



THE BABY
FRIENDLY
INITIATIVE



UNITED KINGDOM

UNICEF UK BABY FRIENDLY INITIATIVE ANNUAL CONFERENCE

18–19 November 2015
Harrogate International Centre, Harrogate



BABY FRIENDLY INITIATIVE STANDARDS

Building a firm foundation

- 1 Have written policies and guidelines to support the standards.
- 2 Plan an education programme that will allow staff to implement the standards according to their role.
- 3 Have processes for implementing, auditing and evaluating the standards.
- 4 Ensure that there is no promotion of breastmilk substitutes, bottles, teats or dummies in any part of the facility or by any of the staff.

An educated workforce

Educate staff to implement the standards according to their role and the service provided.

Parents' experiences of maternity services

- 1 Support pregnant women to recognise the importance of breastfeeding and early relationships for the health and well-being of their baby.
- 2 Support all mothers and babies to initiate a close relationship and feeding soon after birth.
- 3 Enable mothers to get breastfeeding off to a good start.
- 4 Support mothers to make informed decisions regarding the introduction of food or fluids other than breastmilk.
- 5 Support parents to have a close and loving relationship with their baby.

Parents' experiences of neonatal units

- 1 Support parents to have a close and loving relationship with their baby.
- 2 Enable babies to receive breastmilk and to breastfeed when possible.
- 3 Value parents as partners in care.

Parents' experiences of health-visiting/public health nursing services

- 1 Support pregnant women to recognise the importance of breastfeeding and early relationships for the health and well-being of their baby.
- 2 Enable mothers to continue breastfeeding for as long as they wish.
- 3 Support mothers to make informed decisions regarding the introduction of food or fluids other than breastmilk.
- 4 Support parents to have a close and loving relationship with their baby.

Parents' experiences of children's centres

- 1 Support pregnant women to recognise the importance of early relationships to the health and well-being of their baby.
- 2 Protect and support breastfeeding in all areas of the service.
- 3 Support parents to have a close and loving relationship with their baby.

Building on good practice

Demonstrate innovation to achieve excellent outcomes for mothers, babies and their families.

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For further information on the Baby Friendly Initiative

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Email bfi@unicef.org.uk

Website babyfriendly.org.uk

Twitter [@babyfriendly](https://twitter.com/babyfriendly)

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WELCOME



Sue Ashmore,
Programme Director,
Unicef UK Baby Friendly Initiative

Dear all,

This year has been an eventful one for the Baby Friendly family. You, our hardworking supporters, will have felt the effect of a lot of changes – most importantly the continued move towards full incorporation and assessment according to our revised standards.

We continue to be astounded by the level of dedication and commitment that units across the UK demonstrate in bringing these standards to life and improving care for mothers and babies. In particular, pioneering neonatal units are now moving independently towards accreditation, using innovative ways to make sure parents are valued as partners in care and that the most vulnerable babies are kept close to their families, providing the best possible start in life.

The success of the Unicef UK Baby Friendly Initiative depends on all of your continued hard work, creative thinking and focus on the experience of mothers and babies. For our part, we want to continue supporting you as best as we possibly can, reflecting your views and experiences across all of our work.

To this end, our 2015 conference includes, for the very first time, poster presentations showcasing examples of great practice. And, in another first, our chairs this year represent the unsung heroes of the Baby Friendly Initiative. They have been selected from their respective fields, representing all those who work to support and promote our standards, often in the face of challenge and adversity (for more details see page 7).

And of course we have the usual carefully chosen selection of speakers from both the UK and around the world to challenge, inform and entertain you. I hope you enjoy the next two days.

CONFERENCE TIMETABLE

DAY 1: Wednesday 18 November

- Chair:** Morning: Shereen Fisher, Chief Executive, The Breastfeeding Network
Afternoon: Dr Martin Ward-Platt, Consultant Paediatrician (Neonatal Medicine), Newcastle upon Tyne Hospitals NHS Foundation Trust
- 9:30 Update and overview**
Sue Ashmore, Programme Director, Unicef UK Baby Friendly Initiative
- 10:15 Neuro-social evolution**
Robin Grille, psychologist, parent educator and author
11.15 Break
- 12:00 Microbirth**
Dr Matthew Hyde, Research Associate in the Section of Neonatal Medicine, Faculty of Medicine, Imperial College London
12:45 Lunch
- 2:00 Breastfeeding – shifting the curve (which curve)?**
Professor Mary Renfrew, Professor of Mother and Infant Health, University of Dundee
- 2:45 Implementing the Baby Friendly neonatal standards – the Exeter journey**
Karen Read, Infant Feeding Co-ordinator and Louise Rattenbury, Matron, Neonatal Unit, Royal Devon and Exeter NHS Foundation Trust
3:30 Break
- 4:15 A formula for deception**
Christy Jo Hendricks, IBCLE and founder of Birthing, Bonding & Breastfeeding
- 5:00 Working within the Code**
Dr Helen Crawley, Director of First Steps Nutrition
5:30 End of day one and drinks reception

DAY 2: Thursday 19 November

- Chair:** Morning: Susan Last, publisher and freelance editor specialising in birth and breastfeeding
Afternoon: Anne Leyland, Lecturer in Midwifery, University of Salford
- 9:30 Resistance to the attachment message**
Robin Grille, psychologist, parent educator and author
10:30 Break
- 11:15 Ensuring a sustainable future – an advanced award**
Sue Ashmore and Francesca Entwistle, Unicef UK Baby Friendly Initiative
- 12:15 Nobody Told Me: A Diary of Motherhood**
Hollie McNish, poet, Page to Performance
12:45 Lunch
- 2:00 Making the connections: developing brains and the importance of attunement and regulation**
Dr Zoe Brownlie, Clinical Psychologist, Sheffield CAMHS
- 3:00 Going forward by going back to basics**
Christy Jo Hendricks, IBCLE and founder of Birthing, Bonding & Breastfeeding
- 3:45 Closing remarks**
Anne Woods, Deputy Programme Director, Unicef UK Baby Friendly Initiative
- 4.00 End of conference**

For the first time, we are hosting poster presentations. Available to view in the exhibition hall, the posters have been selected to showcase the most exciting and innovative examples of improving care for mothers and babies from across the UK. An insert with the full list of posters is included in your conference bag.

SPEAKER BIOGRAPHIES

DAY 1

Sue Ashmore is Programme Director of Unicef UK's Baby Friendly Initiative. Sue's background in midwifery has provided her with the knowledge and experience to direct the Baby Friendly Initiative on a strategic level, as well as to lead on external and internal relations. Sue provides support to health care facilities to implement and maintain best practice standards. She also acts as a lead assessor.

Robin Grille is a psychologist in private practice and a parenting educator. His articles on parenting and child development have been widely published and translated in Australia and around the world. Robin's first book, *Parenting for a Peaceful World*, has received international acclaim and led to speaking engagements in Australia, the USA, the UK, New Zealand and Canada. His second book, *Heart to Heart Parenting* has been translated into Korean and German. www.hearttoheartparenting.org

Dr Matthew Hyde has a PhD in animal physiology. He has since transitioned to clinical research and for the last seven years has been based in the Section of Neonatal Medicine at Imperial College. His research interests focus on early life programming of later life health, and particularly how mode of delivery acts as a programming event. Most recently his research has focused on the association between Caesarean delivery, breastfeeding and subsequent obesity in offspring. He is currently heading a research initiative looking at the way in which we conduct research in the perinatal period and designing a study to look at the long-term impact of mode of delivery on offspring outcomes.

Professor Mary Renfrew is a leading health researcher with a background in midwifery and nursing. She has conducted research in maternity care and infant feeding for more than 30 years, and her work has informed and shaped policy and practice both nationally and internationally, including key systematic reviews.

Mary established and now leads the multidisciplinary Mother and Infant Research Unit. She has presented to audiences in 20 countries, has more than 160 academic journal publications and has written books for academic, professional and lay audiences including *Bestfeeding*, with Chloe Fisher and Suzanne Arms.

She has advised global organisations including the World Health Organization and Unicef, and is a board member of Unicef UK. Mary is currently Director of the new multi-partner Scottish Improvement Science Collaborating Centre and principal investigator of the Lancet Series on Midwifery, funded by the Bill and Melinda Gates Foundation. She is a Fellow of the Royal Society of Edinburgh.

Karen Read qualified as a children's nurse in 1994 and after a year of general paediatrics, moved into neonatal nursing. After eight years in Southampton Neonatal Unit she moved to the Royal Devon and Exeter Hospital, working as a sister. During this time she developed a strong interest in supporting mothers to breastfeed, and in 2009 she became half of the Infant Feeding Coordinator team facilitating breastfeeding support and implementation of the Baby Friendly standards across the maternity and neonatal services. Full accreditation across the maternity service was achieved in 2012, with a successful reaccreditation in 2014. The neonatal stage 2 assessment was achieved in February 2015 and the stage 3 assessment took place in early October 2015.

Louise Rattenbury trained as a registered nurse in London in the mid-1980s. She then completed her midwifery training in Southampton in 1992. With no full time midwifery posts available, Louise found herself working in a neonatal unit with every intention to return to midwifery. However, 23 years later Louise is matron of the Royal Devon and Exeter Neonatal Unit. She is passionate and dedicated to delivering the best care possible to babies and their families.

Christy Jo Hendricks has more than 20 years' teaching experience, and a passion for lactation education and helping others reach their goals. She has been awarded the United States Presidential Volunteer Award for her community service, the Phyllis Klaus Founder's Award from DONA International for her contribution to mother-baby bonding and the Above and Beyond Award for innovative projects in the field of public health. She has also been named Lactation Educator Faculty of the Year by the Childbirth and Postpartum Professionals Association.

Christy Jo is the author of *Mommy Feeds Baby*, a children's book that normalises breastfeeding, and created the Grow Our Own Lactation Consultant/IBCLC Prep Course that has been used to train hundreds of students to become lactation consultants.

Dr Helen Crawley is a registered public health nutritionist and dietician with more than 30 years' experience in human nutrition, research, policy development and teaching. Helen is currently Director of the public health nutrition charity First Steps Nutrition Trust and is an honorary research fellow at the Centre for Food Policy, City University. First Steps Nutrition Trust is an independent charity that provides expert, evidence-based resources on nutrition from pre-conception to five years, and which provides resources for those working in Unicef UK Baby Friendly accredited settings. Helen is also on a World Health Organization group looking at the promotion of foods for infants and children, lobbies at CODEX for standards for foods for infants and children worldwide, and sits on NICE panels on maternal and infant nutrition and the Unicef UK Baby Friendly Designation Committee.

DAY 2

Francesca Entwistle works as a Midwifery Lecturer at the University of Hertfordshire and is a Professional Advisor at the Unicef UK Baby Friendly Initiative. A midwife of over 30 years, her specialist interest in breastfeeding was consolidated through her research exploring the impact of midwifery training and women's self-efficacy on breastfeeding outcomes for women from low-income groups. She has worked with the Department of Health developing policy and practice in relation to maternal and infant nutrition and regularly consults with key stakeholders to ensure the focus on improving public health through breastfeeding and very early child development continues in the UK. Francesca is one of nine National Infant Feeding Network Leads and represents London.

