



UNICEF UK BABY FRIENDLY INITIATIVE ANNUAL CONFERENCE

28 – 29 November 2019
SEC Glasgow



CONFERENCE TIMETABLE**DAY 1: THURSDAY 28 NOVEMBER**

Chair: Professor Jacqueline Dunkley-Bent OBE – Chief Midwifery Officer, NHS England

8:30 *Registration*

9:30 **Introduction**

9:40 **Welcome**

Joe FitzPatrick, Minister for Public Health, Sport and Wellbeing, Scottish Government

9:50 **Baby Friendly update and celebration**

Sue Ashmore, Programme Director, Unicef UK Baby Friendly Initiative

10:45 *Break*

11.30 **Industry influence and overdiagnosis in infant nutrition**

Dr Christoffer van Tulleken, Honorary Associate Professor, UCL

12:15 **Prevention and management of allergy in infants**

Dr Robert Boyle, Clinical Reader in Paediatric Allergy, Imperial College London

1.00 *Lunch*

2:15 **Neonatal standards: Where have we got to and where we are going?**

Karen Read, Professional Lead for Neonatal, Unicef UK Baby Friendly Initiative

3:00 **Empowering mothers through peer support**

Hannah Dalgety, Breast Buddies Co-Ordinator, Home-Start Perth

3:30 *Break*

4:15 **How can we change the conversation to help mothers who don't meet their breastfeeding goals?**

Professor Amy Brown, Professor of Child Public Health, Swansea University

5:00 **Civic reception welcome**

Baillie Elaine Ballantyne, representing the Lord Provost of Glasgow

5:15– **Civic Drinks Reception**

6:30 **in Hall 5 courtesy of The Rt Hon The Lord Provost**

**Posters – view now in exhibition area**

During break times you can view a selection of posters in the exhibition area, showcasing exciting and innovative examples of improving care for babies and mothers. You can vote for your favourite poster here:

surveymonkey.co.uk/r/postervote19

DAY 2: FRIDAY 29 NOVEMBER

Chair: Professor Ann Holmes – Chief Midwifery Advisor & Deputy Chief Nursing Officer, Scottish Government

8.30 *Registration*

9:15 **Minding the gap: The lived experience of BAME women in birth & breastfeeding**

Kimberly Seals Allers, President, Mocha Manual Co. Inc.

10:15 **An ancient method to change the culture of breastfeeding in hospitals and communities**

Professor Anthony Costello, Professor of Global Health and Sustainable Development, UCL

11:00 *Break*

11:45 **What's in human milk, and why does it matter?**

Dr Natalie Shenker, Research Fellow and Director, Imperial College London, Human Milk Foundation

12:30 **Developing an intervention to improve infant safety and wellbeing**

Dr Anna Pease, Senior Research Associate, University of Bristol

1:00 *Lunch*

2.15 **An integrated infant feeding model – what works?**

Justine Baines, Infant Feeding Lead, Manchester Local Care Organisation

2.45 **Nutritional quality and ingredients use in processed baby foods in the UK: A matter of concern?**

Dr Ada Garcia, Lecturer in Public Health Nutrition, University of Glasgow

3.30 **Closing remarks**

3:45 **End of conference**

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For further information on the Baby Friendly Initiative

Phone 020 7375 6144
 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

A very warm welcome to the 2019 Baby Friendly Initiative Annual Conference. Huge thanks to you all for your support of Baby Friendly over the last year – you all work so incredibly hard supporting families in numerous different ways and we want the conference to be a chance to celebrate your success, recharge your batteries and find the inspiration to move forward to another year. We have a brilliant range of speakers, exhibitors and posters, showcasing the latest innovations and research in caring for babies, mothers and their families. And more importantly, there'll be plenty of time for networking, catching up and recharging. We hope you enjoy the Conference and leave us feeling motivated and inspired.

CONFERENCE INFORMATION

Certificates

Certificates of attendance are available for collection at the end of the conference when you return your name badge (or at the end of day one for those attending that day only).

Continuing Education Recognition Points (CERPs)

The conference has been awarded 7,75L; 0,5R point from the International Board of Lactation Consultant Examiners (IBLCE). The CERPs Registry Number is: 319060K.

Cloakroom

The Cloakroom is located on the main concourse. Delegates can deposit items free of charge. Please note that items cannot be left in the cloakroom overnight.

Delegate badges

Please ensure badges are worn at all times.

Evaluations

Delegates are invited to complete the online evaluation at the end of the conference:
surveymonkey.co.uk/r/bfconf19

First aid

There is a fully equipped medical centre located at the east end of the concourse, adjacent to the SEC information desk. In case of a medical emergency, please contact a member of SEC staff.

Mother and baby room

A room is available for delegates with babies to watch the conference presentations. It is in the Forth Room, on the ground floor adjacent to the main auditorium entrance.

NMC revalidation: Continuing Professional Development hours (CPD)

Attendance at the Unicef UK Baby Friendly conference equates to approx. 14 hours of CPD participatory learning. To increase your CPD hours through independent learning, read the conference blogs, reflect on your learning and document your findings.

Photography and mobile phones

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

WiFi

WiFi is provided free of charge for all delegates via **SEC Wi-Fi**.

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

CHAIR BIOGRAPHIES

DAY 1

Professor Jacqueline Dunkley-Bent, Chief Midwifery Officer, NHS England

Professor Jacqueline Dunkley-Bent has vast experience in healthcare provision.

Currently the Chief Midwifery Officer at NHS England and NHS Improvement, Jacqueline was previously Head of Maternity, Children and Young People at NHS England. She is one of two National Maternity Safety Champions and a visiting Professor of Midwifery at King's College London and London South Bank University. Her previous academic roles have included: Senior Lecturer, Curriculum Leader, LME and Professor of Midwifery.

Jacqueline's considerable experience has seen her lead and influence national maternity standards and guidance, as well as national and international healthcare, through research, education and publications.

Jacqueline has joined the Tommy's Charity National Advisory Board as Midwifery advisor, and the Women of the Year management committee. Her current voluntary work includes being a Midwifery Ambassador for the charity 'Saying Goodbye'.

In 2014 Jacqueline received the HSJ, BME Pioneers award. In 2015 she featured on Nursing Times' Leaders 2015 list.

DAY 2

Professor Ann Holmes, MSc, ADM, RM, RGN, Chief Midwifery Officer & Deputy Chief Nursing Officer, Scottish Government

Professor Ann Holmes is the Chief Midwifery Advisor and Deputy Chief Nursing Officer for Scotland.

In her early career, Ann conducted one of the first UK Randomised Controlled Trials – comparing midwife led care with the traditional shared care model. In 2000, she was appointed Scotland's first Consultant Midwife, working across NHS Greater Glasgow and Clyde for over 10 years. During that time she worked clinically two days a week, whilst leading on key maternity strategies – including public health, normality and various service redesigns.

Ann has significant experience in professional regulation, having worked with Scottish Government Health Directorates to support midwifery and maternity policy. She has also been Local Supervising Authority Midwifery Officer for six years and served two terms as member of the Nursing and Midwifery Council's Midwifery Committee.

Ann was awarded an Honorary Professorship with The University of Stirling in 2017.



SPEAKER ABSTRACTS AND BIOGRAPHIES

DAY 1

Welcome

Joe FitzPatrick, MSP

A warm welcome to the conference from the Scottish MP.

Joe FitzPatrick is the SNP Minister for Public Health, Sport and Wellbeing. Born in Dundee in 1967, Joe attended Abertay University, where he gained a first class honours degree in science. Joe was the first sabbatical president of the student union and the elected NUS convener for the north of Scotland. He has also worked for the Forestry Commission. In 2007 he was elected into Scottish Parliament, winning the Dundee City West seat. Joe FitzPatrick was appointed Minister for Parliamentary Business in September 2012 and then Minister for Public Health, Sport and Wellbeing in June 2018.

