



Harrogate International Centre 18 & 19 November 2015

Day 1

Wednesday 18 November

Chairs: **AM:** Shereen Fisher, Chief Executive, The Breastfeeding Network
PM: 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 in Exeter
Karen Read, Infant Feeding Co-ordinator & 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

- Chairs: **AM:** Susan Last, publisher and freelance editor
PM: 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 – the advanced award
Francesca Entwistle, Professional Advisor, Unicef UK Baby Friendly Initiative & Sue Ashmore, Programme Director, 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

Price:

Both days: £230 per person (£200 with discount*)
Single day: £140 per person (£120 with discount*)
Price includes lunch and refreshments.

*Discount applies when booking before 7 August 2015, or when booking 5 or more places at once.

Programme subject to change.

Information:

For information on the conference, booking, travel and accommodation please visit: www.unicef.org.uk/babyfriendly/conference