Hollie McNish is a UK poet who straddles the boundaries between the literary, poetic and pop scenes. She has garnered titles like 'chick of the week' (MTV) and 'boundary breaker' (Marie Claire), while poet Benjamin Zephaniah stated: "I can't take my ears off her". Her poem about breastfeeding has been shared by millions of people online. Her album *Versus* was released in October 2014 and a second collection of poems, *Cherry Pie*, was published by Burning Eye Books in 2015. A new book on parenthood, *Nobody Told Me*, will be published by Blackfriars, London in February 2016. www.holliepoetry.com

Dr Zoe Brownlie qualified as a clinical psychologist in 1996. She works at Sheffield Child and Adolescent Mental Health Service (CAMHS) and for the last four years has specialised in early years. Zoe is passionate about communicating the critical importance of attunement and regulation for children's development and emotional wellbeing and how we can use this thinking to enhance our work with babies, parents and colleagues. Zoe also wrote the Sheffield CAMHS mental health website for young people www.epicfriends.co.uk

Publications: *Giving children the best start, shifting the focus from education to relationship to support vulnerable infants and their parents*, Health and Inequality

Applying public health research to policy and practice, edited by Angela Tod and Julia Hirst, Routledge.

Anne Woods is a Deputy Programme Director at the Unicef UK Baby Friendly Initiative. She is responsible for managing the assessment procedure and providing support for health care facilities implementing and maintaining the Baby Friendly standards.

Anne also works as a lead assessor and facilitator of the various courses that Baby Friendly provides. She has been heavily involved in the recent review of the Baby Friendly standards.

With a background in midwifery spanning more than 20 years, Anne has a wealth of experience in all aspects of midwifery, including as an infant feeding coordinator, supervisor and practice educator.

CHAIR BIOGRAPHIES

DAY 1

Morning: Shereen Fisher

Shereen Fisher is passionate about breastfeeding and early years support for babies and families. For the past three years she has led a multifaceted programme of organisational development for the Breastfeeding Network as their first Chief Executive. She has worked exclusively in the public and voluntary sectors after graduating in law. Her career began when she joined the Charity Commission, the regulator of charities in England and Wales, where her work with trustees encouraged her to see what life was like within the voluntary and not-for profit sector. Shereen led a national volunteer programme for the Royal Town Planning Institute for eight years, is a mother of two and has 11 siblings.

Afternoon: Dr Martin Ward Platt

Dr Martin Ward Platt is a consultant paediatrician (neonatal medicine) at the Royal Victoria Infirmary in Newcastle upon Tyne. He is Honorary Clinical Reader in neonatal and paediatric medicine at Newcastle University and Senior Editor for the Archives of Disease in Childhood.

Qualifying in 1979 from Bristol University, Martin worked in the Bristol area before moving to the North East. He was appointed to his present NHS post in 1990. Together with other enthusiastic colleagues, he champions the Baby Friendly Initiative in the Newcastle Neonatal Service.

Martin's research interests include maternal-infant interactions and development; pain in children; perinatal epidemiology, especially congenital anomalies; a number of aspects of neonatal care including metabolism and hypoglycaemia; and sudden infant death. He is the directorate lead for quality and safety in the Directorate of Women's Services.

DAY 2

Morning: Susan Last

Susan Last is a freelance editor, publisher, blogger and campaigner on issues to do with birth and breastfeeding. Her day job includes editing parenting books for Pinter and Martin, and she is the series editor of the *Why It Matters* series, which aims to provide readable, up-to-date, evidence-based information so that parents can make informed decisions about family life. At Lonely Scribe, Susan writes a popular blog about the politics of birth and breastfeeding and the treatment of these subjects in the media, and often comments on the way breastfeeding research is reported. Her book, *Breastfeeding: Stories to Inspire and Inform*, a collection of positive first-hand accounts of breastfeeding, was published in 2012. She is a volunteer breastfeeding peer supporter with the NHS in Derbyshire, supporting women at baby clinics, on the phone and online. Since 2013 Susan has been a director of Baby Milk Action.

Afternoon: Anne Leyland

Anne qualified as a midwife in Ireland in 1986. Throughout her career as a practising midwife, she gained valuable experience working in a variety of hospital and community settings both in the UK and internationally in countries such as New Zealand, Saudi Arabia and Bermuda.

Throughout her career, she has always been passionate about the promotion and protection of breastfeeding. On joining the University of Salford in 2004 as a midwifery lecturer, she became project lead for the implementation of the Baby Friendly standards into the curriculum. The University of Salford was successfully accredited in 2012. In July 2015, it was again successful in achieving re-accreditation status following reassessment of the new standards, making this university the first organisation in the UK to fully meet all the reviewed Baby Friendly standards.

ABSTRACTS

DAY 1

Update and overview

Sue Ashmore

This presentation will open the conference and give an overview of some of the significant events for breastfeeding, as well as an update on the Baby Friendly Initiative's work during 2015. Progress on the transition to the revised standards will be reviewed, and new resources and services will be announced. All new accreditations will be celebrated in the annual awards roll.

Neuro-social evolution: how attachment was lost, how to reclaim it, and what it means for humanity's future

Robin Grille

Robin joins neuropsychology, epigenetics, psycho-history and anthropology to illustrate how and why many of the world's cultures lost, over centuries, the capacity for healthy attachment in early life. Now that so much is known about the centrality of infant attachment for healthy human function, there is a social and global imperative to ease back towards a healthy attachment society. The implications are bigger than you think.

Microbirth

Dr Matthew J. Hyde

In 2014 we were asked by an independent film company to help them with a documentary, *Microbirth*, which aimed to increase awareness of research suggesting that how we are born may affect our health in later life. In recent years research has shown an association between Caesarean delivery and the incidence of asthma, type 1 diabetes, other immune-related conditions and obesity in offspring during later life. Research has also used human and animal studies to show altered metabolism in early life between offspring born by Caesarean section and those born by vaginal delivery. A further factor possibly influencing the relationship between Caesarean delivery and later life health is breastfeeding. This talk will explore the background research that led to the *Microbirth* documentary and explain the importance of resolving these research questions in order to provide the best care for mothers and babies in the future.

Breastfeeding - shifting the curve (which curve)?

Professor Mary Renfrew

The past 30 years have seen increasing evidence on the importance of breastfeeding to population health and child development, the development of supportive national and global strategies to promote breastfeeding, and the implementation of a range of evidence-based actions at global, country and local levels to support women to breastfeed. Despite this, breastfeeding rates – especially duration and exclusivity rates – are very low in many countries including the UK. This talk will examine the underlying reasons for this. It will argue that the key public health challenge is the escalating use of breastmilk substitutes that results from the power and influence of industry and that weakens global, country-level, and local support for women and families. A different approach will be proposed for data monitoring and for effective local, national and global strategy and action.

Implementing the Baby Friendly neonatal standards – the Exeter journey

Karen Read and Louise Rattenbury

Neonatal units are daunting environments. The experience for babies can be traumatic and painful, yet often they cannot be held and nurtured by their mother. It is traumatic for parents who cannot begin to parent their child, hold him, nurture him, and know him as they have dreamed. They may feel terrified, exhausted and vulnerable. The intensely private, intimate process of becoming a family unit is played out in a very public arena.

For neonatal teams this world is their normality. The extraordinary becomes the norm. How do we create and deliver a comfortable, nurturing and safe neonatal environment? This talk will follow the journey of the Royal Devon and Exeter Neonatal Unit in its aspiration to engage and nurture parents and babies.

A formula for deception

Christy Jo Hendricks

This revealing presentation will expose the marketing tactics that formula companies use to attract consumers. Christy Jo will unmask how both subtle and blatant messages are convincing the general public that artificial human milk and breastmilk are almost equivalent. Formula manufacturers are masters at using propaganda effectively. The variety of ads and labels shared will convince even the skeptics that formula companies purposely share misleading information in their advertisements and on their product labels.

Working within the Code

Dr Helen Crawley

The World Health Organization's *International Code of Marketing of Breast-milk Substitutes* was designed to protect breastfeeding and to revive the practice where it had declined. It followed on from calls as early as 1974 from the organization for 'member countries to review sales promotion activities on baby foods, including advertisement codes and legislation where necessary'.

Despite the Code's development and many subsequent resolutions on the world health stage, families in the UK are still subjected to considerable promotional activity by the baby feeding industry due to weak monitoring and legislation. However, practitioners themselves can clearly work within the Code. In this presentation Helen will provide an update on how we can support all families however they choose to feed and still work within the Code, and all work better together to freeze out baby milk company influence.



ABSTRACTS

DAY 2

Resistance to the attachment message – its causes, manifestations, and how we can help**Robin Grille**

In the era of attachment, why are we not already an attachment-friendly society? Sectors of media, practitioners and the public sometimes ignore, dismiss, trivialise and even attack the evidence as it continues to mount up. Who is putting the brakes on, and why? And most importantly, what can we as parents and practitioners do to help?

This talk will explore the psychological, practical and economic reasons for public and political resistance to attachment. It will examine practical and effective strategies for softening barriers and for supporting parents in need or anxiety, as well as practitioners, teachers and carers who are wrestling with doubt.

Ensuring a sustainable future – an advanced award**Sue Ashmore and Francesca Entwistle**

In 2012 the Baby Friendly Initiative carried out a major review that resulted in new and more holistic child rights based standards relating to the care of mothers and babies. These standards are now being rolled out across the UK with transition arrangements in place to support facilities to achieve the new standards over time.

Another theme that emerged from the 2012 review process was that some accredited facilities were able to sustain and move beyond the basic standards without too much difficulty, while others struggled to keep Baby Friendly going.

This presentation will consider the different elements that allow facilities to maintain and improve the Baby Friendly standards over time and will propose standards for a new advanced award designed to support all facilities to achieve sustainability.

It will also consider what could happen once advanced status is achieved, including reducing the need for external assessments by developing a self-sustaining system of monitoring and support. The presentation will consider the challenges of ensuring the best possible outcomes for mothers, babies and their families in a rapidly changing public sector environment, including the need to continue to protect and support breastfeeding in the current political environment. A consultation process will be launched to allow as many of you as possible to have your say on how best to sustain and take forward all that has been achieved so far with the Unicef UK Baby Friendly Initiative.

Making the connections: developing brains and the importance of attunement and regulation**Dr Zoe Brownlie**

Current scientific thinking around brain development has connected with attachment theory and we now better understand how critically important the quality of relationships are in the very early years of life in order to lay down the foundations for lifelong health and wellbeing. This presentation will explore the key processes that are important throughout our lives, including attunement and regulation, and what this means to best support parents and their babies.

Going forward by going back to basics**Christy Jo Hendricks**

In our fast-paced, millennium lifestyle, breastfeeding is often featured as an inconvenient, time-consuming and complicated practice. As educators and advocates, it is our responsibility to re-frame ideas of breastfeeding and highlight the positive experiences associated with breastfeeding. We must also strive to simplify breastfeeding and use terms that are familiar to our communities in order to reach everyone with the important message that human milk is important for human babies.