Baby Friendly update and celebration

Sue Ashmore

This presentation will give an overview of some significant events related to infant feeding and parent-infant relationships, as well as an update on the Baby Friendly Initiative's work during 2019. Details of progress on the new qualifications programme, as well as an update on the NHS long term plan will be shared. We will be celebrating all your achievements this year in the awards celebration video; many congratulations to all.

Sue Ashmore is Programme Director of Unicef UK's Baby Friendly Initiative. With a background in midwifery, Sue has directed the Baby Friendly Initiative on a strategic level for over 12 years, introducing new standards to ensure that babies' physical and emotional wellbeing is at the heart of the programme and guiding the programme towards sustainability through new achieving sustainability standards and the Gold award. Sue leads on external and internal relations and supports services to implement and maintain the standards.

Industry influence and overdiagnosis in infant nutrition

Dr Christoffer van Tulleken

The companies that produce infant feeding products use ever more sophisticated technologies of influence to increase their market share. Dr Chris van Tulleken will use Non-IgE mediated Cows' Milk Protein Allergy (CMPA) as the prototypical example of how industry are able promote over-diagnosis using a wide range of marketing techniques to both patients and healthcare professionals. While this leads directly to increased sales of products used to treat CMPA, the more significant effect is that the condition becomes a Trojan Horse, justifying a network of conflicts of interest that superficially appear to circumvent the WHO Code. Furthermore the condition creates the widespread belief that breastfeeding may be harmful. This talk will discuss his investigation into this, published in the BMJ in December 2018, as well as the media strategy that followed which contributed to both the BMJ and the Royal College of Paediatrics and Child Health declining to accept further formula industry money. He will also discuss pitfalls in communicating about infant feeding and how easily even positive messages can be instrumentalised by industry actors to the detriment of child health.

Dr Chris van Tulleken trained at Oxford and in London and now works as an infectious disease doctor at The Hospital for Tropical Disease and UCLH in London. He has a PhD in molecular Biology from UCL where he is now an associate professor. His research focuses on conflicts of interest, commercio-genic disease and the effect of profit incentives. Over the last decade he has presented some of the BBC's flagship series about health and medicine, including the BAFTA winning 'Operation Ouch' on CBBC.

Prevention and management of allergy in infants

Dr Robert Boyle

Around 20% of UK infants develop eczema in the first year of life and around 5% develop food allergy. Dr Robert Boyle discusses the relationship between the two conditions, how to recognise and manage both, and what can be done to prevent the conditions developing in the first place. Dr Boyle will also review some of the allergy prevention claims made by infant formula manufacturers about their products. Delegates should come away with increased confidence around discussing allergy queries, or allergy symptoms, in the infants that they care for in their day-to-day practice.

Dr Robert Boyle is a Consultant Paediatrician who undertakes randomised controlled trials and evidence syntheses, mainly in the area of allergy prevention. He has undertaken investigations of interventions such as

vitamin D, probiotics, prebiotics, hydrolysed formula milk, allergenic food introduction and moisturisers for preventing eczema or food allergies. He is interested in evidence-based practice and is Senior Editor for the Children and Families Network at Cochrane.

Neonatal Standards: Where have we got to and where we are going?

Karen Read

The neonatal unit holds the lives of the most vulnerable babies in their hands; the environment can deeply impact the developing baby and the new family. The Baby Friendly Initiative standards for neonatal units, launched in 2015, support the implementation of initiatives and strategies to provide a foundation for babies and their families to not only survive, but to thrive. Karen Read reflects on learnings and successes from the past 4 years of the Initiative and looks ahead to the future.

Karen Read has been working with the Baby Friendly Initiative since 2011, most recently as Professional Lead for the Neonatal Standards. Previously Karen was the infant feeding coordinator for maternity and neonatal at The Royal Devon and Exeter Hospital. She worked with the neonatal team to implement the Baby Friendly standards and they were the first neonatal unit in the UK to achieve the stand-alone neonatal award and re-accredited in 2018.

Empowering Mothers through Peer Support

Hannah Dalgety

Breastfeeding peer support aims to fill a gap by linking mothers who want to breastfeed with others who have personal experience and some training. The story of the Breast Buddies peer support service – established in 2017 by local mums in Perth and Kinross with the support of NHS Tayside – involves many families and individuals from various backgrounds, who worked together to empower each other to make things better for mothers in the area. Breast Buddies is one factor contributing to the unprecedented rise in breastfeeding rates at 6-8 weeks in Perth & Kinross; the Scottish Government is now expanding the initiative. The project is managed by Home-Start Perth.

Hannah Dalgety is the co-ordinator of Breast Buddies Perth and Kinross. She was at the heart of the development of Breast Buddies and her background as a peer supporter for NHS Tayside was integral to this role. She is a mother of two boys and volunteers as a La Leche League Breastfeeding Counsellor in her spare time. She is a qualified adult nurse and midwife having worked in Glasgow, Inverness and Dundee.

How can we change the conversation to help mothers who don't meet their breastfeeding goals?

Professor Amy Brown

Promoting breastfeeding as protective of both maternal and infant health is a central role of governments, health professionals and breastfeeding advocates. Talking about breastfeeding difficulties and why ingrained barriers must be tackled is essential to ensuring the situation changes for future mothers. However, sometimes it feels as if we are caught in a vicious circle; we must talk about breastfeeding as our rates are low and many women wish they had breastfed for longer, yet discussing these issues is often criticized as causing pain. This talk will present findings from a large research study which explored the experiences of over 2000 women who could not breastfeed for as long as they wanted, presenting their lasting emotions from their experience and their ideas for how we could promote breastfeeding in ways that cause them the least pain. The concept of negative breastfeeding emotions displaying as psychological trauma for a sub group of women will be discussed.

Professor Amy Brown is based in the Department of Public Health, Policy and Social Sciences at Swansea University, where she leads the MSc in Child Public health. With a background in psychology, she first became interested in breastfeeding barriers after having her first baby. She has spent the last fourteen years exploring psychological, cultural and societal barriers to breastfeeding, publishing over 80 papers. Dr Brown is author of 'Breastfeeding Uncovered', 'Why starting solids matters', 'The positive breastfeeding book' and 'Informed is Best'.

Civic reception welcome

Bailie Elaine Ballantyne, representing the Lord Provost of Glasgow

Many thanks to the Lord Provost and Glasgow City Council for providing the Civic Drinks Reception to welcome delegates to Glasgow.

DAY 2

Minding the gap: The lived experience of BAME women in birth & breastfeeding**Kimberly Seals Allers**

Black women in the UK are five times more likely to die as a result of complications in their pregnancy than white women. What is the role of race, bias and systemic oppression on the bodies and conditions of care that may be adversely affecting black women and babies in the UK? Kimberly Seals Allers will focus on the experiences, lessons learned and community-centred interventions in the United States. She will identify five key cultural and structural barriers to breastfeeding for the black American community – as well as eight strategies for overcoming barriers, which hold promise for addressing issues of racial disparities in birth and breastfeeding in the UK.

Kimberly Seals Allers is an award-winning journalist, author and an internationally-recognized speaker, strategist and advocate for maternal and infant health. A former senior editor at ESSENCE and writer at FORTUNE magazine, as well as a frequent contributor to *The New York Times* and *Washington Post*, Kimberly is a leading voice on the socio-cultural and racial complexities of birth, breastfeeding and motherhood. She is the director of the Maternal and Child Health Communication Collective. Kimberly was recently named one of “21 Leaders for the 21st Century” for 2018 by Women’s eNews. Her fifth book, *The Big Let Down—How Medicine, Big Business and Feminism Undermine Breastfeeding* was published by St. Martin’s Press in January 2017.

An ancient method to change the culture of breastfeeding in hospitals and communities**Dr Anthony Costello**

When it comes to strengthening the culture of breastfeeding, what if the solutions lie – not in regulation, messages and techno fixes – but in harnessing the power of one of the oldest and simplest human units... the sympathy group? The sympathy group is the smallest social unit outside the family; people who share a common interest and solve a challenge through facilitated conversation. Dr Anthony Costello reviews how small groups can change the culture of breastfeeding, prevent post-natal depression, lower the risk of diabetes and cardiovascular disease, potentially reduce the risk of AMR, and give parents the confidence to resist commercial pressures.

Anthony Costello studied medicine and psychology at Cambridge University. An award-winning professor of child health, he directed the Institute for Global Health at University College London, and was Director of maternal, child and adolescent health at the World Health Organization in Geneva. He has studied the science of community participation through women’s sympathy groups for over twenty years. A well-known commentator on global health with over 350 academic publications, he chairs the Lancet Countdown on Tracking the Health Impacts of Climate Change. In 2016 he received a Lifetime Achievement Award from the British Medical Journal. In November 2018 he published his book ‘The Social Edge. The Power of Sympathy Groups for our Health, Wealth and Sustainable Future’.

What’s in human milk, and why does it matter?**Dr Natalie Shenker**

Human milk composition changes over the course of feeds, time of day, seasons and years. Milk bank services lack the tools to characterise differences between milk from different donors and understand which components of milk could be important to support babies with different genetics, environments and clinical backgrounds. Through collaborative work developing from the Hearts Milk Bank and Imperial College, with the recent support of a UKRI Future Leaders Fellowship, we are starting to answer integral questions: Which families should be prioritised to receive donor milk? Which milk should be used in different clinical contexts? Could this work be an integral part of support for new mothers nationally?

Dr Natalie Shenker is the co-founder of the Human Milk Foundation and the Hearts Milk Bank, aiming to change perceptions around human milk through science, information and enhanced access to screened donor milk. Having worked with babies who developed NEC and women with breast cancer, as well as mothers struggling to establish breastfeeding, she has a driving passion to contribute to public health. In 2019 She won a UKRI Future Leaders Fellowship at Imperial College London to establish a programme of collaborative research, investigating the optimal use of donor milk to support maternal breastfeeding and mental health, as well as optimise infant outcomes. She trained in medicine at Oxford.

Developing an intervention to improve infant safety and wellbeing

Dr Anna Pease

Although SIDS rates are decreasing in the UK, levels remain four times higher for younger mothers. Unexplained infant deaths now seem the preserve of poorer families, which suggests more targeted intervention is needed. We have the potential to underpin an effective intervention if we work to understand decision making for infant care in higher risk groups. Dr Anna Pease will give an overview of work to date and explore a future targeted intervention that improves communication, and encourages awareness and consistent application of safer sleep messages to minimise risk for babies in all sleeping environments.

Dr Anna Pease is a Senior Research Associate at Bristol University, investigating interventions to improve infant sleep safety in high risk families.

She started her career in New Zealand, working for a charity promoting safer sleep for babies. Anna completed her PhD at the University of Bristol, exploring the decision-making processes of mothers with young babies from deprived backgrounds, in relation to the risk factors for Sudden Infant Death Syndrome. She is continuing her research in Bristol as a Senior Research Associate currently investigating interventions to improve infant sleep safety in high risk families.

An integrated infant feeding model – what works?

Justine Baines

An introduction to the new 'Integrated Infant Feeding Team' – a £1.4 million investment across North Manchester, which involves a dedicated team of Infant Feeding Support Workers who provide feeding support to every new mother and baby. Should any complex or ongoing challenges arise, the service offers a referral to a team of specialists. The objective of the service is to increase breastfeeding rates in North Manchester, and keep mothers and babies off unnecessary medications and formulas – to ensure better health outcomes, support for our NHS colleagues in Primary, Secondary and Tertiary care, and save money in a financially challenging environment.

Justine Baines is the Infant Feeding Lead for Health Visiting services with Manchester Local Care Organisation. Justine has supported Health Visiting across Children's Community Health Services in Manchester to become fully accredited as Baby Friendly, and she secured £1.4 million funding to roll out a new model for the infant feeding support in North Manchester. Before specialising in infant feeding, Justine spent three decades nursing in the NHS.

Nutritional quality and ingredients use in processed baby foods in the UK: A matter of concern?

Dr Ada Garcia

The transition from exclusive milk feeding to solid feeding is an important milestone in infancy. Parents and health providers need support when making decisions or providing advice in relation to complementary weaning. This talk will discuss recommendations on the type of foods that infants need in order to meet nutrient requirements and to promote healthy eating from an early age. Dr Garcia will revisit her own and current evidence on the nutritional quality and ingredients in commercial baby foods and the information on food labels, and address the need to challenge and monitor the baby food labelling directives on the age of introduction of solid foods. Main points of discussion as a matter of concern will be sweet foods, protein and iron content, texture and use of pouches and the increasing market for baby snacks.

Dr Ada Garcia has a PhD in Nutritional Physiology and Pathophysiology from the University of Potsdam, Germany. She is a registered Public Health Nutritionist. She leads the public health nutrition component of the MSc Human Nutrition, University of Glasgow.

TRAINING

Workshop for Trainers

This interactive one-day workshop gives participants an update on new concepts included in the refreshed breastfeeding and relationship building course. The workshop will support participants with incorporating these concepts into their in-house training, with a focus on providing infant feeding care in the UK's ever-changing healthcare environment. A new package of training materials for a two-day course – including slides, videos and activities – will be provided. Please note it is a requirement that participants have previously attended the Train the Trainer course.

Audit training

We are pleased to offer new training options to support infant feeding leads and other key workers to audit the care their service provides in relation to infant feeding and relationship building against the Baby Friendly Initiative standards.

In 2020 we will reintroduce face to face audit workshops due to popular demand. All aspects of the auditing process are considered, and the Baby Friendly audit tools used to enable participants to explore issues of sampling, interviewing, scoring, presentation and interpretation of results, and action planning to improve care and maintain progress.

For those who prefer to learn at their own pace and in their own environment, we will also launch e-learning to support with auditing. For more details please visit the website.

Visit unicef.uk/babyfriendlycourses to see our full range of training courses, book individual places, or to arrange an in-house course for a group of your staff email bfi@unicef.org.uk



RESOURCES



NEW: Suite of learning outcomes to support allied healthcare practitioners involved in the care for new babies, their mothers and families.

These learning outcomes were developed by relevant clinical and academic experts to articulate the minimum knowledge and understanding of infant feeding that it would be reasonable to expect from a health practitioner at the point of qualification. The aim is to give an understanding of infant feeding, how to support it in practice, and how to access further learning for; Medical students, Dietetic students, Pharmacy students, Children's Nursing students, Maternity Support Workers and Nursery Nurses. [unicef.org/learning-outcomes](https://www.unicef.org/learning-outcomes)

NEW: Updated Guide to the Unicef UK Baby Friendly Initiative university standards

An increasing number of universities are now seeing the benefits of achieving Unicef UK Baby Friendly accreditation for their midwifery or health visitor/public health nurse programmes. To start your university's journey to accreditation, see our guidance on implementing the Baby Friendly university standards [unicef.org/babyfriendly-university-standards](https://www.unicef.org/babyfriendly-university-standards)

Updated: Co-Sleeping and SIDS: A guide for health professionals

This infographic and guidance supports health professionals when discussing co-sleeping and SIDS with parents. Updated in October 2019 to reflect the most recent statistics on unexplained death. [unicef.org/safesleeping](https://www.unicef.org/safesleeping)

Visit [unicef.org/baby-friendly-resources](https://www.unicef.org/baby-friendly-resources) for more resources on infant feeding and relationship building.

EXHIBITOR PROFILES



Ameda Breastpumps and Breastfeeding Equipment

Stand 7

Ameda® offer a range of breastpumps suitable for both hospital and personal use and 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.

