

DILLN Case Study – Baby Feeding Cafés

Context



The Newham Family Hubs offer infant feeding services including support and information through a helpline, baby feeding cafes, and workshops.

The first Baby feeding Café was established in March 2023 and there are now three locations. Since their establishment, they have been visited more than 750 times.



Using the DILLN Tool



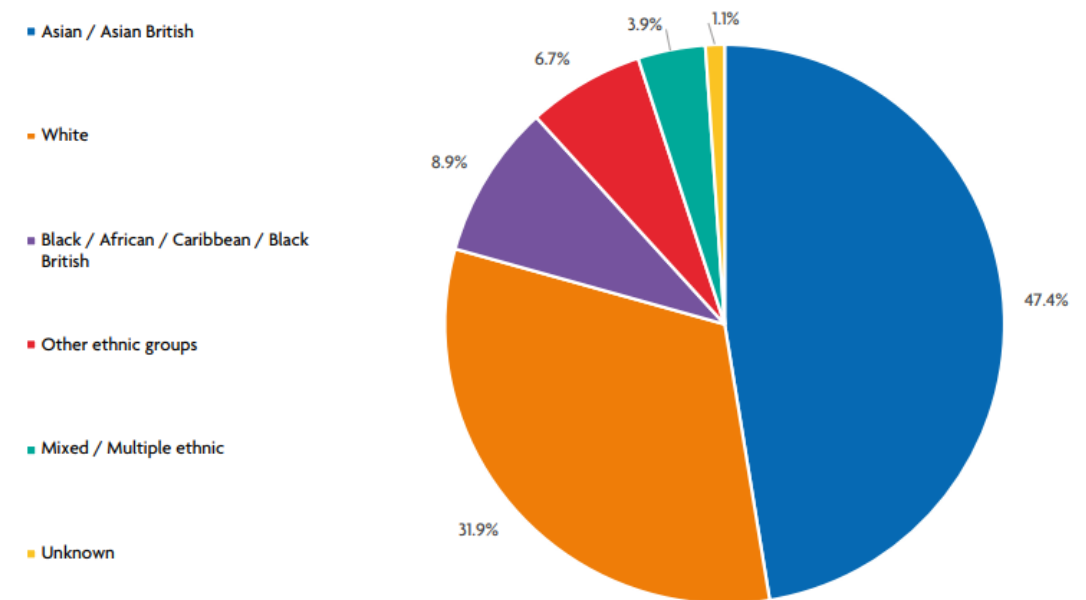
NEWHAM
FAMILY HUB
NETWORK



The Family Hubs Impact report for June 2025 noted that 'Asian / Asian British, Other Ethnic Groups, and Mixed/Multiple Ethnic group are well represented. The White and Black ethnic groups are underrepresented across the infant feeding services, however when looking further, this again differs by each individual service'.

Using the DILLN tool, the team were able to get an even clearer picture of how much these overrepresentations were and whether this differed across the three hubs.

Figure 12: In-person Baby Feeding Café Breakdown by Ethnicity



Importance of using DILLN

Each Baby Feeding Café is set up in order to cover a **Family Hub Locality**.

By checking the female gender and multiple wards on the DILLN tool, it can be used to compare the Baby Feeding Café attendees to the specific population within Newham they cover, rather than the entire borough.

West: Stratford, Forest Gate and West Ham

- 1 Family Hub @Rebecca Cheetham Children's Centre
- 2 Family Hub @Kay Rowe Children's Centre
- 3 Maryland Children's Centre