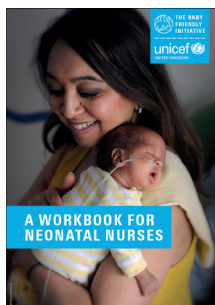
© UNICEF UK/Meand

NEW RESOURCES

You and your baby: supporting love and nurture on the neonatal unit

New for 2015, this leaflet is designed to give parents comfort and confidence in the care of their sick or premature baby. It covers a wide range of issues and provides a useful tool to help conversations with parents on the neonatal unit.

2015 price: 1-9 packs: £15 per pack of 50; 10 or more: £11 per pack



A workbook for neonatal nurses

This brand new workbook accompanies the Baby Friendly course Embedding Baby Friendly standards in neonatal care. It is designed for use in everyday practice, helping you to provide premature or sick babies and their families with the best possible care according to the Baby Friendly standards.

2015 price: 1-9 copies: £15 per copy; 10 or more: £10 per copy

A health professional's guide to working within the Code

A Baby Friendly conference exclusive: available to purchase as a printed copy for the first time

Updated for autumn 2015, this comprehensive resource provides health professionals with guidance on all forms of professional interaction with the formula milk industry from using their materials to accepting money in the form of grants or research funding.

2015 price: £10 per copy

Red Book pages on infant feeding and relationship building

Available for download or printing

The Baby Friendly pages on infant feeding and relationship building for the PCHR (or Red Book) provide an effective resource to help mothers and babies get feeding and their relationship off to the best possible start. They are available either as standalone pages, or in their entirety, and can be amended according to local need.

To print these pages for insertion into your area's Red Book, please contact Harlow Printing:

www.harlowprinting.co.uk; sales@harlowprinting.co.uk; Tel: 0191 455 4286



TRAINING COURSES FROM THE BABY FRIENDLY INITIATIVE

NEW FOR 2016: Supporting breastfeeding and parenting in hospital settings

We are now able to offer this new two-day course. It aims to provide nurses working on paediatric wards with a sound background knowledge on the importance of breastfeeding for improved health outcomes of mothers, babies and wider society, how breastfeeding works including how to provide basic support for breastfeeding mothers and babies and how to help overcome common challenges faced by nurses in paediatric settings. The link between infant feeding and parenting practice will also be explored and the importance of person centred communication.

NEW FOR 2015: Audit workshops

These one-day workshops will equip infant feeding advisors and other key workers to audit the care their facility provides for breastfeeding mothers and babies against the Baby Friendly Initiative standards. Three different formats are offered (maternity, neonatal, health visiting and children's centres). All aspects of the auditing process are considered and the audit tool developed by the Baby Friendly Initiative is used as an example to enable participants to explore issues of questionnaire design, sampling, interviewing, scoring, presentation and interpretation of results, as well as action planning to improve care and maintain progress.

NEW FOR 2015: Embedding Baby Friendly standards in neonatal care

This course aims to provide neonatal staff with the knowledge and practical skills to fully implement the neonatal standards in their workplace. There will be a strong focus on the importance of relationship building, involving parents as true partners in care and supporting breastmilk use and the transition to breastfeeding.

Taking Baby Friendly to the next level – a course for infant feeding leads

This interactive course aims to provide guidance to support anyone involved with implementing Baby Friendly standards to do so efficiently and effectively. One course is available for maternity and neonatal staff and another for health visiting and children centre staff.

Breastfeeding and relationship building

These courses aim to support the implementation of Baby Friendly standards on relationship building and breastfeeding for maternity, health visiting and children's centre staff. They focus on a mother-centred approach to care, through effective communication strategies.

Train the Trainer

Train the Trainer aims to provide participants with information and ideas on how to deliver effective in-house training on the Baby Friendly standards to their staff group. All participants will be required to deliver a short presentation.

All courses are available as open or in trust.

Find out more at unicef.org.uk/babyfriendly

ABOUT UNICEF



Protecting children in emergencies

When an emergency strikes, children’s worlds are turned upside down. Whether conflict or natural disaster, many lose their families, their homes, their schools, even their lives.

Just this year, a devastating earthquake in Nepal, the Ebola epidemic in West Africa and violent conflicts in Syria, South Sudan, Iraq and Yemen have put children in terrible danger.

Unicef supports more children than anyone else. We won’t let them lose hope. We’re on the ground, all over the world, providing life-saving food, clean water and warm blankets. We’re there to protect children from violence, exploitation and abuse.

But there is so much more to do. **Right now, an estimated 230 million children around the world live in countries affected by armed conflict. And in 2014, some 50 million children were affected by natural disasters.**

We must act now to reach every child in danger. To find out more about Unicef’s vital work to protect children, and how you can help, go to unicef.org.uk



EXHIBITOR PROFILES

**AMEDA® Breastpumps and Breastfeeding Accessories****Stand 14**

Central Medical Supplies (CMS) are the exclusive UK distributor for Ameda® breastpumps and breast feeding equipment. Ameda® technology has been the subject of a number of independent clinical studies since 1956, with results published in peer-reviewed journals. Ameda® adheres to the International Code of Marketing of Breast-Milk Substitutes and offers a range of breastpumps suitable for both hospital and personal use. The official Ameda® pumpsets contain a unique silicone diaphragm that creates a solid barrier protecting the pump and collected breastmilk from potential viruses and bacteria while pumping.

01538 399 541
amedamums.co.uk

**Ardo Medical Limited****Stand 3**

Ardo has years of experience working with healthcare professionals, and our products are recommended by many leading hospitals, children's centres and milk banks. Ardo manufactures the innovative Carum, Calypso and Amaryll breastpump range, developing products that offer expressing mums all the flexibility and comfort they need. All pumpsets incorporate Vacuum Seal technology, a closed collection system that eliminates the risk of cross contamination. Visit our stand and find out how we can help you.