We will also be showcasing AXifeed EBM storage bottles, the safest bottles for EBM. The AXifeed bottle and cap range is the only truly tamper-evident system, providing clear verification that feeds are safeguarded from accidental or deliberate contamination. AXifeed bottles support risk management procedures for both milk banks and neonatal units.

ameda.com



Ardo

Stand 17

Ardo is a Swiss family company which develops products in the medical technology sector. We are an approved NHS supplier, passionate about breastfeeding and feeding breastmilk, and supporting healthcare professionals to help expressing mums. Our product range has been designed and developed with the purpose of meeting both the personal requirements and individual needs of mums and their babies. Ardo breastfeeding products are manufactured in Switzerland, adhering to the highest production, design and environmental standards. Ardo is proud to adhere to the International Code of Marketing of Breastmilk Substitutes.

Ardo is a National company with local distribution, we ensure no matter where you are in the UK we can help.

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



Association of Breastfeeding Mothers (ABM)

Stand 10

The Association of Breastfeeding Mothers is a national charity, founded in 1979, that exists to support breastfeeding mothers and nurture families. We provide breastfeeding support, information and training for mums, families and health professionals. We are partners on the National Breastfeeding Helpline. We offer an information library of online and offline resources and ABM membership with regular breastfeeding magazines and discounts.

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



Babybay Medicare from NSAUK

Stand 18

Babybay and Babybay Medicare are bedside cots, designed to sit as close as possible to mum's bed, allowing a new mum to sleep inches away from her baby. The domestic model clamps onto mum's bed creating a level sleep zone. Babybay Medicare was developed specifically for ward use. This bedside cot locks into position alongside the hospital bed, providing access for night time feeds and soothing. With baby being a few inches away, it is especially recommended for mums recovering from C-Sections or interventions that can impair mobility. Extensively used throughout Germany, it is now being used in many NHS hospitals and Birthing Centres around the UK. It has been rigorously tested to withstand chlorine based cleaning agents and is robust enough to survive regular use in a busy ward environment. Visit NSAUK's stand to see the Babybays and arrange a free trial for your hospital.

babybayuk.org
nsauk.com



Baby Milk Action / IBFAN UK

Stand 11

Baby Milk Action is the UK member of the International Baby Food Action Network (IBFAN), a network of 270 groups in over 160 countries that work to bring in regulations that stop misleading marketing by the baby feeding industry. We protect breastfeeding and babies fed on formula to prevent unnecessary illness, death and suffering. To preserve our independence, we take no corporate funding. We have a special focus on conflicts of interest.

babymilkaction.org
info@babymilkaction.org

Basis

Baby sleep info source

Baby Sleep Information Source (BASIS)

Stand 4

Following six years as the Infant Sleep Information Source (ISIS), we have rebranded and refreshed our name and our 'look' in 2018. The initial Infant Sleep Information Source (ISIS) website was funded by an Economic and Social Research Council grant, and created by the Durham University Parent-Infant Sleep Lab team in collaboration with Unicef UK, La Leche League and National Childbirth Trust (NCT). The rebranding was funded by Durham University. BASIS 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, a co-sleeping image archive, and offer safe sleep workshops to healthcare professionals and volunteers working with parents. We were awarded the Queen's Anniversary Prize for this work in February 2018.

basisonline.org.uk



Best Beginnings

Stand 12

Best Beginnings is a national charity that works to reduce inter-generational cycles of inequality by empowering families in communities across the country to support their own and their children's long term well-being.

Best Beginnings collaborates with parents and accredited health bodies, to develop and deliver engaging, user-friendly, quality-assured digital and non-digital resources. The multi-award-winning Baby Buddy App is the charity's trusted parenting guide.

Baby Buddy provides personalised, relevant and interactive content to help parents build the knowledge and confidence they need to give their children the best start in life and focuses on the critical "window of opportunity" between conception and a child's third birthday. Baby Buddy offers bespoke un-lockable features and can be flexibly adapted to address local priorities as well as support national messaging.

bestbeginnings.org.uk



Class Professional Publishing

Stand 21

Class Professional Publishing has been representing Jones & Bartlett Learning in Europe since 1991. 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. We'll be showcasing the brand new 6th edition of Breastfeeding And Human Lactation at this year's show so please be sure to visit Emma and Clare on our stand. Conference discounts will be available!

classprofessional.co.uk
emma.phillips@class.co.uk
 01278 427800



www.essentialparent.com

Essential Parent

Stand 8

Essential Parent is a digital library of videos and articles which is e-Deliverable by health practitioners to a parent's smartphone by text or email. All content is evidenced-based and developed following advice from Unicef UK Baby Friendly Initiative as well as the Royal College of Paediatrics and Child Health, St John Ambulance, Meningitis Research Trust, Child Accident Prevention Trust, National Literacy Trust, the Samaritans and many other expert organisations.

essentialparent.com
diana.hill@essentialparent.com – 07803 896078
rebecca.chicot@essentialparent.com – 07890 926924



First Steps Nutrition Trust

Stand 3

First Steps Nutrition Trust is a small national charity providing expert and independent information on the importance of good nutrition from pre-conception to five years. All the information we produce is free and open for all to access, and we support Unicef UK's Baby Friendly Initiative through the provision of information on infant milks, introduction to solids and on working within the WHO Code of Marketing of Breastmilk Substitutes.

firststepsnutrition.org
helen@firststepsnutrition.org
 @1stepsnutrition

IBLCE (International Board of Lactation Consultant Examiners)

Stand 2

The International Board of Lactation Consultant Examiners (IBLCE) is valued worldwide as the most trusted source for certifying practitioners in lactation and breastfeeding care. IBLCE establishes the highest standards in lactation and breastfeeding care worldwide and certifies individuals who meet these standards. There are currently over 31,000 International Board Certified Lactation Consultants (IBCLCs) worldwide, in 110 countries.

iblce.org
eume@iblce.org



Lactation Consultants of Great Britain

Stand 20

We are the professional association for International Certified Lactation Consultants (IBCLCs). We have national and international representation, advocate for skilled appropriate support for breastfeeding families, and the role of breastfeeding in reducing health inequalities. We provide educational opportunities, raise the profile of IBCLCs and encourage aspiring IBCLCs from a diversity of backgrounds, e.g. through conference scholarships. We welcome membership applications from all with a shared commitment and interest. Visit our stall to find out more.

LCGB.org
info@LCGB.org



La Leche League GB (LLLGB)

Stand 15

LLLGB has been supporting mothers for nearly 50 years and, through our helpline, local groups and meetings and online support, we reach an estimated 25,000 women annually via our LLL Leaders (accredited breastfeeding counsellors). We know that mothers need support for breastfeeding and that breastfeeding support is a key public health intervention making a proven difference to both infant and maternal health.

Our LLL Leaders, who have all breastfed their own babies, work as volunteers to provide a network of support options including local calls, a national Helpline, emails and social media. This, combined with opportunities for those at meetings to receive encouragement from their peers, other breastfeeding mothers and parents, means we can support all families at every stage of their breastfeeding relationship, in ways that work best for them.

We also supply information and resources for families, breastfeeding counsellors and health professionals via our comprehensive website and online shop including books, reference and study materials, DVDs and LLLGB published information sheets, booklets and posters.