East: Manor Park, Little Ilford and Green Street

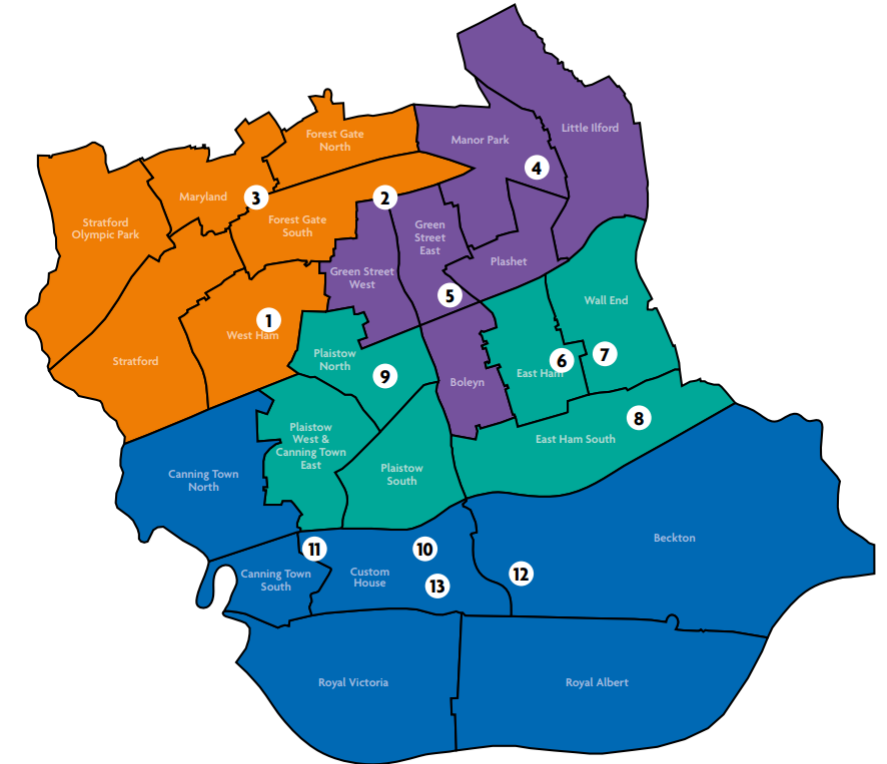
- 4 Family Hub @Manor Park Community Children's Centre
- 5 St Stephen's Children's Centre

Central: East Ham and Plaistow

- 6 Family Hub @East Ham Library
- 7 Altmere Children's Centre
- 8 Oliver Thomas Children's Centre
- 9 Plaistow Children's Centre

South: Custom House, Canning Town and Beckton and Royal Docks

- 10 Edith Kerrison Children's Centre
- 11 Keir Hardie Children's Centre
- 12 Beckton and Royal Docks Children's Centre
- 13 Family Hub @Shipman Youth Zone

