

The 12 Quality Standards

Quality Standard 1: A named facilitator who implements the Licence Agreement

The Baby Café has a named facilitator responsible for ensuring that Baby Café brand requirements are met, as set out in the Licence Agreement.

Quality Standard 2: A qualified facilitator

The Baby Café facilitator is experienced in helping and supporting breastfeeding families and is either:

- A qualified health professional, e.g. RN, RM, RHV, IBCLC
- A qualified breastfeeding counsellor with accreditation from ABM/BfN/LLL/NCT
- A local authority or other worker with post-18 years education and specific training and professional development in breastfeeding.

Quality Standard 3: Multidisciplinary working

The Baby Café encourages multidisciplinary working and involvement of a range of staff and volunteers, including:

- Collaborative working with local health care professionals
- Liaison with children's services, community support groups and voluntary organisations
- Training and involvement of peer supporters and volunteers.

Quality Standard 4: A welcoming environment

The Baby Café provides a weekly drop-in which:

- Has a safe, hospitable café style environment
- Serves refreshments and snacks
- Attracts women to attend regularly, while ensuring there is always sufficient capacity for new mothers with acute breastfeeding difficulties.

Quality Standard 5: A combination of social and clinical support

The Baby Café provides both a skilled 1:1 breastfeeding service and social support which:

- Responds sympathetically to mothers' social and emotional needs
- Responds effectively to the clinical needs of each mother and her baby/ies
- Identifies women and babies with additional physical or mental health needs and refers them to appropriate services

Quality Standard 6: Promoting and supporting breastfeeding at all stages

The Baby Café attracts antenatal and postnatal mothers and ensures that women feel encouraged to continue breastfeeding exclusively, or in combination with using formula for 6-8 weeks or longer; using peers as support and positive role models.

Quality Standard 7: Serving the whole community

The Baby Café is committed to serving all women and is promoted effectively, so that mothers from all sectors of the community are aware of and feel motivated to access the service, receiving timely and appropriate breastfeeding information and support.

Quality Standard 8: An accessible service

The Baby Café is easy for mothers to access including:

- a place to park buggies
- on a bus route
- close to shops, other health or family services or other amenities
- a conveniently located, affordable car park or off-street parking
- link workers and/or peer supporters speaking community languages
- translation facilities available.

Quality Standard 9: Referring appropriately

The Baby Café refers on promptly and appropriately to other services as required, whilst maintaining confidentiality of the client and keeping records.

Quality Standard 10: High quality information

The Baby Café displays posters, leaflets and other 'easy to read', evidence-based breastfeeding information, including:

- Leaflets or posters on preventing and resolving common breastfeeding difficulties, e.g. perception of too little milk, sore nipples, mastitis
- Leaflets or posters on preventing and resolving less common breastfeeding difficulties, e.g. thrush, tongue tie
- Leaflets or posters on hand expressing and storing breast milk
- Pictures, displays or written information about the importance of support from family and friends
- Lists or posters of other sources of information, such as reliable websites.

Quality Standard 11: Regular review and improvement

The Baby Café team meets regularly to review their service and reflect on practice. Notes are kept of issues and action points and actions carried out to address these.

Quality Standard 12: Providing reliable data

The Baby Café facilitator keeps accurate records and submits the online Annual Return by the January deadline to Baby Café, using data collected throughout the previous calendar year.