

# Infant feeding workbook 1 for Children's Centre staff and Partners...



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## **What is UNICEF (UK) Baby Friendly Accreditation?**

Baby Friendly Accreditation is an award that is given when best practice standards of care for pregnant women and new mothers and babies are being delivered. It's not an award that's given lightly; staff are audited by external assessors and mothers are interviewed to hear their experiences too.

All Children's Centres in Blackpool and North Lancashire are working towards gaining this award, alongside the Primary Care Trusts (PCTs).

# *Why are we going for the award?*

Babies who are breastfed are less likely to develop many illnesses not only in babyhood but also in childhood and adulthood.

The Department of Health recommends that babies are exclusively breastfed for their first 6 months of life, as breastmilk provides all the nutrients that a baby needs as well as helping to protect against illnesses.

Breastmilk remains an important part of a mixed diet for at least the rest of the baby's first year and well beyond.

Despite this, Blackpool has some of the lowest breastfeeding rates in the UK with less than half of all mothers breastfeeding their new babies and few continuing to breastfeed for more than a few weeks.

Many areas in North Lancashire also have much lower rates than the national average. Gaining Baby Friendly Accreditation is likely to lead to higher breastfeeding rates. This will mean healthier babies, children and adults in the future.

Children's Centres have a vital role to play in helping address health inequalities because women living in less well resourced areas, younger women and those that left education earlier are far less likely to breastfeed their babies. These women need all the support and encouragement they can get!

# ***Did you know why breastfeeding is bestfeeding?***

**Breastfed babies in this country are less likely to suffer many serious illnesses, it's not just a developing world issue.**

## ***Babies who are not breastfed are -***

- Over 5 times more likely to be hospitalised with diarrhoea and vomiting
- 3 times more likely to have middle ear infections
- Twice as likely to be admitted to hospital with chest infections
- 5 times as likely to have urinary tract infections in hospital

## ***Children and adults who were not breastfed are at a greater risk of -***

- Type 1 and Type 2 diabetes
- Food allergies, respiratory allergies and eczema
- Some childhood cancers
- Dental health problems
- Delayed developmental milestones
- Obesity in childhood and in adulthood
- Cardiovascular disease in adulthood

## ***Women who breastfeed have a lower risk of -***

- Breast cancer
- Ovarian cancer
- And are likely to have stronger bones and less hip fractures in later life
- Type 2 diabetes

For details of research go to [www.babyfriendly.org.uk](http://www.babyfriendly.org.uk)

# ***What can mothers expect from a Baby Friendly Accredited Children's Centre?***

*Mothers will know they are welcome to breastfeed in all public areas within the building.*

*If mothers would prefer a more private place then staff will find them somewhere comfortable.*

*Staff will know how to deal with a complaint about a mother breastfeeding.*

*Staff will be able to signpost mothers to further help and support, to both health professionals and to peer supporters in the voluntary sector.*



# Posters welcoming breastfeeding in all public areas

*One of the biggest fears of new mums who breastfeed is what to do if baby needs a feed when they are not at home.*

*What will others think?*

*Should I run home rather than risk feeding?*



*Many mothers simply avoid being out of the house for long, and then find it hard to get on with everyday things and so stop breastfeeding.*

Yet breastfeeding can be very discreet, far more so than what's on view on the beach or at nightclubs.

In fact, others are usually completely unaware that a mother is breastfeeding her baby, it just looks like baby is having a cuddle.

For mothers to continue breastfeeding past the first couple of weeks they need to know that it will be ok for them to breastfeed when they go out.

Children's Centres and PCT owned premises will always welcome breastfeeding mothers. Every public area will display the poster that lets everyone know that breastfeeding is welcome.

Mothers won't have to ask if it is ok to sit quietly and breastfeed, it's clear to all.

*This poster needs to be displayed in all Public areas in Children's Centres.*



*Polish language versions of the poster are available. Let us know if you need other languages. Send an email to [infant.feeding@northlancs.nhs.uk](mailto:infant.feeding@northlancs.nhs.uk)*

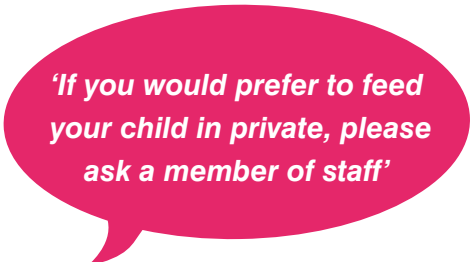
*Will someone tell me to go the toilets to feed my baby?*

*I never liked to ask if it was ok to breastfeed, I just assumed that it wouldn't be! I think the poster is a great idea!*

# ***What if a mum asks for somewhere more private to feed?***


*It can take a while to get the hang of breastfeeding, and many new mothers do not feel confident about feeding in public, particularly in the first few weeks.*

For this reason, the 'Welcome to Breastfeed' poster also says:



*'If you would prefer to feed your child in private, please ask a member of staff'*

Some Children's Centres are lucky enough to have a dedicated room for mothers to use if they would prefer privacy. This usually has a comfy chair and often, baby changing facilities.



*But what if a breastfeeding room is not available?*

Sometimes it's possible to find a room or office somewhere in the building that can be used for half an hour. It only needs to have a chair in it for the mother to sit on, though a glass of water or drink is often appreciated.

**If not, could you create a bit of privacy somewhere?**

Perhaps by finding a quiet corner and turning a chair away from the centre of the room, partially concealing the mum by placing her chair near a large plant or display, or by using a temporary screen?

Have a think about it now, so that you are prepared.

## **Dealing with a complaint about a breastfeeding mum.**

*It's a fact that many people are not used to seeing women breastfeed. This is probably particularly so in Blackpool and parts of North Lancashire because the breastfeeding rates are so low here.*

It's also true that few people realise just how important breastfeeding is for the health of babies and mothers. So it may happen that a member of the public spots a mother breastfeeding in a café for example, disapproves of it, and approaches you to complain.

