



To find your nearest Breastfeeding Supporter call the **Supporterline 0300 100 0210**

BfN The Breastfeeding Network

Star Buddies 1st Birthday!

Blackpool BfN Star Buddies is a peer support service offering breastfeeding support to newly delivered mothers on the postnatal ward at Blackpool Victoria Hospital. All Star Buddies have completed the BfN training and are registered as volunteers at Blackpool Victoria Hospital. This year has seen many changes on the postnatal ward and Star Buddies service. Star Buddies are working in collaboration with midwives, midwifery health trainers and other health care professionals to ensure women are able to access breastfeeding support when they need it most. We are constantly developing and utilising feedback to improve the service to best meet the needs of those we support.



During 08/09 Star Buddies spent hours 461 hours on the postnatal ward and had 765 contacts with women. To date 23 BfN volunteers have completed the volunteer process and 21 have provided support on the ward.

The breastfeeding initiation rates in Blackpool have increased from 49.4% in 07/08 to 56% during 08/09 year. Key performance indicators target a 2% rise in breastfeeding rates per year. As Blackpool has far exceeded this target, this would suggest that local interventions are creating a significant impact. It reflects that the commitment to all those involved in infant feeding, offering care and support to breastfeeding mothers and that providing education and resources are making a difference.

NEW SERVICE

Star Buddies Community Support

Following the success of the hospital BfN Star Buddies and in accordance with NICE Guidance BfN Star Buddies has recently launched community one to one support. Blackpool mothers will be able to sign up for one to one community support whilst in hospital and will then be contacted within 48 hours of being discharged. The mother will then receive breastfeeding support via phone, text and home visits for up to eight weeks, culminating in being accompanied to her local breastfeeding group if she desires. It is hoped that adding this extra layer of support in conjunction with support mothers already receive from health professionals will enable mothers to breastfeed for longer.

Star Buddies also offer an email support service. Mothers can access support by emailing support@starbuddies.co.uk

If you have any questions, concerns or feedback (good and bad!) about BfN Star Buddies then please do get in touch.

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