

Insert from the Baby Friendly Initiative: Infant feeding and Relationships

Conversations guidance: please ask your health visitor to complete this

Conversations for the health visiting team: Key points

Remember: explore what parents already know → accept → offer relevant information*

All breastfeeding mother/baby dyads should have a feeding assessment using the breastfeeding assessment form during the new birth visit and an appropriate plan of care made. This may include referral for additional/specialist support

New birth visit	Continued breastfeeding												
<p>All mothers are offered support and information on:</p> <ul style="list-style-type: none"> • The importance of closeness and responsiveness for mother-baby well-being • How to hold their baby for feeding • Responsive feeding • Where to access feeding and social support within the local area • Caring for their baby at night <p>All breastfeeding mothers are offered support and information on:</p> <ul style="list-style-type: none"> • Why hand expression is a useful skill and how to do it • How to recognise effective feeding • The value of breastfeeding <p>Mothers who formula feed are offered support on:</p> <ul style="list-style-type: none"> • Sterilising equipment and making up feeds • Feeding their baby first milks • Responsive bottle feeding • Limiting the number of people who feed their baby 	<p>All mothers are offered support and information on:</p> <ul style="list-style-type: none"> • Appropriate introduction of solid foods <p>All breastfeeding mothers are offered support and information on:</p> <ul style="list-style-type: none"> • Feeding whilst out and about • Maximising breastmilk if other milks have been introduced • Continuing to breastfeed upon return to work 												
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*refer to the health professionals' guide for more information: <http://unicef.uk/conversations>