



**Preston Seton Gosford  
Area Partnership Funding Project Proposal**  
Please return to the [psg-ap@eastlothian.gov.uk](mailto:psg-ap@eastlothian.gov.uk)



Summary Page			
<b>Organisation Name:</b>	<b>Breastfeeding LENS</b>		
<b>Type of Organisation:</b>	<b>Social Enterprise</b>		
<b>Project Name:</b>	<b>MotherBaby Together</b>		
<b>Area Plan Priority:</b>	<b>Community Minded; 8 – Highest rate of teenage pregnancy/low breastfeeding numbers Fair; 12 – Communities making healthy choices, access services to maintain positive level of physical and mental health. Encouraging Health and Wellbeing addressing health inequalities.</b>		
<b>Funding Requested:</b>	<b>£4775</b>		
<b>Total Project cost:</b>	<b>£4775</b>		
<b>Project Proposal:</b>	<b>Start Date:</b>	<b>June 2024</b>	<b>End Date:</b> <b>June 2025</b>
<b>Please use this link to view the area plan <a href="#">here</a></b>			
<b>1. What do you want to do? Summarise your project. (Max 200 words)</b>			
<p>Building upon our existing project we would like to enhance our service provision to ensure we are working towards closing the health inequality gap, area priorities and addressing low breastfeeding numbers as public health issue.</p> <p>Funding our project would enable us to have the staff time to dialogue with other existing projects working with pregnant and young mothers. This would enable us to ascertain how to improve our engagement with those mothers within our service. This would open and improve access to support for this hard-to-reach group who often miss out on infant feeding support otherwise.</p> <p>Put together a survey tool to determine what support and help they need for their families in order to close the health inequality gap in the Prestonpans area. This would have a longer-term impact on our service provision.</p> <p>Offering groups/sessions for these families, providing education, information on infant feeding and peer support to them to help them be the best parents they can be, recognising the healthy choices they have available to them.</p>			
<b>2. What difference do you want to make? E.g. (example)(Max 200 words)</b>			
<p>We aim to close the health inequality gap in low income, younger population in our diverse area of deprivation where breastfeeding numbers are low. Children living in these area will be subject to deprivation long term, therefore early intervention determines better overall health prospects for families.</p> <p>We want to provide opportunities for learning and a healthier community all round.</p> <p>Working towards tackling financial hardship experienced by young, low-income parents, there is no cost for breastmilk, this frees up finances/resources for other things families may need.</p> <p>Better school attainment – there is evidence that children who are breastfed perform better in school, have better mental health and are less likely to experience social isolation/antisocial behaviour.</p> <p>We aim to optimise better maternal overall health in the short and long term via education and fair access to health services.</p>			

<p><b>3. Why are you the right organisation to deliver this project proposal? (Max 100 words)</b></p> <p>We are the only breastfeeding support and education service in the PSG area. With a wealth of experience on knowing what works, we aim to use our already existing project and community networks to build on existing relationships to be able to achieve these goals.</p>
<p><b>4. Why is the project proposal needed? Please provide evidence i.e. (Max 100 Words)</b></p> <p>Areas of PSG such as Prestonpans East and West have low breastfeeding numbers; 22-23% receiving breastmilk at 6-8 weeks – (ScotPho data 2018-2021). Trends in behaviour and data suggest that breastfeeding rates are lower in areas of deprivation and amongst younger parents, with Prestonpans being 20% of the most deprived in East Lothian (PSG Ward Report 2022). Targeting younger families to increase breastfeeding education and rates serves towards closing the gap in health inequalities. We will be working in Prestonpans where the teenage pregnancy rate is higher than East Lothians average. – (PSG Area plan 2019-2024) The Scottish Government funding body encourage work with younger families which aims to close the health inequality gap and promotes healthier happier communities where families can thrive.</p>
<p><b>5. Who do you want to help?</b>  e.g. Please provide separate numbers for children, young people, working age adults, and elderly people. How will you ensure that this project proposal reaches those in your community who need it most?  (Max 200 Words)</p> <p>We hope to support as many young mothers as possible but aim for up to 10 families. This funding would help us make connections within the community to help ensure we meet this harder to reach population.</p>
<p><b>6. How many volunteers will be involved in the project proposal?</b></p> <p>5-10 breastfeeding peer supporters (voluntary).</p>
<p><b>7. How will you show that your project proposal has made a difference? i.e. (Max 100 Words)</b></p>

More younger women attending groups, including breastfeeding groups, with some of them coming forward to train as breastfeeding peer supporters.

We hope that this would lead to:

More younger mothers breastfeeding and increased breastfeeding numbers in the local area

Also, we will evaluate our learning from new contacts made and any focus group and/or surveys

**8. How will this project proposal be supported beyond the Area Partnership funding, if applicable?**

(Max 100 Words)

Staff time resources for formulating and writing research methods, questionnaire, room hire to hold focus group, refreshments and incentives for attendees

Resources for maternity bags including educational materials, maternity supplies e.g. pads and breast pads, incentives – e.g. vouchers

**9. Please provide a breakdown of project proposal costs.**

Items to be purchased or activity to be supported with workings i.e. 10 pots of paint £2 x 10	Supplier	Cost
Training materials and resources for mums and peer supporters including text books, leaflets about breastfeeding and safe infant feeding practices, peers supporter equipment for facilitating groups, t-shirts and petty cash for teas and coffees etc	Breastfeeding LENS Pinter & Martin La Leche League GB (Shop) Dunbar T-shirt shop	<b>£400</b> (Five trained and provisioned peer supporters)
Maternity bags for recipients using the pregnancy cafes including maternity pads and added practical extras for after birth.	Dunbar T-shirt shop Plus various contents providers	<b>£175</b> (Ten families)
Funding for refreshments at groups	Various local vendors	<b>£500</b>
Room hire	Pennypit	<b>£300</b>
Resource/provisions/printing for information days to promote project and services	Various	<b>£200</b>
Sessional staff time to coordinate and train extra peer supporters and facilitate services @ ½ day per week plus administration support		<b>£3200</b>
		<b>£</b>
		<b>£</b>
		<b>£</b>
<b>Total Cost of project Proposal:</b>		<b>£ 4775</b>

**10. Finance**

**Can you please confirm if you have applied for or received any other funding to undertake this project proposal.**

Funder	Amount	Confirmed/Pending - decision date
	<b>£</b>	
	<b>£</b>	
	<b>£</b>	
	<b>£</b>	

**Declaration**

❖ I/we confirm that the information set out in this Funding Project Proposal Form, any appendices and any enclosed accompanying documents are correct.

❖ I/we confirm if there are any changes to the project proposal including any new funding awarded, Area Partnership (psg-ap@eastlothian.gov.uk) should be informed immediately.

**Signed by Applicant or on behalf of the organisation requesting funding**

Sign: Kat Prangle

Print Name: Kat Prangle

Designation: Project Facilitator

Date: 25/4/24

**Connected Communities Manager**

Signed:

Print Name:

Date: