <http://www.babyfriendly.org.uk/page.asp?page=218> and the International Code of Marketing of Breastmilk Substitutes can be

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Material for the next PH/Planning Newsletter should be submitted no later than 21st April to felinaemsie@nhs.net

viewed at
<http://www.babymilkaction.org/regs/thecode.html>

Research shows that babies born in Baby Friendly Accredited Maternity Units are 28% more likely to be breastfed at 7 days than those in other units. The breastfeeding initiation rate within Aberdeen Maternity Hospital has been rising over recent years and 75% of new mums initiate breastfeeding now.

NHS Grampian will work towards Stage 2 of the Initiative over the next two years; the focus will be on implementing the education

programme which involves providing education for all clinical staff, as appropriate to their role. Stage 2 will be assessed by 20 February 2011 and hopefully, full accreditation will be achieved by early 2012.

Joanne Riach
Breastfeeding Co-ordinator
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healthpoint
WALK IN FOR INFORMATION

healthline 0500 20 20 30
CALL FREE FOR INFORMATION

What's on at your local *healthpoint* this April.....?

NUTRITION

Until the 18th April 2009 your local **healthpoint** will be offering free, confidential information and advice on all aspects of nutrition.

In the UK, there are approximately 24 million overweight or obese people and, if this trend continues, one in four people will be obese by 2010. This is largely due to unhealthy eating and lifestyle.

We all enjoy eating chocolate and other sweets, especially at Easter time, but these foods are high on fat and/or sugar, which can make us overweight and increase obesity. Drop into your local **healthpoint** or call the free **healthline** to find out how to eat these foods in moderation as part of a healthy diet or for any information related to nutrition.

Call 0500 20 20 30 or visit your local **healthpoints** at Aberdeen Indoor Market, Dr Gray's Elgin or Aberdeen Royal Infirmary.

HEALTH IN THE WORKPLACE 20th - 30th APRIL

From the 20th April **healthpoint** at ARI, Aberdeen Indoor Market and Dr Gray's, Elgin will be offering free confidential information, advice and access to support groups/helpful information organisations about Health in the Workplace.

Drop in to your local **healthpoint** or call the free **healthline** on 0500 20 20 30 for more information.

Debbie Humble
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STAFF HEALTH FAIR

All staff are invited to drop in to the Staff Health Fair, in the Conference Room at the MacGillvray Centre, Aberdeen Maternity Hospital on Friday, 01 May 2009 anytime between 10am and 3.30pm.

The event will consist of a variety of wellbeing displays, food tasters and workshops. The short workshops will be advertised in detail soon and staff are requested to book a place to avoid disappointment.

A mini bus will do a circular route to pick up staff from a few key workplaces around Aberdeen and take them to the Staff Health Fair and back to their workplace again. Specific times and pick up points will be advertised prior to the event.

This event is not to be missed and more information is available from Joan Anderson, Partnership Support Officer (Extn 56372).

Linda Davidson
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Public Health Workplace
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HEALTH INFORMATION RESOURCES SERVICE

New publications are available now:

Give your baby a breather



This was published by NHS Grampian and reproduced with kind permission from the Health Promotion Agency for Northern Ireland. It promotes the Smoking Advice Service as well as helps and advises women on giving up smoking during pregnancy.

Facing dementia



This was published by NHS Health Scotland and produced with the help of the Scottish Dementia Working Group. It is designed to those newly diagnosed with dementia. A 'help card' is included which can be shown at times of confusion/distress.

Worried about your memory?



This was published by NHS Health Scotland; it includes hints and tips plus information on various organisations which may be of help to those who are worried about their memory.

To order:

Health Information Resources Service
NHS Grampian, Summerfield House
2 Eday Road, Aberdeen AB15 6RE
On web: www.nhsghpcat.org
Email: grampian.resources@nhs.net
Tel: 01224 (5)58504



Staff News

A warm welcome to:

- **Dr Simon Hilton** who has accepted the post of Consultant in Public Health Medicine (CPHM) with effect from 6 April 2009. As part of the Health Care Team, Simon will pick up the screening portfolio from Dr Susan MacPhee and be aligned to the Moray CHP. Simon can be contacted at simon.hilton@nhs.net.
- **Alison Wood**, Secretary/Administrator to Susan Webb. Alison is in Room F131. Her contact details are alison.wood1@nhs.net Extn 58627.
- **Amanda Fraser**, who takes up post on 8th April as Project Manager within Health Protection and Health Care Team.
- **Estelle Muller**, who has been appointed as Project Manager, supporting Lesley Wilkie. Estelle will start work on Tuesday 14th April, and will be located in Room F127.

Staff Change

- Following Dr Susan Macphee's retiral, **Dr Jon Cresswell** has taken over the role of Head of the Health Care team.