For more information visit www.laleche.org.uk.

laleche.org.uk



Lullaby Trust

Stand 5

The Lullaby Trust provides expert advice on safer sleep for babies, supports bereaved families and raises awareness on sudden infant death syndrome (SIDS). Working with the NHS we run a national health-visitor led service for bereaved parents, Care of Next Infant (CONI) programme, which supports families before and after the birth of their new baby. We are committed to supporting research to understand why babies die suddenly and unexpectedly and to find out more about how to prevent these tragic deaths. The Lullaby Trust also runs an information line for parents and professionals and a dedicated line for bereaved families.

lullabytrust.org.uk
office@lullabytrust.org.uk
 020 7802 3200



NCT

Stand 9

NCT provides a range of services for commissioners, which are delivered direct to parents, helping commissioners to reach local outcome targets. These services include accredited breastfeeding peer support training, Baby Cafes, a platform for local Breastfeeding Welcome Schemes and training for breastfeeding champions. NCT also runs peer support projects to connect isolated new and expectant mothers to their communities, or to support mothers who face mild to moderate perinatal mental health difficulties. These can be delivered as standalone projects, or together as part of a comprehensive breastfeeding service, along with project management and evaluation services if required.

nct.org.uk/about-us/commissioned-services



Pinter & Martin Publishers

Stand 13

Pinter & Martin is an independent publishing company based in London. We specialise in pregnancy, birth & parenting and breastfeeding, including Emma Pickett's *The Breast Book* and conference speaker Amy Brown's *Breastfeeding Uncovered* and *The Positive Breastfeeding Book*.

pinterandmartin.com



Sterifeed

Stand 19

The brand name Sterifeed has been used by the company Medicare Colgate Ltd to supply hospitals around the world since 1994. Due to our scientific evidence-based safety features and exceptional level of customer service Sterifeed are the global market leader for pasteurisation equipment for donor human milk with over 300 pasteurisers running in 45 different countries.

At Sterifeed we pride ourselves in being innovative, providing solutions for our customers needs with items such as our colostrum collectors & containers and our latest addition the new lockable box for ensuring the safety of expressed breast milk. All of this along with our long -standing range of storage bottles and the MIRIS breast milk analysing equipment really sets us above our competitors as a proactive company who are passionate about helping not only our professional customers but helping mums and babies too.

It would be a pleasure to chat with you at our stand so please come to see us to discuss your needs.

sterifeed.com
info@sterifeed.com



The Breastfeeding Network

Stand 6

Our mission is to offer independent, evidence-based information and support to help build awareness of breastfeeding to individuals and organisations, and to support mothers and families.

We do this through our network of over 1000 trained volunteers, our peer support projects offering support before birth, in hospital, at home and in communities; and through the Drugs in Breastmilk information service.

We also work in partnership with the Association of Breastfeeding Mothers to deliver the National Breastfeeding Helpline, open 9.30am-9.30pm 365 days on 0300 100 0212

breastfeedingnetwork.org.uk
admin@breastfeedingnetwork.org.uk
0300 100 0212



The Human Milk Foundation

Stand 14

Changing perceptions of human milk through research, education and broadening access to safe, screened donor milk.

humanmilkfoundation.org
heartsmilkbank.org



The Scottish Government Breastfeeding Programme 2018 – 2021

Stand 22

This exciting and innovative programme is working with all Scottish NHS Boards and voluntary sector partners to deliver quality improvement projects which are monitored, funded and supported by the Scottish Government.

The objectives of this programme are to change culture and improve breastfeeding outcomes and experiences for parents. Now in the programme's second year, work is focusing on:

- Improving skills and knowledge of staff
- Local quality improvement projects and
- Mapping current models of care



United Kingdom Association For Milk Banking

Stand 1

UKAMB is working to ensure equity of access to assured and sustainable supplies of safe, screened donor human milk of optimal quality in the absence of mother's own milk, by supporting milk banks throughout the UK with training, advice and information sharing. The strategic aim of the charity is the formation of a standardised national donor breastmilk service that would supply infants throughout the UK according to need, regardless of geographical location.

ukamb.org
info@ukamb.org
01244 511440

POSTERS

During break times you can view a selection of posters in the exhibition area, showcasing exciting and innovative examples of improving care for mothers and babies. Descriptions of the posters can be found below.

Vote for your favourite poster at surveymonkey.co.uk/r/postervote19

1. Partnership approach to improving breastfeeding rates in an area of low prevalence

Hayley Burton & Tamsyn Grant, North Somerset Council

There has always been a large difference in breastfeeding prevalence between Weston-Super-Mare (35% of babies were receiving breastmilk at 6-8 weeks in 2017/18) and the rest of North Somerset (50% average for the region).

We launched a programme of work in 2017 with the aim of reducing the inequality in breastfeeding rates across North Somerset. We identified the need to improve the access and availability of breastfeeding support across Weston-Super-Mare, as well as ensuring the culture in our services is truly 'breastfeeding welcome'. The programme required a partnership approach to deliver a number of initiatives across the system and included; relaunching the breastfeeding support groups; investing in training additional volunteer peer supporters; launching a new local Facebook support group; commissioning a new Community Specialist Breastfeeding Clinic provided by the health visiting service and commitment from North Somerset Children's Centres to work alongside the health visiting service to achieve the Unicef UK Baby Friendly Initiative Standards.

Initial results from this partnership approach have been really promising with breastfeeding rates at 6-8 weeks in Weston South rising to 47% in 2018/19 (a 12% increase over the year).

This poster will summarise the partnership approach of this programme of work and present the findings through both prevalence and activity data, and feedback we have collected from mothers, staff and volunteer peer supporters.

2. Improving outcome through changing practice

Dr Ambalika Das & Baljit Wilkhu, Queen's Hospital, Barking Havering and Redbridge University Hospital NHS Trust

Encouraging parent-infant interaction is known to improve breastfeeding rates. Many traditional neonatal unit policies and practices interfere with unlimited parent-infant interaction. Over a course of several years we modified many of our practices to offer abundant opportunities for parents and families to be in contact with their newborns, whilst being cared for in the neonatal unit.

We introduced 24/7 unlimited access to parents, encouraged parents' presence on ward rounds, facilitated parental involvement in care-giving, encouraged skin-to-skin contact, implemented parent-interaction log sheet, introduced parental infant feeding training sessions, offered visit access of siblings etc. With these changes in unit practices introduced in stages, we noticed a gradual increase in breastfeeding rates and use of breastmilk on the unit.

Compared to 2012-13, in 2017-18 inpatient breastmilk days increased from 22.45% to 31.33%, breastmilk at discharge improved from 30.8% to 56.5% and breastfeeding at discharge for < 33 weeks babies increased from 12% to 39.8%.

Evidence-based modification of practices of the unit has led to improved outcome of breastfeeding and breastmilk use.

3. What do we know about the experience of women in the twenty-first century who breastfeed beyond twelve months of age? A systematic review of qualitative evidence

Dr Sally Dowling & Ms Tasha Cooper, University of the West of England, Bristol

Our poster will show both the process and findings from our review (PROSPERO registration number: CRD42019127036).

The duration of breastfeeding varies around the world; breastfeeding beyond infancy is often unusual and hard to measure. There is limited understanding of how women experience continuing to breastfeed once it becomes uncommon. We were interested in whether this experience, as reported in 21st century research, is different to that in the earlier literature. Although breastfeeding long-term continues to be unusual, there are ways in

which it has become more visible, including on social media; we wanted to see if this has been reflected in the academic literature.

We wrote a review protocol and devised a search strategy with clear inclusion and exclusion criteria. We used Covidence to manage our results, remove duplicates, assess and screen papers. We imported 502 papers for screening; 14 were finally included in our review. We extracted data from all 14 and assessed methodological quality using the CASP tool for qualitative research.

Findings from the papers were coded line by line and thematically analysed; this will be outlined on our poster – we found some themes in common with earlier literature but also new and interesting themes which we will discuss.

4. Our Baby Friendly Journey – An Integrated Approach

Pauline Dumble & Alison Greaves, Humber Teaching NHS Foundation Trust ISPHNS and East Riding of Yorkshire Council Children's Centres

We will represent the evolution of our work over recent years to show how joining as an integrated service aided the implementation of the Unicef UK Baby Friendly Initiative standards for families in the East Riding of Yorkshire. Following amalgamation, the Integrated Specialist Public Health Nursing Services (ISPHNs) and East Riding Children Centres went further and faster to implement our approach to become the first integrated GOLD accredited service.