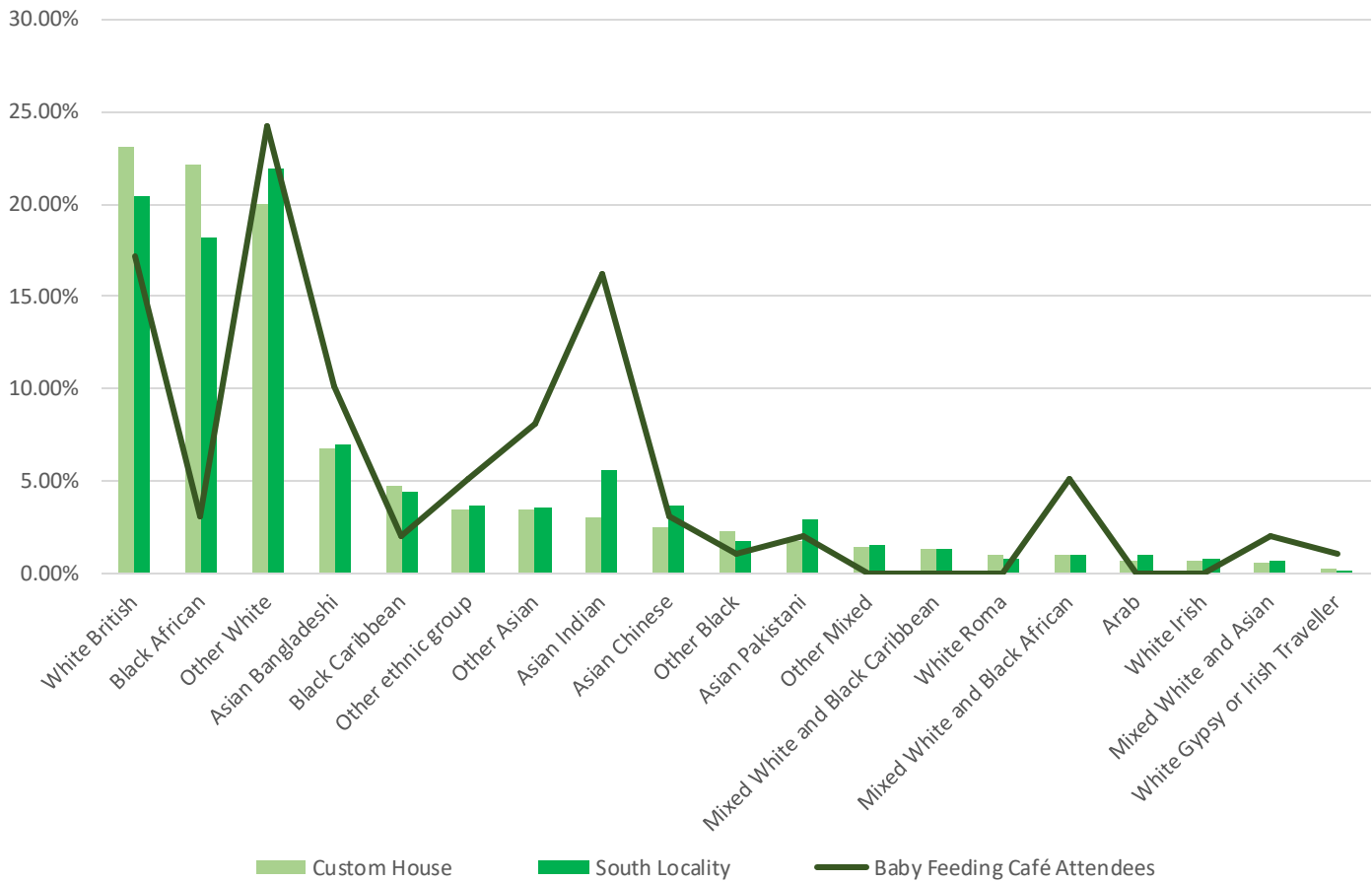


Shipman Youth Zone

The first hub to be investigated was Shipman Youth Zone. This hub covers the South Family Hub Locality, including the Royal Docks, Canning Town, and Custom House.

The data showed that there was a significant underrepresentation of the Black African adult female population.

Visitors to the Baby Feeding Café in Custom House for whom ethnicity was recorded, compared to the population of Custom House and the South Locality May 2024 - May 2025



Shipman Youth Zone



When laid out in a table, the differences become clear.

Ethnicity	Baby Feeding Café Attendees	Custom House	Difference
Black African	3.03%	22.12%	-19.09%
White British	17.17%	23.14%	-5.97%
Black Caribbean	2.02%	4.76%	-2.74%
Other Mixed	0.00%	1.43%	-1.43%
Other Black	1.01%	2.29%	-1.28%
Mixed White and Black Caribbean	0.00%	1.26%	-1.26%
White Roma	0.00%	1.01%	-1.01%
Arab	0.00%	0.68%	-0.68%
White Irish	0.00%	0.64%	-0.64%
Asian Pakistani	2.02%	1.76%	0.26%
Asian Chinese	3.03%	2.42%	0.61%
White Gypsy or Irish Traveller	1.01%	0.18%	0.83%
Mixed White and Asian	2.02%	0.55%	1.47%
Other ethnic group	5.05%	3.49%	1.56%
Asian Bangladeshi	10.10%	6.79%	3.31%
Mixed White and Black African	5.05%	0.96%	4.09%
Other White	24.24%	20.01%	4.23%
Other Asian	8.08%	3.48%	4.60%
Asian Indian	16.16%	3.03%	13.13%