*You will need to explain to the person complaining that the Children's Centre, along with the PCT, has a policy of welcoming breastfeeding.*

You could point out the poster. Then offer to find the person complaining somewhere else to sit where they feel comfortable.



# **A mum *wants some help with* breastfeeding... *where would you signpost her?***


Most breastfeeding mothers will have questions or need extra support at times. So remind them that they can speak with their midwife for up to 14 days after the baby is born or they can contact their health visitor. Contact details are in the parent held 'red book' given to all mothers when their baby is born.

Not all concerns about breastfeeding are medical, and often local peer support can be invaluable.

All peer supporters have breastfed themselves, and are trained to help mothers with the ups and downs of breastfeeding. So find out what peer support activities there are in your area and make sure you tell mothers about them.

Details of groups and voluntary sector phone lines are listed in the 'red book' and also in printed cards which you can display and give out.

Do encourage mothers to go to the groups as it's likely to help them feel more comfortable and confident about breastfeeding, and so continue for longer. Just a word from you explaining how friendly and welcoming the groups are can make all the difference to an anxious mother.



*“ Until I went to the breastfeeding group at the Children’s Centre I hadn’t met anyone nearby who was breastfeeding.”*

# Blackpool and North Lancashire PCTs Breastfeeding Policy and the Parent's Guide.

The Breastfeeding Policy is recommended to all Children's Centre staff, as well as to PCT staff and Independent Contractors who have contact with pregnant and new mothers.

So ask your manager for a copy and have a read through. Much of it will not be relevant to your role, but it will be useful to know what it says. A simpler "**Parent's Guide** to the Policy" has been made into a poster.

*This poster needs to be displayed in all public areas of Children's Centres and PCT premises, in the same way as the, "Breastfeeding is Welcome" poster. It tells parents what care they can expect.*

The Parent's Guide mentions that a full copy of the Policy is available on request. So you'll need to have the full Policy to hand.

*Breastfeeding mothers can feel isolated, meeting others can really help.*



# Say 'NO' to the marketing of baby milks

## **Why? What's the issue?**

Clever marketing of baby milks leads to some mothers believing that these milks are as good if not better than breastmilk. It's important that we ensure that Children's Centres and PCT premises are kept clear of all advertising of baby milks, bottles, teats and dummies, so that we protect mothers from this sort of marketing.

This is stipulated in the policy and is in line with the World Health Organisation Code<sup>1</sup>.

### **Look out for**

- *Posters*
- *Pens*
- *Diary covers and office equipment with manufacturer's logos*
- *Information booklets written by baby milk manufacturers and other freebies such as toys and mugs.*

**Refuse all those items listed above.**

## **Milk Manufacturer Reps.**

The Breastfeeding Policy states that baby milk manufacturer representatives must only have contact with the Infant Feeding Information Team.

This team prepares reports on updates about baby milks which are then shared with health professionals. If baby milk reps approach you, please remind them of this policy and direct them to the Infant Feeding Information Team via Jan Cresswell, Public Health Administrator  
Tel: 01253 303191

<sup>1</sup> The International Code of Marketing of Breastmilk Substitutes & Subsequent Resolutions of the World Health Assembly.  
[www.ibfan.org](http://www.ibfan.org)

# *What about* bottle feeding mothers?

The majority of mothers in Blackpool and North Lancashire will choose to bottlefeed their babies either from birth or from shortly afterwards. These mothers must not be discriminated against in any way.

Their babies are at more risk from illness. To help reduce the risk of diarrhoea and vomiting it is important that mothers are shown how to sterilise equipment and prepare baby milks safely. This needs to be at the time a mother first needs to make up a bottle, rather than before the baby is born.

See *Workbook 2* for more information about new guidance on preparation and storage of baby milks as well as information about breastfed babies in nurseries.

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Do you have any questions about Baby Friendly Accreditation?  
Or about any aspect of infant feeding? If so,  
E-mail [Infant.feeding@northlancs.nhs.uk](mailto:Infant.feeding@northlancs.nhs.uk).

Would you be able to pass a Baby Friendly audit?

**Test yourself with this quiz.**

Log on to **[www.nwnwbabyfriendly.org.uk](http://www.nwnwbabyfriendly.org.uk)** for the answers.

1. Can you name two health benefits of breastfeeding to babies or their mothers?

.....

2. If a mother has a breastfeeding query where would you signpost her?

(2 options needed)

.....

3. What needs to be displayed in all public areas in Children's Centres? (3 items)

.....

4. What other information relevant to breastfeeding mothers do you need to have on hand? (1 item)

.....

5. Should all breastfeeding mothers be directed to the breastfeeding room or other private area?

.....

6. If someone complains about a mother breastfeeding, where would you ask the breastfeeding mother to move to?

.....

7. How would you accommodate a mother asking for privacy in your Children's Centre?

.....

8. Do you have any ideas about how to help encourage pregnant women in your area to think about breastfeeding? Or ways of supporting local families with breast fed babies?

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Why not share your ideas by sending an email to **[infant.feeding@northlancs.nhs.uk](mailto:infant.feeding@northlancs.nhs.uk)**

# **Blackpool Mothers Milk Depot at St Cuthbert's Children Centre**

Blackpool has its own Mothers Milk Depot at St Cuthbert's Children's Centre, run by volunteers from the Breastfeeding Network.

Collections go to Wirral Mothers Milk Bank for treatment before being used in hospital paediatric units throughout the Northwest for sick and tiny babies.

**This milk can be life-saving.**



To find out more about becoming a breastmilk donor, call or text

**07923 467695.**

