



THE BABY
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INITIATIVE



UNITED KINGDOM

UNICEF UK BABY FRIENDLY INITIATIVE VIRTUAL NEONATAL CONFERENCE

15 June, 9am-5pm



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WELCOME



Sue Ashmore, Programme Director, UK Committee for UNICEF (UNICEF UK) Baby Friendly Initiative

We are pleased to welcome you to the UNICEF UK Baby Friendly Initiative's third neonatal conference. We are bringing together experts and delegates from the UK and the rest of the world in order for all those working in neonatal services to have the opportunity to be updated on the latest research and practice innovations in relation to the Baby Friendly Initiative standards for neonatal units. We have received an overwhelming response for this year's event with 900 and counting delegates attending the conference.

We would like to extend a huge thanks to you all for your support of Baby Friendly in what has been a particularly challenging time – 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 and find the inspiration to move forward.

We have a fantastic line-up of speakers and Q&A sessions scheduled for the event which showcase the innovations of those working in the field of neonatal care. We hope you enjoy the conference and leave feeling motivated and inspired.

CONFERENCE INFORMATION

Certificates of attendance

Certificates will be emailed to all registered delegates following the event and will be available for download on the Baby Friendly website.

Conference evaluations

You are invited to complete an online evaluation at: surveymonkey.co.uk/r/neonatalconf21

Technical help

If you experience technical difficulties on the day of the event, please call the Royal College of Physicians technical help desk directly on 020 3075 2393. You will also have on-demand access to the talks after the event to catch up with anything you've missed.

Questions for speakers

To submit questions to the speakers during their sessions, type into the box on your screen during the presentation.

Access details

Access the conference on the day and for two weeks afterwards until 5pm Wednesday 30th June at rcpvirtual.co.uk/e/neonatal. Your login details have been emailed to the email address used with your booking.

Event chairs

Francesca Entwistle is the Policy and Advocacy Lead for the UNICEF UK Baby Friendly Initiative. She leads on the University Programme and the Qualifications Framework Programme. Francesca is a midwife and midwifery educator of over 35 years with a specialist interest in breastfeeding. She has worked with the Department of Health in 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 leads the National Infant Feeding Network.

Karen Read is the Professional Lead for Neonatal, supporting units across the United Kingdom to implement the neonatal standards. Karen has worked in neonatal services and infant feeding throughout her career. She supported the neonatal unit at The Royal Devon and Exeter Hospital to gain the first neonatal unit accreditation in 2015.

Update and overview

Sue Ashmore, Programme Director, UK Committee for UNICEF (UNICEF UK) Baby Friendly Initiative

This presentation will give an overview of and update on the Baby Friendly Initiative neonatal programme. Sue will provide information on the impact of Covid-19 on the programme and discuss new initiatives such as the National Neonatal Project. She will also share further ideas for support and celebrate recent accreditation successes.

Sue Ashmore is the Programme Director of UNICEF UK's Baby Friendly Initiative. With a background in midwifery, Sue directs the Baby Friendly Initiative on a strategic level, including internal and external relations. In her role as Programme Director for the last 13 years, she has overseen significant change and innovation, including the 2012 review of the UNICEF UK Baby Friendly Initiative standards, the Baby Friendly programme for neonatal units, the introduction of the Achieving Sustainability standards and Gold Award, and the recent introduction of the Qualifications Framework Programme. Sue continues to drive innovation and change around infant feeding from a child rights perspective.

Implementing the recommendations of the Neonatal Critical Care Review in 2021/2022

Anna Quinn, Neonatal Programme Manager, NHS England and NHS Improvement

This presentation will discuss recent work undertaken on the Neonatal Critical Care Transformation Review (NCCR), including key findings and the impact of Covid-19 on neonatal services and the implementation of the review. Anna will also discuss progress of the review to date, which has been made possible due to the collaborative approach taken by neonatal units, operational delivery networks, local maternity systems and NHS England and NHS Improvement.