We will show our journey via a timeline. This will include our separate journeys at the beginning and then the integrated journey. This will be linked to the benefits of joint working along the timeline. The poster will demonstrate how an integrated approach in line with the Unicef UK Baby Friendly Initiative standards, can be achieved and local breastfeeding rates increased.

The poster will consist of a narrative, summarized information and infographics. We will demonstrate the positive impact that having strong consistent commissioning, a clear strategy, supportive culture and effective leadership has on embedding the Unicef UK Baby Friendly Initiative standards to achieve sustainability.

5. Working with Children and Young People – A Community Approach to Understanding and Valuing Breastfeeding and Early Nutrition

Sarah Edwards, Dr Liz Smith & Amy Bryson, The Breastfeeding Network

Breastfeeding rates in Scotland are very low with an embedded formula feeding culture. Promotion and support for breastfeeding is therefore acutely important and should involve all age groups.

This project used a partnership approach, working with two schools in areas of high social deprivation and low breastfeeding rates to increase knowledge about breastfeeding and give children and young people the information they need to make healthier choices about feeding babies. We also wanted children to understand some of the barriers and the difference it can make when a community values and supports breastfeeding.

To achieve this, we designed and delivered short, interactive learning sessions about breastfeeding and appropriate weaning for children of nursery/school age.

The IOWA infant feeding attitudes assessment scale was used to measure changes in attitudes.

Most sessions lasted around 50 minutes, we found that children's attitudes were mixed but by the end of the session there were changes to a more positive attitude to breastfeeding. This small study, demonstrates that by working with children, changes in attitudes to breastfeeding can be achieved with short interventions and minimal cost. This poster will provide a summary of the main findings and recommendations for the future to help normalise breastfeeding.

6. 'A lifeline when no one else wants to give you an answer' – An evaluation of the Breastfeeding Network Drugs in Breastmilk Information Service

Shereen Fisher & Wendy Jones, The Breastfeeding Network

In July 2018, The Breastfeeding Network commissioned Swansea University to undertake an evaluation of their Drugs in Breastmilk service. This service provides information to parents, professionals and supporters about the level of risk of taking medications or having medical procedures whilst breastfeeding. The service includes a series of Factsheets about different medications on the Breastfeeding Network website, and a one to one contact service with a specialist pharmacist over email and Facebook for specific requests. At present the service is funded from the Breastfeeding Network's reserves for a period of 3 years supported by direct fundraising appeals.

The evaluation sought to explore who is using the service, why they are accessing it, what information they are receiving and their views of the service. It also explored the impact the service upon maternal wellbeing, professional practice and ultimately breastfeeding duration.

This poster will provide a summary of the main findings of the evaluation and recommendations for sustaining the service for the future.

7. Embedding Infant Feeding and Relationship Building Education within Nursing & Midwifery Curriculums

Emma Hay-Higgins, Natalie McDonald, Debbie Wilson, Natalie Scott & Fiona Gibb, Robert Gordon University (RGU)

RGU is committed to a process of embedding the Unicef UK Baby Friendly Initiative learning outcomes within undergraduate and postgraduate Nursing and Midwifery curriculums. This is in recognition of the important influencing role all students and practitioners have in supporting infant feeding and relationship building. Key to enabling development in this area has been the instigation of a Baby Friendly Steering group in the School with representatives from across the Nursing and Midwifery teaching portfolio. Currently, the Midwifery programme has been re-accredited Baby Friendly, and the Health Visiting course is working towards accreditation. Teaching regarding breastfeeding and responsive relationships is being threaded through the delivery of modules in the undergraduate nursing programme for all fields.

The current process of redesign of the undergraduate nursing curriculum, in line with the new NMC standards, is allowing for opportunities to further consider how all students can be empowered to develop knowledge and understanding to support families. Content will demonstrate key snapshots of areas of success and an insight into our ongoing development. Our Unicef Baby Friendly steering group is also working to establish a Baby Friendly university for all staff and students therefore the poster will further demonstrate our progressions and actions in relation to this.

8. Blackburn with Darwen: A Breastfeeding Friendly Borough

Sue Henry & Donna Butler, East Lancashire Hospitals NHS Trust

Blackburn with Darwen was launched as Breastfeeding Friendly Borough in November 2018. This was a priority target for our Eat Well, Shape Up, Move More strategy aimed to reduce obesity in the local population. The project raises awareness of the importance of breastfeeding for all babies and importantly to help mothers feel more confident, comfortable and happier to feed anywhere in the Borough. It is well recognised that public breastfeeding can be a barrier to prolonged breastfeeding.

What did the launch look like?

- Welcoming breastfeeding messages / images on billboards / posters
- Digital images (bus station and other key places)
- Community members had small cards to pass onto breastfeeding mothers they saw feeding in public – offering praise and support
- A radio interview with two mothers
- Mother volunteers starred in a series of breastfeeding myths videos which formed part of the social media attached to the campaign
- Social media campaign [#BwDBreastfeedingFriendlyBorough](#)

A partnership between health, council, local communities and many others made this project possible. The poster presentation will show conference delegates some of the images we used and we will be available to discuss our campaign.

9. Achieving Unicef UK Baby Friendly Initiative re-accreditation at the University of Northampton

Mary Huntley Senior Lecturer and BFI Lead and Kim Ebbs Lecturer (supporting the BFI Lead), University of Northampton

The University of Northampton was successfully reaccredited Baby Friendly in June 2019. Re-accreditation followed a period of great change which included relocating to a new campus, restructuring of the midwifery team and a review of the Undergraduate Modular Framework.

To establish an understanding of the current situation student opinion and feedback was sought, and a full thematic analysis was undertaken. This poster will describe the actions taken, resources needed and challenges that arose.

A 'new' BFI programme was developed for students starting their midwifery training, and transition arrangements made to ensure that the training needs of students 'between the two programmes' were met. Fresh eyes and 'new' midwifery team, with new energy, insight and motivation provided an opportunity to enhance the curriculum. Successful reaccreditation was achieved and described by the assessors as 'superb and excellent'.

10. Development and impact of Bristol breastfeeding and tongue-tie assessment tools.

Marion Copeland², Dr Jenny Ingram¹, Debbie Johnson¹, Prof Alan Emond¹, ¹ Centre for Academic Child Health, University of Bristol. ² Southmead Hospital, North Bristol NHS Trust

To improve the assessment of breastfeeding difficulties associated with tongue-tie, 3 tools for clinicians to use have developed and evaluated:

- The Bristol Breastfeeding Assessment Tool (BBAT),
- Bristol Tongue Assessment Tool (BTAT) and
- TABBY (tongue-tie and breastfed babies) tool.

Bristol Breastfeeding Assessment Tool (BBAT).

This tool was evaluated with 160 mother-baby dyads over 218 breastfeeds using seven midwife assessors. Midwives were able to score a breastfeed consistently using the BBAT and felt that it helped them with advice to mothers about improving positioning and attachment to make breastfeeding less painful, particularly with a tongue-tied baby. The tool showed strong correlation with breastfeeding self-efficacy, indicating that more efficient breastfeeding technique is associated with increased confidence in breastfeeding a baby.

Bristol Tongue Assessment Tool (BTAT).

This tool was developed based on clinical practice and evaluated with 224 tongue assessments. Eight midwives who used it and showed good correlation in the consistency of its use and that it could be used in place of more detailed assessment tools to score the extent of a tongue-tie. Midwives found it quick and easy to use and felt that it would be easy to teach to others.

TABBY (Tongue-tie and Breastfed Babies) Assessment tool.