01823 336362
ardomedical.co.uk
info@ardomedical.co.uk

**Association of Breastfeeding Mothers****Stand 8**

We are a voluntary organisation and registered charity. Most of our members are mums who are breastfeeding or who have breastfed their children. We train mums to become counsellors, offering skilled mother-to-mother breastfeeding support and up-to-date information. We also provide a mother-supporter course that covers basic breastfeeding knowledge. We are a joint partner on the National Breastfeeding Helpline, and can provide antenatal education and other forms of training.

0300 330 5453
abm.me.uk
admin@abm.me.uk

**Baby Milk Action / IBFAN UK****Stand 22**

Baby Milk Action / IBFAN UK is a non-profit organisation that aims to protect health, save infant lives and end the avoidable suffering caused by inappropriate infant feeding. We work within a global network to strengthen independent, transparent and effective controls on the marketing of the baby feeding industry worldwide. We advocate the implementation of the WHO/Unicef International Code of Marketing of Breastmilk Substitutes and subsequent relevant Resolutions which aim to protect all babies, whether breastfed or fed on artificial baby milk, by ensuring provision of accurate, independent information. We encourage members of the public and health workers to monitor the promotion of baby foods and to help stop harmful practices.

01223 464420
babymilkaction.org
info@babymilkaction.org



Best Beginnings

Stand 18

Best Beginnings is a UK charity that acts as a catalyst for change in reducing child health inequalities. We create and distribute innovative, engaging, evidence-based resources to improve knowledge and confidence among parents and health professionals. We focus on the period from pre-conception to a child's third birthday to maximise the health and wellbeing of children, and the economic savings of an early intervention approach. Best Beginnings is proud to introduce Baby Buddy, a new free mobile phone app for parents and parents-to-be, with content that spans from pregnancy right through to the first six months after birth.

bestbeginnings.org.uk



Birthing, Bonding & Breastfeeding

Stand 15

We celebrate birth, bonding and breastfeeding and are committed to providing evidence-based education and unparalleled support for parents and professionals. Our publications, including Mommy Feeds Baby, serve to normalise breastfeeding for this generation and the next. We believe that the way to change the tide of birthing and breastfeeding is to help mums, one baby at a time. Contact Birthing, Bonding and Breastfeeding for on-site education or lactation teaching tools.

birthingandbreastfeeding.com
lactationeducation@outlook.com



Bliss

Stand 16

Bliss is the charity that exists to ensure that all babies born too soon, too small or too sick in the UK have the best possible chance of survival and of reaching their full potential. We provide support for parents and families, we work directly with doctors and nurses to improve care and we campaign to ensure the needs of babies and their families are always heard.

020 7378 1122
bliss.org.uk
innovations@bliss.org.uk



Class Learning

Stand 19

Class Learning has been representing Jones & Bartlett Learning in Europe for the past 24 years. We understand how important it is for practitioners and those in the academic field to keep up to date with the changing face of midwifery education. Our core subject area is breastfeeding and human lactation and we now publish a wide range of titles suitable for both the midwifery student and the practitioner.

01278 427800
classlearning.co.uk
sarah.burne@class.co.uk



Family Links

Stand 26

Family Links is a national charity dedicated to creating an emotionally healthy, resilient and responsible society. We deliver innovative, high-quality training for practitioners in children's services, social care, the voluntary sector and schools and universities. Our eight-week antenatal Welcome to the World programme aims to increase empathic attunement and secure attachment, strengthen adult relationships and improve understanding of perinatal mental health.

01865 401800
familylinks.org.uk
info@familylinks.org.uk



febromed

Febromed GmbH & Co KG

Stand 21

Febromed is one of the leading delivery-room specialists in Europe, producing equipment to support women in labour. Research shows giving birth in the natural, vertical position has positive effects on the mother and the baby, including fewer episiotomies, less labour pain, less perineal/vaginal trauma. In the upright position babies show less frequent abnormal heart rate patterns and a higher umbilical arterial pH.

Febromed products support the mother-to-be in any stage of labour to adopt any position she likes. And our partner seat enables your partner to be involved in the birthing process. Febromed products are modular constructed, designed ergonomically, flexible in use and easy to handle.

febromed.de
febromed@aol.com



Infant Sleep Information Source

Stand 9

The ISIS website (funded by an ESRC grant, and created by the Durham University Sleep Lab team) provides free access to up-to-date research-based evidence about how, why and where babies sleep, and sleep safety, in accessible and relevant formats for UK parents and health professionals. We also provide research summaries and responses, a cited references list, downloadable and printable materials, a free app for Apple and Android phones and tablets, and offer safe sleep workshops to HCPs and volunteers working with parents.

isisonline.org.uk



Lactation Consultants of Great Britain (LCGB)

Stand 20

We are the professional association for International Board Certified Lactation Consultants (IBCLCs) in Great Britain. We also offer associate membership for those interested in breastfeeding and working towards the qualification. IBCLCs use their specialist skills and knowledge to work directly with mothers and babies. Many also deliver training and some hold key strategic breastfeeding roles. Please visit our stall in the exhibition area or visit our website for more information.

lcgb.org
info@lcgb.org



NCT

Stand 13

NCT Professional provides services to commissioners for delivery to parents, free at the point of delivery. We work with public health commissioners, children's centre teams, GP-led healthcare commissioning groups and heads of midwifery services.