Anna Quinn joined the Maternity Transformation Programme at NHS England and NHS Improvement in April 2020 to lead national work towards implementation of the Neonatal Critical Care Transformation Review (NCCR). Anna works closely with the national Neonatal Implementation Board to bring together those responsible for neonatal and maternity services and to oversee regional implementation of the NCCR with national support. Anna also aids in developing mechanisms for allocating funding for the NHS Long Term Plan for neonatal critical care. Prior to joining the Maternity Transformation Programme, Anna worked in Genomics Policy for NHS England and NHS Improvement and as Scientific and Clinical Policy Manager for the Human Fertilisation and Embryology Authority.

Positive breastfeeding experiences and facilitating factors

Renée Flacking, Professor in Paediatric Nursing, Dalarna University, Sweden

Much of the available research on breastfeeding focuses on nutritional aspects of breastfeeding, or on explanatory factors for not initiating breastfeeding or weaning after a short breastfeeding period. This presentation uses a recently conducted meta-ethnographic review to illuminate what characterises and facilitates a positive breastfeeding experience in mothers of preterm and/or low birth weight infants. The findings show that a positive breastfeeding experience was identified as being 'attuned'. Attuned breastfeeding occurred when the mother trusted her body and what it could produce, when she could be emotionally and physical present in the 'here and now', and when she experienced mutual positive responses with her infant. The key factors to facilitate attuned breastfeeding were opportunities for prolonged close physical contact with the infant, positive relationships with and support from staff and peers, and being facilitated to breastfeed when the infant showed feeding cues. Implications and recommendations for practice and research will also be shared.

Renée Flacking received her PhD in 2007 at the Department for Women's and Children's Health, Uppsala University after completion of her thesis titled: *Breastfeeding and Becoming a Mother – Influences and Experiences of Mothers of Preterm Infants*. Renée completed her post-doctoral studies from 2009-2010 at the Maternal and Infant Nutrition and Nurture Unit (MAINN) at the University of Central Lancashire, UK and has been the leader for the Reproductive, Infant and Child Health (RICH) research centre at Dalarna University, Sweden since 2015. Her main research areas include breastfeeding, infant feeding, and parenting in families with preterm infants, with a focus on emotional and relational aspects. Currently, Renée is involved in various projects that are taking a look at parenthood in the first 10 years after neonatal care; supporting families of preterm infants during and after hospitalisation; and family-centred care in the neonatal intensive care units.

Improving survival and outcomes for preterm infants through optimising early maternal breastmilk: A national QI toolkit from BAPM

Dr Sarah Bates, Consultant Paediatrician & Neonatologist, PERIPrem Operational Clinical Lead (SW England), BAPM & CRG Representative for LNU & SCU (UK), Great Western Hospitals NHS Foundation Trust

Maternal breastmilk (MBM) provides the optimal form of feeding for preterm infants, and the WHO and specialty consensus guidelines across multiple areas of neonatology recommend maximising the use of MBM for premature and sick babies. Despite the known benefits of maximising MBM for very preterm babies, a large proportion of preterm babies in the UK are not fed an exclusive breastmilk diet. Indeed, the 2019 National Neonatal Audit Programme (NNAP) 11 reports only 55% of very preterm infants are fed with some of their mother's own milk at discharge – a figure which has remained low over the last five years. NNAP recommendations focus on not only the maintenance of lactation, with the attainment of preterm infants receiving their mother's own milk at discharge, but on the early initiation of breastmilk expression and administration to infants. This presentation will discuss a toolkit which has been produced as a collaboration between NNAP & BAPM and which forms a critical part of the Perinatal Optimisation Pathway.

Dr Sarah Bates graduated from the University of Wales College of Medicine in 2002. In 2015, after training in the Severn Deanery, she was appointed as a Consultant Paediatrician & Neonatologist in Swindon, a local neonatal unit in the Southwest Neonatal Network. In 2017, Sarah was elected as the national representative to the BAPM Executive Committee for LNU and SCU units. Sarah is co-author of the 2019 BAPM Extremely Preterm Framework, and is involved in the BAPM Quality Collaborative and the development of the perinatal optimisation pathway toolkits. Sarah is passionate about optimising outcomes for preterm infants through implementation of evidence-based interventions, with a focus on optimal cord management and early maternal breastmilk. Appointed as the PERIPrem Operational Clinical Lead for W England and S West Academic Health Science Network in 2019, Sarah has led the implementation of a preterm optimisation bundle across all 12 southwest perinatal units. Currently, Sarah works in partnership with the MatNeo Safety Improvement Programme for a national roll-out of preterm optimisation pathways.

The long-term effects of the kangaroo mother care method

Dr Nathalie Charpak, Paediatrician and Researcher in KMC, Director of Kangaroo Foundation of Bogota, Colombia

This presentation will discuss work related to Kangaroo Mother Care (KMC) which was undertaken in 1994 and recovered 20 years later by the Kangaroo Foundation in Colombia. Results from patients from an original RCT of KMC vs. conventional care in incubator were analysed, with findings supporting the safety, effectiveness and advantages of KMC. These results conclusively support KMC as an essential method to be used by rational, scientifically-oriented health professionals, in addition to standard neonatal care. Long-term findings should inform the modalities of medical, psychological and social postnatal interventions, such as the KMC programme, in order to reduce disorders attributable to prematurity and low birth weight (LBW) deliveries by timely intervention in developing countries. Many health professionals consider that KMC is a means of protecting the immature brain at the most appropriate time when it is the most fragile. This new knowledge must be used to further support the extension of KMC coverage to the 18 million preterm and LBW infants born each year who are candidates for the KMC method.

Dr Nathalie Charpak is currently the scientific coordinator of three kangaroo mother care Centres of Excellence in Colombia. She has also been a founding member, senior researcher and director of the Fundación Canguro in Bogotá, Colombia since 1994. Nathalie received her M.D. from the Paris Sud University and her paediatrician diploma from Rene Descartes University in Paris, France. In 1986 she migrated to Colombia where she validated her title as Paediatrician, and in 1989 began to work on the evaluation of the KMC Method. Alongside her colleagues, she founded the Fundación Canguro in Bogotá in 1994, an NGO devoted to research, teaching, training and direct medical care related to KMC for premature and low birth weight infant. Fundación Canguro has conducted large clinical trials on KMC and has been actively disseminating KMC in low- and middle-income countries in Latin America, South East Asia, India, Africa and Eastern Europe. Nathalie's interests include the integrative methods for summarizing and placing into action what is known about KMC in the form of an evidence-based practice, and exploring the long-term effects of KMC in adolescents and young adults who were low birth infants exposed or not exposed to KMC during the neonatal period.

The journey to Gold and lessons learnt

Louise Rattenbury, Matron Neonatal Unit, The Royal Devon and Exeter Neonatal Hospital

In her presentation, Louise will reflect on the changes to neonatal care over the last 30 years, and the stark differences she has seen during her time as Exeter Neonatal Unit Matron. The talk will capture the highs and lows of the Royal Devon and Exeter Neonatal Unit journey to Gold and its aspiration to embed relationship-based family care for every family it serves. Reflecting on the unit's accolades, including the Bliss Family Charter Accreditation, UNICEF UK Baby Friendly Initiative Neonatal Standards and most recently the Achieving Sustainability (Gold) Award, she said, "Embedding these changes has not always been easy, it has taken vision, tenacity, vulnerability and patience."

Louise Rattenbury is Matron of Exeter Neonatal Unit. Her background in midwifery and neonatal nursing has provided her with the knowledge and experience needed to enable neonatal families to truly be partners in their baby's care. Louise is active in clinical work, research, leadership and education, and believes that a close, loving and safe relationship is the most important foundation for a healthy life. Louise is passionate about helping families develop good connections with their babies, no matter what barriers the situation might present.

