

Developing the Breastfeeding Collective Webinar Questions & Answers

1. How do these promotional activities engage with families and communities who don't speak English

Services in Nottingham and Sheffield work with translation services to work with families.

The Breastfeeding Network have shared their recent UNICEF conference poster which explore how they have approached increasing the diversity of their volunteer base.

The Feed Your Way website is available in other languages as are some of the resources. How we engage with different communities and families is something we need to develop in the future

2. I wonder if someone could talk a bit more about how you are working with health professionals? Having facilitated antenatal breastfeeding sessions and supported parents with feeding babies for more than a decade, one of the greatest challenges I find is preparing parents for the gap between public health messages about breastfeeding and the reality of their conversations with some highly-qualified health professionals who have very limited understanding of breastfeeding.

SSBC is a partnership organisation and the campaign is a result of working with a wide range of partners including public health colleagues, health visitors, infant feeding leads and peer supporters as well as families. 1800 families shared their experiences of breastfeeding with us providing rich and valuable information. What parents want from conversations about feeding their babies is integral to the campaign and the information it shares. Future phases of the campaign will consider how it can be used by workforce colleagues to support better conversations with families. We respect the stories people shared with us and reiterate the core messages across the system.

3. Hello, do you have any strategy documents in place that support the Feed your way campaign?

As A Better Start site SSBC is takes a strategic approach to a number of outcomes including Nutrition, Feed Your Way is an integral part of our internal strategy on Infant Feeding that includes other projects such as Breastfeeding Incentive Vouchers. We are also a partnership organisation and the campaign feeds in to a wider City and County wide infant feeding strategy.