We do this to support commissioners to meet local outcome targets including:

- Supporting mothers in their feeding choices
- Supporting young parents
- Improving skills and confidence of parents-to-be

All our work fits in with the Unicef Baby Friendly Initiative.

nct.org.uk



MEDICARE Babybay – NSAuk

Stand 7

The multi-award winning Babybay is a bedside cot for home use, which ensures that new mums can be next to their newborn babies safely, without the associated risks of co-sleeping. Medicare Babybay is specifically designed for hospital use and allows new mums to be within easy reach of their newborn babies. This close proximity makes soothing and settling easier, while making breastfeeding more accessible. Highly recommended by mums and health care professionals, the Babybay is manufactured from sustainable natural beech wood and used throughout Germany in over 350 hospitals and birthing centres, and in UK NHS maternity wards and birthing centres for the last five years. Visit Stand 7 to see the Babybay and meet the NSAuk Team to discuss trial options.

01483 527799
nsauk.com
sales@nsauk.com



Orthofix Limited

Stand 12

We invite you to visit our stand displaying the AXifeed range of breastmilk storage bottles, featuring the only truly tamper evident system – Axifeed 21 with three bottle sizes – and the competitively-priced AXifeed E 140ml bottle. All our bottles are sterile (electron beam irradiation), not just sterilised. This provides complete assurance that our bottles are safe and ready to use. The materials that we use ensure that the bottles will not crack or split, even when frozen to minus 40° Celsius. You can also see the AXifeed Sterile Feeding Cup, the FISIO Electric Breast Pump with stimulation cycle, and the EasiFit 3 range of sterile and affordable collecting kits with three sizes of funnel.

0345 602 6382
axifeed.co.uk



Pinter & Martin Ltd

Stand 6

Pinter & Martin is an independent publishing company based in London. We publish authors who challenge the status quo and specialise in pregnancy, birth and parenting and psychology. New titles for 2015 include *Men, Love and Birth* by Mark Harris, *Bare Reality* by Laura Dodsworth, *Do we need Midwives?* by Michel Odent and the new *Why it Matters* series, which includes books on breastfeeding, hypnobirthing, perinatal depression and nutrition.



Real Baby Milk (Pollenn CIC)

Stand 23

Real Baby Milk is a project of Pollenn CIC, which holds the Social Enterprise mark. This year sees the launch of our new *Expressing* DVD and RBM Connect – a remote online update training for peer supporters who are active but need to update their skills and practice as part of a risk management strategy – and our new *Essential Guide* (generic version). Come along to see our range of resources designed with you in mind.

realbabymilk.org



Routledge (Taylor and Francis Group)

Stand 1

Routledge publishes a diverse list of journals and books across midwifery, nursing, parenting and related areas. We are proud of our record in launching innovative new content in emerging fields and our tradition of publishing in association with prestigious societies and organisations.

routledge.com



Sterifeed

Stand 10

We are the market leader in equipment for safe human milk pasteurisation with more than 250 installations in donor milk banks and hospitals around the world. In addition to our equipment range we offer breastmilk collection and storage bottles, infant feeding cups and obstetric products, which include the U-bag, Cord Clamps/Clipper and Amnihook. Human milk for preterm babies is our priority and our products are designed to assist in the safe storage and use of this precious milk. As part of our range we offer a complete barcode tracking system, human milk analyser, refrigeration and warming equipment. If you would like further information on any of our products we would like to invite you to visit our stand.

sterifeed.com



The Breastfeeding Network

Stand 25

The Breastfeeding Network was established in 1997 to offer independent support and information to breastfeeding women and their families. We run 17 projects across England and Scotland encompassing peer support and training. We manage the National Breastfeeding Helpline in partnership with ABM, offer helplines in other languages and a webchat service. We are very proud of our Drugs in Breastmilk service, providing information for families and health professionals on the use of medication during breastfeeding.

National Breastfeeding Helpline: **0300 100 0212** (open 9.30am-9.30pm 365 days a year)

0844 412 0995

breastfeedingnetwork.org.uk
admin@breastfeedingnetwork.org.uk

THE PRACTISING MIDWIFE

The Practising Midwife

Stand 17

The Practising Midwife is the leading journal for all health professionals connected with pregnancy, birth and beyond. Times ahead are exciting as we have introduced new and challenging themes to support midwives in practice and we are soon to launch our brand new website. You'll find us at the forefront of innovation in the areas we cover.

practisingmidwife.co.uk



United Kingdom Association for Milk Banking (UKAMB)

Stand 24

The United Kingdom Association for Milk Banking (UKAMB) is a charity working to support the provision of rigorously-screened, safe donor breastmilk for all babies who need it. Breastmilk is vital for the survival of sick and premature infants, reducing the risk of contracting serious infections and complications such as necrotising enterocolitis (NEC).

Please see the UKAMB website for further information on the work of UK Milk Banks.

ukamb.org
info@ukamb.org



Weleda

Stand 11

Founded in Switzerland in 1921, and a green pioneer, Weleda is a leading global manufacturer of complementary medicines and NATRUE-certified natural cosmetics, setting the gold standard for other natural and organic brands. Weleda Baby is the original natural baby brand and provides the most comprehensive range for mother and child: a selection of maternity products and infant skincare to cleanse, protect, soothe and nourish, all free from synthetic ingredients or artificial additives of any kind.

0115 944 8200
weleda.co.uk

LEAVE A SAFER WORLD FOR CHILDREN



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**FOR EVERY CHILD
IN DANGER** | **unicef**
UNITED KINGDOM 

Right now, millions of children are in danger. They face violence, disease, hunger and the chaos of war and disaster. Together, we have the power to change that. With your help, we'll do whatever it takes until every child is safe.

