

Diversity impact assessment

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| TITLE Medway Infant Feeding Strategy 2023-2028 |
| DATE 12 July 2023 |
| LEAD OFFICER. Scott Elliott Head of Health and Wellbeing Public Health |

1. Summary description of the proposed change

The current Medway Infant Feeding Strategy is scheduled for a refresh. Improving infant feeding and improving breastfeeding are strategic priorities for Medway Council and health system partners. The 2023-2028 has been co-developed with stakeholders and members of the public. The strategy is proposing six priority goals to improve the nutritional start to life for all medway infants.

2. Summary of evidence used to support this assessment

Detailed consultation has taken place with Medway residents. This includes a series of focus groups and in depth interviews. Data analysis identified the demographics of parents that were least likely to breastfeed. This population were prioritised in the insight recruitment, so that new interventions were targeted to the correct audience.

3. What is the likely impact of the proposed change?

Is it likely to:

Adversely impact on one or more of the protected characteristic groups

Advance equality of opportunity for one or more of the protected characteristic groups

Foster good relations between people who share a protected characteristic and those who don't

(Insert Yes when there is an impact or No when there isn't)

| Protected characteristic groups (Equality Act 2010) | Adverse impact | Advance equality | Foster good relations |
|---|----------------|------------------|-----------------------|
| Age | | ✓ | ✓ |
| Disability | | | |
| Gender reassignment | | | |
| Marriage/civil partnership | | | |
| Pregnancy/maternity | | ✓ | ✓ |
| Race | | ✓ | |

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| | | | |
|-------------------------------------|--|--|--|
| Religion/belief | | | |
| Sex | | | |
| Sexual orientation | | | |
| Other (eg low income groups) | | | |

4. Summary of the likely impacts

The Infant Feeding Strategy and subsequent actions delivered by the multi-partner Infant Feeding Strategy group are primarily intended to improve the nutritional start to life for all Medway infants. Interventions are targeted towards the peri-natal period, delivered by midwives, health visitors and other early years professionals. Breastfeeding and introducing healthy solid foods after six months of life has multiple physical and mental health benefits for the infant.

Increasing breastfeeding also has a positive health impact on the mother such as a reduced risk of breast cancer.

The Public Health intelligence team have conducted detailed analysis to understand the lowest breastfeeding rate groups which includes residents with a white British or white other ethnicity. This group will be particularly targeted with new interventions that will be implemented once the strategy is approved.

5. What actions can be taken to mitigate likely adverse impacts, improve equality of opportunity or foster good relations?

No adverse impacts are perceived through the implementation of this strategy.

6. Action plan

Actions to mitigate adverse impact, improve equality of opportunity or foster good relations and/or obtain new evidence.

| Action | Lead | Deadline or review date |
|---------------|-------------|--------------------------------|
| | | |

7. Recommendation

It is recommended to proceed with the implementation of the Infant Feeding Strategy 2023-2028.

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8. Authorisation

The authorising officer is consenting that the recommendation can be implemented, sufficient evidence has been obtained and appropriate mitigation is planned, the Action Plan will be incorporated into the relevant Service Plan and monitored.

Assistant Director

Date of authorisation 12/07/2023