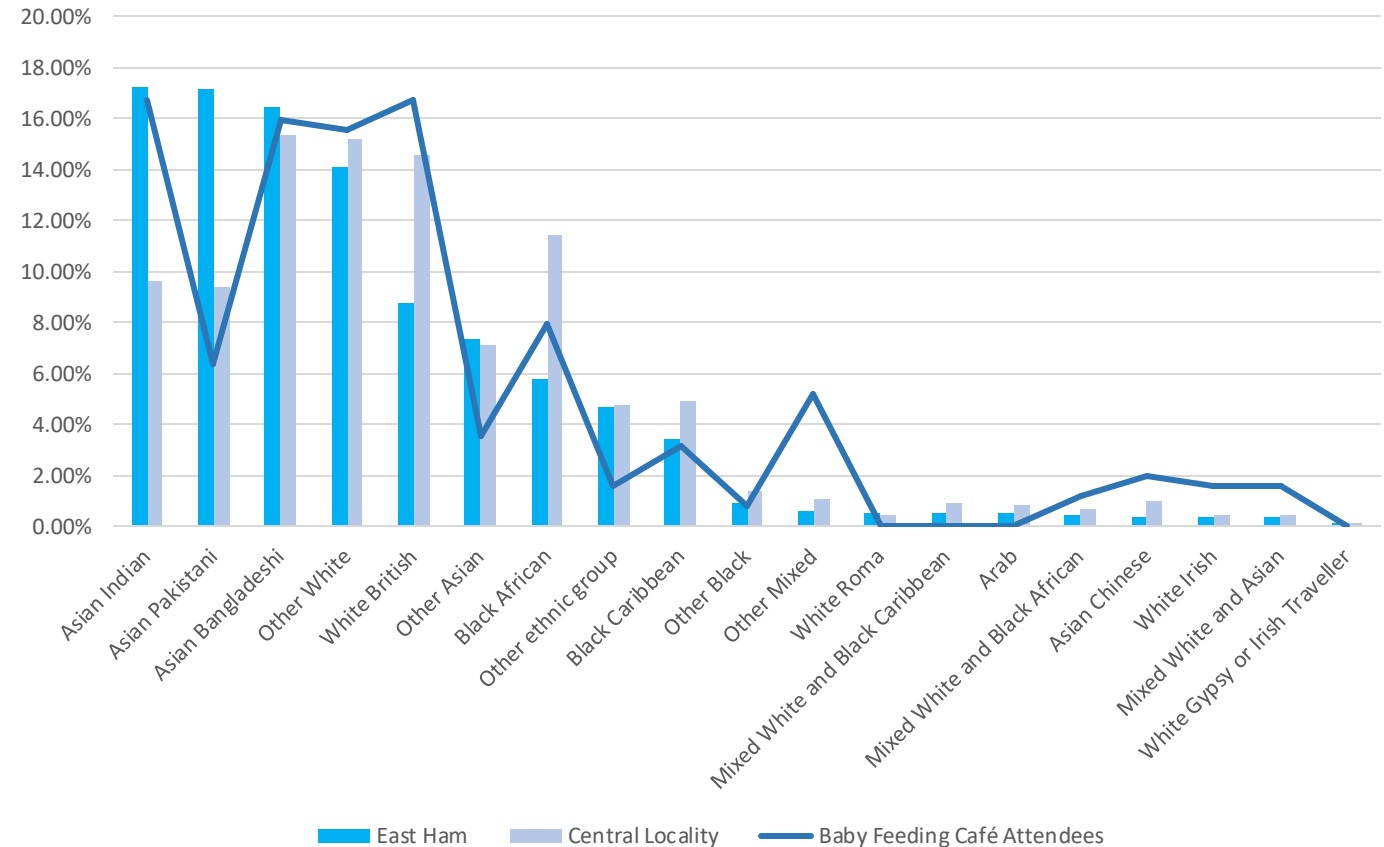
East Ham

The second hub to be investigated was in East Ham. This hub covers the Central Family Hub Locality, including the area around Plaistow, Green Street, and East Ham.

The data is less conclusive than the data from Shipman Youth Zone as the number of people using the service is lower, and the difference between the local ward and Family Hub Locality is bigger.

One interesting thing to note is the large difference between Asian Indian and Asian Pakistani attendee numbers, despite their similar population numbers.

Visitors to the Baby Feeding Café in East Ham for whom ethnicity was recorded, compared to the population of East Ham and the Central Locality May 2024 - May 2025



Limitations

The small sample size is the main limitation of this tool.

One way to think about the DILLN tool is that it gives a good initial picture of the service users. A next step, if you discover an underrepresentation of Black African mothers, could be to conduct a literature search to see if this issue has occurred elsewhere, or to ask Black mothers that do attend if they think there could be a reason this is happening.

Ethnicity	East Ham Library Café
BLANK	49
Arab	0
Asian Bangladeshi	40
Asian Chinese	5
Asian Indian	42
Asian Pakistani	16
Black African	20
Black Caribbean	8
Mixed White and Asian	4
Mixed White and Black African	3
Mixed White and Black Caribbean	0
Other Asian	9
Other Black	2
Other ethnic group	4
Other Mixed	13
Other White	39
White British	42
White Gypsy or Irish Traveller	0
White Irish	4
White Roma	0

251

The raw numbers for East Ham Library Cafe

Insight and next steps

The data raised a few questions:

Why are some ethnicities overrepresented:

In both Baby Feeding Cafés, the Asian Indian Population was overrepresented. Could this be because this community has strong communication networks between mothers, or that it places value on community based acts of parenthood?

Why are some ethnicities underrepresented:

This applies to the Black African population, but also to the White British population, that is more regularly an overrepresented population.

How could the service providers dig deeper into the root causes of these differences of representation?

The 'Does it look like Newham tool' (DILLN) aims to raise questions about equity, but cannot be used alone to understand an equity issue. To help dig deeper into these questions, they could refer back to the 'four stages to improving equity' framework in the [Newham Health Equity Toolkit](#), including using the ART framework.



Using the DILLN tool



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If you have any questions and want some support – please get in touch with the Newham Health Equity Programme team:
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