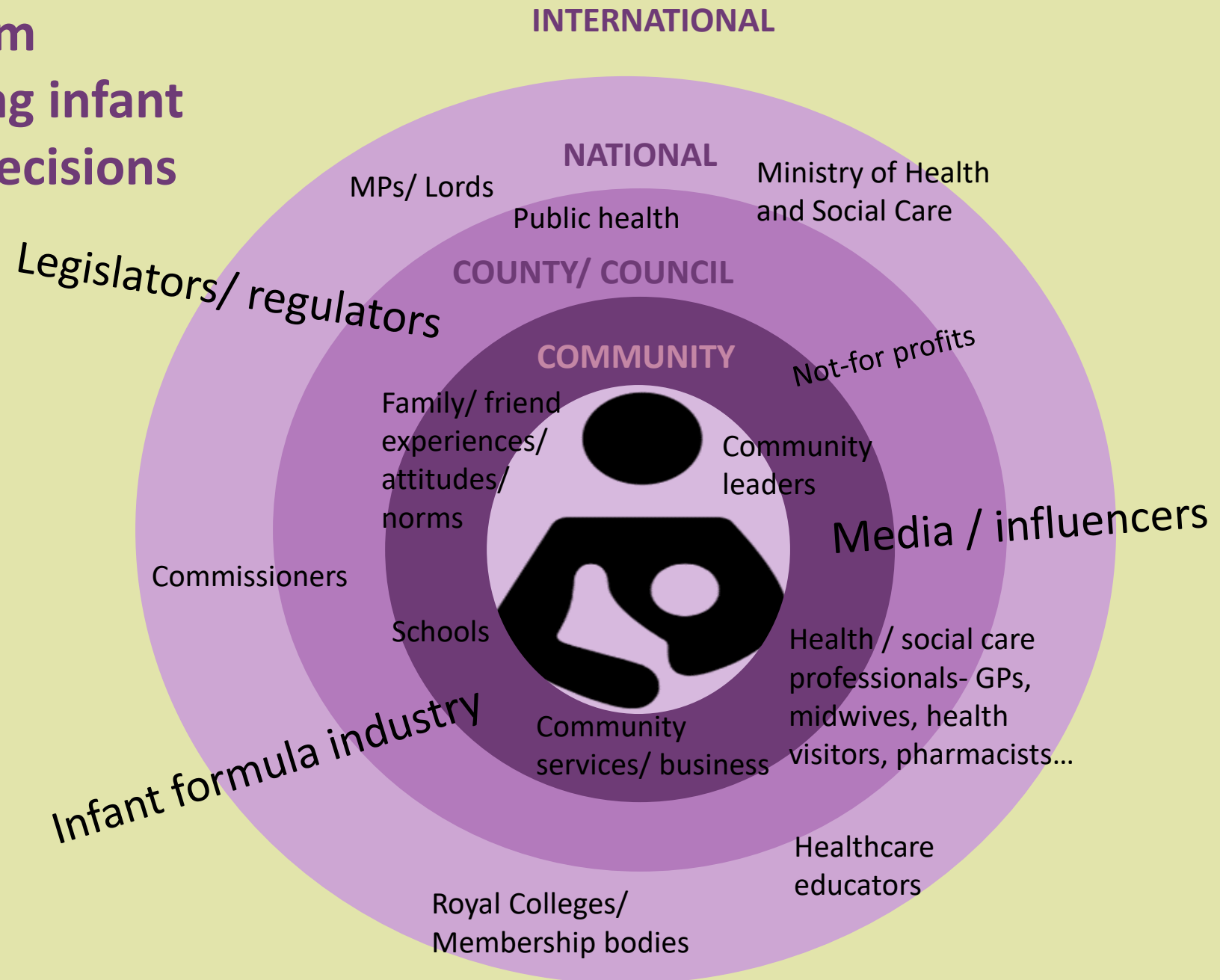


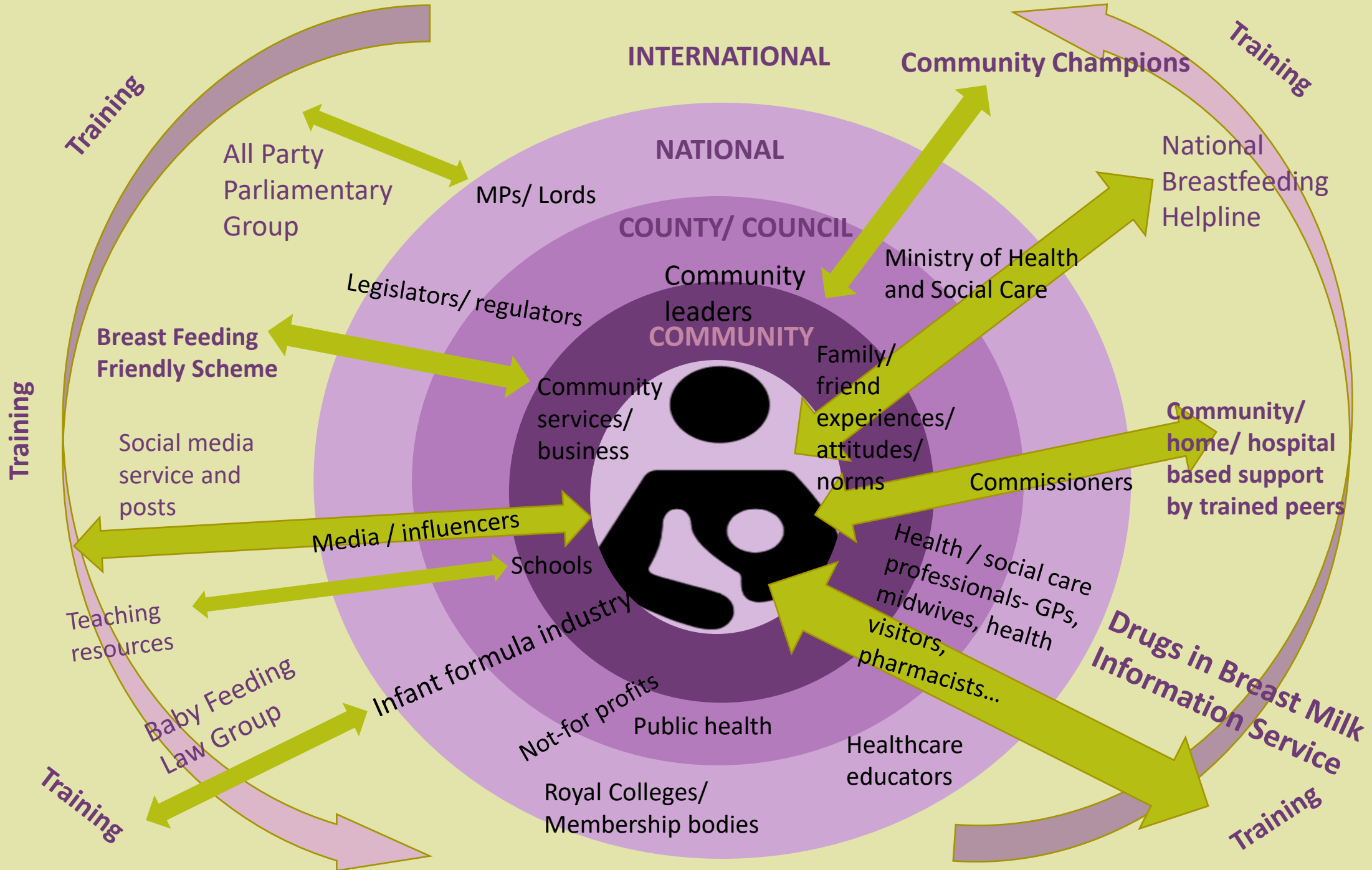


Supporting women & families to feed their way:
Ecosystems of influences & support

Catherine Hine & Nina White

Eco-system influencing infant feeding decisions





Example: Breastfeeding Friendly Scheme

- Significant, organic growth. 80% in 1 year
- BfN own scheme v 'white label' e.g. Islington, Portsmouth, Gloucestershire
- Growth in areas where no services e.g. Bridlington
- Breastfeeding Friendly as door opener
- Need to verify basics (e.g. inclusion) and provide training to avoid 'purple washing'

Example: Drugs in Breast Milk Information

- Over 1.52 million users of factsheets last year
- Over 3,500 calls answered by pharmacists
- Treatments and misinformation as major cause of early breastfeeding cessation
- Running since 1997. Now peer reviewed and consulted by regulators e.g. MRHA
- 'Updated/concise version' for healthcare professionals?
- Learning – unique and much needed service

Example: Community and regional peer support

- NBH – UK wide, covers area where there is no local peer support service. Signposted to by DoH and Family Hubs
- Varied - Groups, walks, social media, home visits, video calls, socials
- Co-creation and partnership work – what needed in locality
- The most important thing we do is LISTEN
- Quality Assurance – accreditation and update training/CPD, supervision
- Learning - One size does not fit all.
- Staff and volunteers are our most valuable asset– train and support them

Example: Training the eco-system

- Community Champions
- Breastfeeding Friendly
- First Milk Matters
- Helpers
- Supporters
- Supervisor and Tutor
- Supporting Infant Feeding in your practice
- GP training
- Learning - Varieties of training courses and styles for each locality

Action/ directions based on learning

- Data for accountability, learning, resourcing (funds), influence
- Equalities by design
- Longer term approaches for long term change
- High quality training needed throughout the system
- Breastfeeding Friendly – limited but not no expectations.
Introducing training module
- Realism about capacity and expectations
- Partners that are ready, willing and able?
- Long term, expectations, data evidencing



Thank you

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