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Agenda Item No

DERBYSHIRE COUNTY COUNCIL

CABINET

16 November 2017

Report of the Director of Public Health

Provision of Infant and Toddler Nutrition Peer Support Service.

1. Purpose of the Report

To seek approval for the award of contract for the delivery of Provision of an Infant and Toddler Nutrition Peer Support Service.

2. Information & Analysis

At a meeting on the 21st February 2017, Cabinet approved an approach which included the re-procurement of the Breastfeeding Peer Support Service, to be re-branded and delivered as an Infant and Toddler Nutrition Peer Support Service.

The existing breastfeeding peer support service commenced in April 2014. It is funded by Public Health and provided by Derbyshire Community Healthcare Services Foundation Trust, until the contract expires 31st March 2018.

The new service is to replace the current Breast Feeding Peer Support Service by providing a more flexible approach and broader delivery, expecting that it be delivered to more families than the current service. The current service is available to breastfeeding parents only. The new service will maintain the existing support available for breastfeeding mothers to establish and sustain breastfeeding to six weeks and beyond but will also provide support and advice to families on the introduction of first foods (designed to delay the introduction of first foods until six months); and establishing healthy eating behaviours in families with toddlers; and building a supportive breastfeeding Derbyshire through recruitment, training and supporting of

volunteers. The new service will therefore have broader reach to the population across the county and also, with the addition of online information and a more interactive website, will be more accessible. This will also give greater value for money.

The evidence for the health and social benefits of breastfeeding has continued to mount. In recent years, several large studies and reviews have demonstrated that not breastfeeding can pose a range of significant health risks for both child and mother which include short-term outcomes such as gastro-enteritis and respiratory disease requiring hospitalisation. Long term evidence suggests that infants who are not breastfed tend to have higher levels of blood pressure and blood cholesterol in adulthood and may also be at a greater risk of type 2 diabetes (Quigley et al, 2007 and Horta et al, 2007).

Childhood obesity and its prevention is a key priority for Public Health England and the government's ambition is to achieve a downward trend in excess weight in children by 2020.

Positive messages about healthy lifestyles need to be delivered in a clear and consistent manner if parents, carers and children are to develop the knowledge, understanding and skills they need to make appropriate food choices and develop positive attitudes to diet and health.

The overarching aim of the Infant and Toddler Nutrition Support Service is to protect and promote the health and wellbeing of children in the early years; improve the short and long term health, wellbeing and development of children; and to reduce health inequalities by ensuring that services for children, families and communities are developed and delivered with a strong focus on prevention, health promotion and early identification of needs.

Objectives of the service are to deliver a breastfeeding peer support service and develop and deliver a support service for the parents and carers of infants and toddlers (up to the age of three years) to reduce childhood overweight and obesity that includes an "ages and stages" approach including:

- Parenting
- Eating and Feeding Behaviour
- Nutrition
- Play, Inactivity and Sleep.

Where mothers are struggling to breastfeed, peer support workers can access specialist advice from the service lead to help support the family. Parents will also have support from their midwife and from other public health funded services, including their named health visitor, and specialist infant feeding advice and support. All support services work to UNICEF Baby Friendly Initiative standards which encompass breast and bottle feeding parents – including responsive bottle feeding and how to make up feeds/appropriate

milk to use and encouraging loving relationships between parents and babies and how to do this when bottle feeding.

The expected outcomes of the service includes:

- Families are more informed and aware of healthy lifestyle choices
- An increase in breastfeeding initiation
- Decrease the gap between breastfeeding rates of those living in areas of lowest and highest prevalence of breastfeeding initiation and sustainment at six weeks
- A reduction in childhood obesity and overweight at school entry
- Families are referred to the appropriate service
- Achievement of targets in relation to breastfeeding prevalence and sustainment from 10 days to six weeks
- Increase in the number of women reported to be breastfeeding at 3-4 months
- A trained, active and supported volunteer service
- A website developed and delivered to complement the Peer Support Service.

Tenders were issued to cover an initial 3 year period from 1 April 2018 to 31 March 2021 with an option to extend for a further 2 x 12 month periods until 31 March 2023.

The tender was published under the Public Contracts regulations 2015, using the Light Touch Regime (LTR) for commissioning health services and followed the competitive procedure with negotiations. The tender was advertised on the Source Derbyshire, OJEU and Contracts Finder websites, and was managed electronically through the Council's e-tendering portal. There were 13 expressions of interest in the contract and 1 tender response received.

Tender response was received from Derbyshire Community Healthcare Service NHS Foundation Trust.

The tender was evaluated on the basis of 25% price and 70% technical/quality and 5% social value based on the response to the specification. The scores for the tender were as follows:

	Price per annum	Overall Score
DCHSFT, Bakewell:	£0.424m	88.62%

The bid from DCHSFT meets the standards outlined in the service specification and they have provided evidence and assurance at the negotiation and due diligence meetings that they can deliver the service in all geographical areas of the county.

3. Financial Considerations

The tender was advertised to the market with a budget of £0.424 million per annum which will be met from the public health budget.

4. Social Value Considerations

The provision of the service will support the local community, with regard to the health and wellbeing of the population and will contribute to a thriving Derbyshire by providing a service that enables infants and families to develop healthy behaviours from an early age.

In addition to delivery of the overall service, DCHSFT have committed to help raise the aspirations of young people by providing interview preparation support and mentoring to a minimum of 50 young people who will most benefit from this, to be achieved by approaching schools and colleges. In addition, they will expand their provision of work experience placements by 10 places to disadvantaged young people across Derbyshire.

Work will be undertaken with the successful provider during the life of the contract to agree, deliver and measure the impact on social value as submitted in their tender submission.

5. Legal Considerations

The Council's Financial Regulations state that where the value of the contract to be awarded is above the OJEU threshold of £164,176 it is for Cabinet to decide whether to approve the award of the contract.

6. Other Considerations

In preparing this report the relevance of the following factors has been considered: prevention of crime and disorder, equality of opportunity, human resources, environmental, health, and property and transport considerations

7. Background Papers *(this is not required if the report is exempt)*

Cabinet report 21 February 2017

8. Key Decision

No

9. Call-In (Is it necessary to waive the call in period)

No

10. Officer's Recommendations

For Cabinet to approve the award of the tender for the Infant and Toddler Nutrition Service to Derbyshire Community Health Service (NHS) Foundation Trust for a period of three years commencing on 1 April 2018, with the option to extend for a further two 12 month periods.

Dean Wallace
Director of Public Health