By leaving a gift in your Will, you can make a real difference for tomorrow's children. We don't know what the future holds but we do know that gifts left in Wills enable us to be there to build a safer world for future generations.

Long-term supporters Frank and Pat Thorn both pledged gifts to Unicef in their Wills. Frank said: *"A great deal of joy is being spread through the work that is carried out by Unicef in the field and it is very reassuring to feel that because of my intense interest in the work of Unicef with children worldwide, that even after I have passed away, some of my interest will be preserved by a donation towards their work."* Sadly, Frank passed away a few years ago. But, through the act of leaving a gift in his Will, his care for children has lived on.

Gifts in Wills are vital for our work to keep children safe around the world; whether they are in danger from malnutrition, or in need of essential vaccines to protect them from disease. Gifts in Wills allow us to respond rapidly when emergencies strike, and send out life-saving supplies such as water containers, nutrition supplements and mosquito-nets.

Find out more at
unicef.org.uk/Donate/Leave-a-legacy/

CONFERENCE INFORMATION

Certificates

Certificates of attendance are available for collection at the end of each day from the registration desks.

Cloakroom

The cloakroom is located within Hall A – delegates can deposit items free of charge.

Delegate badges

Please ensure badges are worn at all times.

Delegate notice board

A board for messages and notices will be located in the exhibition area – the full delegate list will also be displayed here.

Evaluations

Please complete our online evaluation: surveyMonkey.com/r/bfconfevaluation.

You will be emailed the link at the end of the conference.

First aid

A first aid room is located within Hall A near the main entrance.

Mother and baby room

A room is available for delegates with babies to watch the conference presentations. It is located in the office area of Hall A.

Photography and mobile phones

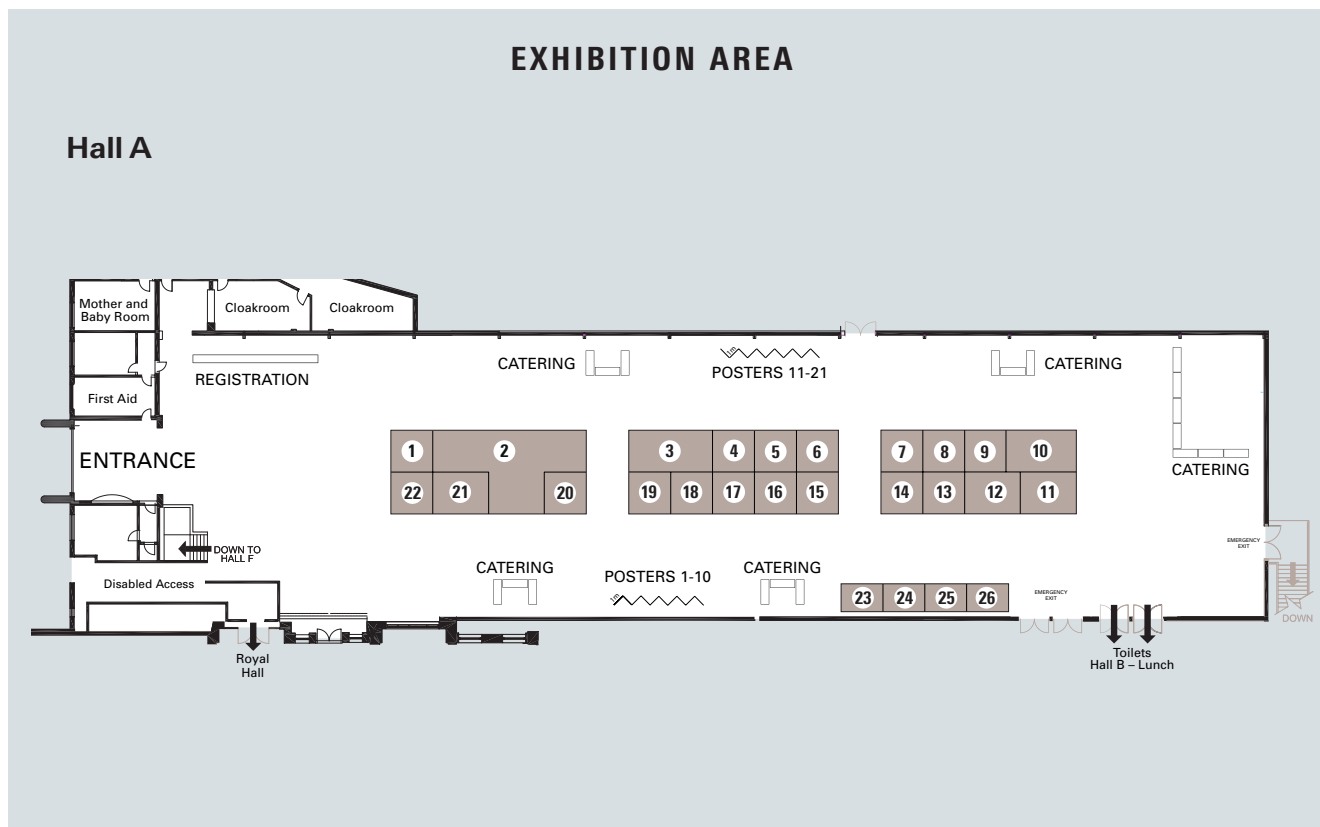
Please ensure mobile phones are off or on silent during all conference sessions and please refrain from using flash photography.

WiFi

Complementary delegate WiFi is provided – please see access information on the holding slides in the auditorium or ask at registration.

Follow us on Twitter: [@babyfriendly](https://twitter.com/babyfriendly)
[#bfconf](https://twitter.com/bfconf)

THE FLOOR PLAN



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Next year's annual conference will take place in Birmingham on 3–4 November 2016.