A visual version of the BTAT tool, the TABBY Assessment Tool was developed with a graphic designer and midwives. It was evaluated by five midwives assessing 262 babies with tongue-ties recording their scores using both BTAT and TABBY. Midwives found it easy to use, and there was excellent correlation between the scores.

This poster will present the assessment tools, evaluation and results of the study, including references.

11. Systematic Review investigating Risk of Bias and Conflict of Interest in infant formula milk trials

Jessica Jobson & Dr Robert Boyle, Imperial College London

Background:

There is evidence that industry involvement in clinical trials is associated with favourable trial outcomes and positive conclusions. This has not been specifically explored in the field breastmilk substitute (BMS) clinical trials.

Methods:

We undertook a systematic review of BMS trials. Included studies were conducted between 01/01/16-17/02/19 on infants under three years, comparing two different BMS products. Our aim was to determine whether the BMS industry involvement was associated with higher risk of bias or positive trial outcomes.

Results:

26 of 43 (60%) trials had a high risk of bias and 33 (77%) were BMS industry funded. 30 (70%) trials were not registered prior to enrolment of the first participant and 34 (77%) had a primary outcome, which favoured the experimental BMS. Of the remaining 10 trials with unfavourable primary outcomes, only 2 presented an unfavourable abstract conclusion. Trials with a higher level of industry involvement were more likely to report positive outcomes and conclusions. Such trials also tended to have higher risk of bias ($p=0.08$) especially in relation to post-randomisation exclusion of trial participants from analysis.

Conclusion:

These preliminary findings suggest that BMS industry involvement in BMS trials may be associated with more positive and more biased outcomes.

12. Online Discourses of Public Breastfeeding

Dr Alexandra Kent, Dr Joanne Meredith and Dr Kirsty Budds, Keele University and Wolverhampton University.

The poster will report the findings of our study exploring how online newspaper commenters talk about public breastfeeding. When posting online, authorship is often obscured so one can post with reduced personal accountability. This disinhibiting effect can be both benign (facilitating openness around personal experiences) and toxic (where people are deliberately inflammatory or abusive). We know that fear of being challenged or disparaged for breastfeeding in public leads many mothers to avoid attempting it, even if they have not personally experienced a negative reaction. Therefore, the language used to talk about breastfeeding, particularly publicly available discourses, has the power to curtail and limit or conversely embolden and support public breastfeeding. These factors make online newspaper comments a rich site for gathering and identifying powerful discourses about public breastfeeding. This study considers the consequences of these discourses for breastfeeding practices in the UK in order to understanding paths to resistance which may help us to understand how to promote public breastfeeding and empower women to draw on supportive discourses, rather than hostile or derogatory ones.

13. The importance of person centred, peer support on the National Breastfeeding Helpline

Felicity Lambert & Shereen Fisher, National Breastfeeding Helpline

Volunteers provide non judgmental, evidence based, independent, confidential support and information via the National Breastfeeding Helpline. Over the last ten years online forums and social media have provided other places for parents to go too to ask for help and support. Despite this the number of calls to the National Breastfeeding Helpline has not decreased suggesting that there is still a very important place and high demand for one to one, person centred telephone support.

The National Breastfeeding Helpline is open 9.30am – 9.30pm every day of the year and, despite challenging times, it has been able to consistently offer emotional support to all who access it at a low cost – it doesn't matter where you are in the country, what day of the week it is or how old your baby or child is – the helpline accepts all calls.

This poster will celebrate the importance of this type of support and the impact it can have, including up to date statistics and a timeline of developments on the helpline over the last ten years.

14. The use of hormonal supplementation to facilitate breastfeeding "The Goldilocks Scenario"

Lynne McDonald & Richard Quinton, Newcastle upon Tyne NHS Hospitals Foundation Trust

The normal physiological process in breastfeeding is underpinned by hormone production. However, for a small number of women primary health factors can inhibit milk production. Hormone levels including Estradiol are finely balanced in order to facilitate breastfeeding, too little or too much impairs Galactopoiesis – "The Goldilocks scenario!"

This poster presentation will examine three case studies where multidisciplinary working was able to facilitate women-centred care to enable breastfeeding.

Case study one

Primiparous mother with a history of Anorexia as an adolescent. Required hormonal treatment in order to become pregnant. Initial exclusive breastfeeding achieved although required supplementation alongside breastfeeding following faltered weight gain in baby. Breastfed for 18 months with Estradiol medication.

Case Study Two

Mother expecting a baby through a surrogate. Had pelvic clearance (including Total Pelvic Hysterectomy) as a child following birth with a pelvic tumour. Induced lactation in preparation for the birth alongside use of Estradiol medication. Exclusive Breastmilk feeding achieved (Breastfeeding with some Expressed Breast Milk).

Case Study Three

Primiparous mother required hormonal treatment and in vitro fertilisation in order to become pregnancy after premature menopause. Despite good breastfeeding management milk production was not evident at day 7. Following review of Estradiol levels and change in supplementation levels exclusive breastfeeding was achieved.

15. Grow My Brain

Trude McLaren & Hayley Clinton, Medway NHS FT

Grow My Brain is a local campaign responding to audit findings that conversations around brain development were not being well retained by staff and families. We developed a tool for health professionals to be able to introduce parents to brain development/attachment in a way that is more than just yet another box to tick or lecturing conversation that 'has' to happen.

We utilised the First 1001 Days research to develop the eight key messages for our campaign ensuring this was an evidence-based approach to education. We wanted to make it real and something the whole family could identify with, from the voice of the child. The campaign uses artwork made by a midwife in animations and on posters/stickers and is widely and regularly shared on social media by the three involved stakeholders. There are planned diary events throughout the year such as World Book Day to keep the campaign relevant and in the public eye throughout the year.

We used a multi-cultural, gender-inclusive approach to the design of the characters so they appeal to all of our demographic population.

The Grow My Brain campaign is a conversation starter for health care professionals that could positively impact on relationships and infant feeding. www.medway.gov.uk/growmybrain

16. The Hospital Infant Feeding Network – launching a new organisation for breastfeeding in the hospital setting

Vicky Thomas & Ilana Levene, Hospital Infant Feeding Network

The new Hospital Infant Feeding Network (HIFN) consists of a network of health professionals interested in supporting and facilitating breastfeeding in a hospital setting in the UK. Although most of our steering group are doctors of all specialties, we welcome and seek to serve all hospital health professionals.

Our Goals are:

- Supporting and protecting breastfeeding in the hospital setting
- Forming knowledge-sharing networks for health professionals
- Bringing the voice of the breastfeeding family into the hospital
- Encouraging partnership between the hospital and community settings

Highlights of the past year have been:

- Campaigning for the Royal College of Paediatrics and Child Health (RCPCH) to adhere to the International Code of Marketing for Breastmilk Substitutes, resulting in the announcement in February 2019 that RCPCH will no longer accept any money from the formula industry
- Launch of a website with a host of evidence-based information for hospital healthcare professionals
- #DontSayStopLookItUp poster campaign on medication in lactation, in partnership with sister organisation GPIFN, the Breastfeeding Network and UKDILAS
- Workshop "Pearls of Activism: Influencing professional associations and journals to go formula-sponsorship free" at the Academy of Breastfeeding Medicine conference, October 2019

Further information:

- Website: <https://www.hifn.org/>
- Closed Facebook group "Hospital Infant Feeding Network"
- Twitter @HIFN12
- Poster resources: tiny.cc/HIFNposters and tiny.cc/HIFNdontsaystop

17. Breastfeeding and Down's Syndrome: how can we improve support for women who want to feed their babies who have Down's Syndrome

Emily Turner, Dr Lorna Porcellato & Dr Clare Maxwell, Liverpool John Moores University

The benefits of breastfeeding a baby with Down's Syndrome can extend beyond those for other infants. For example; strengthening facial and tongue muscles can improve speech and language development. Little research exists in this area, particularly in relation to the role that health professionals play. This qualitative study explored ways in which information and support from health professionals could be improved. Ten women whose babies were born between 2013 and 2018, with Down's Syndrome, were interviewed. Findings from the study found that all the women had wanted to breastfeed but had varying degrees of success, some discontinuing within the first 12-24 hours. Formula milk was suggested to all women whose babies had difficulty feeding rather than expressed or donor breast milk. Respondents felt peer support from someone with direct experience (a woman who has breastfed a baby with Down's Syndrome) would have been beneficial, given the emotional impact of caring for a baby with additional needs. This poster will highlight the value of antenatal breastfeeding

education, including covering harvesting colostrum in pregnancy and what to do if baby is taken to special care. Results suggest that a clear protocol for breastfeeding babies with Down's Syndrome is needed to improve the support provided by health professionals.

18. Reclaiming the 'Golden Hour' within maternity theatres.

Marianne White, Prof. Alison Mcfadden, Dr Andrew Symon, Lisa Young & Gillian Campbell, NHS Tayside and University of Dundee

Immediate and uninterrupted skin-to skin contact (SSC) following birth by elective caesarean section has many benefits for mothers and babies (Moore et al., 2016). However, routine practices in operating theatres make this challenging to implement (Huxton et al., 2012).

The aim is to implement and evaluate SSC following elective caesarean section births within NHS Tayside. The project is a four-phase action research study, promoting initiatives for improvement (Deery and Hughes 2009). Initially qualitative research methods were used to explore parents and staff views of the barriers, challenges and facilitators to introducing SSC immediately following elective caesarean sections. Using this information educational tools were co-developed with the multi-disciplinary team and parents, caesarean section guidelines amended and check lists developed to ensure safe, woman-centred practice.

Initial findings show only 16% of women undergoing elective caesarean section within NHS Tayside experience SSC within the first 15 minutes. However early results show 73% of babies have SSC within 2 minutes of birth, maternal and care giver satisfaction levels have also increased with this change in practice. We hope to have completed this study by September 2019 and analysed both qualitative and quantitative data to enable us to enhance the quality of care given by creating a supportive environment to aid the initiation and duration of breastfeeding and early relationship building.

19. Sleepy Heads

Lisa Young, NHS Tayside

The poster provides a summary of an ongoing project taking place within NHS Tayside called 'Sleepy Heads'. Funding was obtained as part of the Scottish Programme for Government for a seconded midwife post within a high-risk postnatal ward. In keeping with the stretch aim of reducing breastfeeding drop off rates at 6-8 weeks, the objective was to support women and staff with the care of babies that were 'sleepy reluctant feeders' with an aim of reducing supplementation and creating a more positive infant feeding culture.

Within three months of the project starting supplementation rates dropped from 46% to 10%. Staff compliance around completing postnatal conversations and feeding assessments has also shown a steady increase.

The poster will present the process put in place to support care including the project aim, primary/secondary drivers, actions, results and evaluations. Women's feedback examples and graphs will be used to illustrate the findings.

ABOUT UNICEF



Unicef is the world's leading organization for children. From neonatal healthcare, to education, vaccinations, safe play and more – we promote the rights and wellbeing of every child, working in 190 countries worldwide.

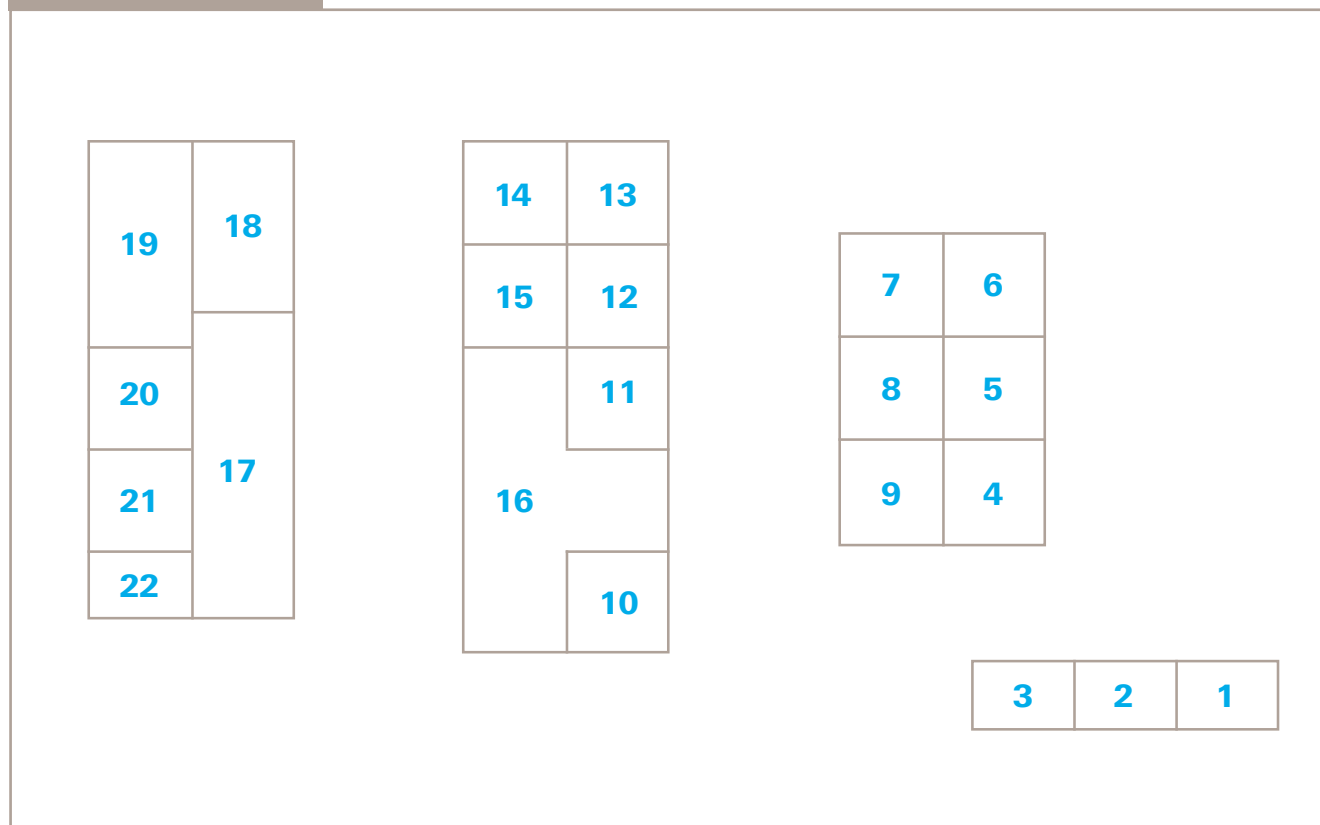
In the UK we help children by targeting the places that reach them every day – hospitals, schools, and communities. This includes the UK Baby Friendly Initiative to help babies, mothers and their families.

Unicef does not receive any funding from the UN budget.

You can support us at [unicef.uk/conferencedonate](https://www.unicef.uk/conferencedonate)

FLOOR PLAN

EXHIBITION AREA



EXHIBITOR LIST

Exhibitor display name	Stand no	Exhibitor display name	Stand no
Ameda Breastpumps & Breastfeeding Equipment	7	Lactation Consultants of Great Britain	20
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Baby Milk Action / IBFAN UK	11	Pinter & Martin Publishers	13
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Best Beginnings	12	The Breastfeeding Network	6
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Essential Parent	8	The Scottish Government Breastfeeding Programme 2018 – 2021	22
First Steps Nutrition Trust	3	Unicef UK Baby Friendly Initiative	16
IBLCE (International Board of Lactation Consultant Examiners)	2	United Kingdom Association For Milk Banking	1

With thanks to



**GLASGOW
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BUREAU**

Next year's Annual Conference will take place at the Harrogate Convention Centre, 19-20 November 2020

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