Resilience of the neonatal units during Covid-19

Colm Darby, Advanced Neonatal Nurse Practitioner, Southern Health and Social Care Trust

In order for us to understand the resilience of ourselves and the neonatal team, we must understand the hardships that led to the resiliency. Covid-19 has had the biggest impact on healthcare delivery since the health service began. Recipients of care, where care was delivered and what treatments were available suddenly became tasks that decision makers had the difficult responsibility of actioning. Healthcare professionals were faced with unprecedented danger in working with parents, infants and colleagues who were potential and active carriers whilst ensuring best care was delivered. Staff were separated or moved to other wards to help with the pressures of Covid-19, all whilst potentially grieving loss of colleagues to the disease. The neonatal team became different and diluted. How does one overcome the fear and worry of the impact that changed healthcare delivery? Do we just get on with it and try and move on? Do we resist and refuse to change? Or do we become resilient in the face of adversity and ensure that babies born too sick, too small or too soon have the safest and best journey to home, along with their families. Wonderfully creative and resourceful actions and motivations have been carried out by neonatal teams across the four countries which have demonstrated adversity and perseverance and had led teams to become stronger, smarter, adaptive and resilient. From secret gifts, Greatixes, and daily riddles to virtual connections for distanced families and standing up and saying "No", my talk will look at the power of the neonatal team and resilient behaviours.

Colm Darby is an Advanced Neonatal Nurse Practitioner working in a large district general hospital in Northern Ireland. Colm has been awarded a Clinical Excellence Award, was named Neonatal Nurse of the Year 2017 and became a finalist in the Advanced Practice category for the RCNi awards. Colm has been fortunate to present at international conferences on topics such as breastfeeding advocacy, quality improvement initiatives, vaccine hesitancy and the empowerment of neonatal nurses for service improvement and development. As a committee member of the Neonatal Nurses Association in the UK, Colm sees the vision of the neonatal nurse advocating for the infant and family to ensure that the best standards are maintained, improved and promoted across all units, networks and countries of the United Kingdom.

Very little minds matter: the importance of infant mental health in a neonatal context

Dr Matthew Price, Principal Clinical Psychologist & Infant Mental Health Pathway Lead, Bradford District Care NHS Foundation Trust

We know that the time from conception until a baby's second birthday is a critical time for development. This early time in life has been called the '1001 critical days'. Our early relationships and experiences can have a lasting impact for future health and mental health outcomes. But what does this mean for babies who have had an experience of being on the neonatal unit? In this talk, Matthew will discuss the importance of infant mental health for very little minds in a neonatal context.

SPEAKER ABSTRACTS AND BIOGRAPHIES

Dr Matthew Price is a Principal Clinical Psychologist who specialises in promoting early attachment relationships between babies and their parents or carers. In addition to supporting families directly, Matthew provides training and consultation to practitioners working with parents antenatally and postnatally where there are concerns about bonding, attachment or parent-infant relationships. Matthew also leads the Little Minds Matter: Bradford Infant Mental Health Service. Little Minds Matter is a Better Start Bradford project, delivered by Bradford District Care NHS Foundation Trust as part of Child and Adolescent Mental Health Services. Little Minds Matter is funded by The National Lottery Community Fund, with additional funding from the Reducing Inequalities in City programme led by the Bradford District and Craven Clinical Commissioning Group.

Foundations in health, human milk, epigenetics, and the microbiome

Laurel Wilson, IBCLC, RLC, CLE, CCCE, CLD, Mother Journey

This session introduces how human milk forms the foundation of health through the epigenome and microbiome. The first nutrition for a human outside the womb is human milk, and thus the epigenetic impact is exceptionally expansive. New research has expanded the field of epigenetics to include human milk and the effects on the lifelong health of a baby. Additionally, the 'first food' provides both the prebiotics and probiotics that develop functionality of the gut and contribute to a host of organ system impacts. The act of breast/ chestfeeding and the milk itself help populate the microbiome, contributing to the infant's foundation of health.

Laurel Wilson is a TEDx and international speaker, pregnancy and breastfeeding specialist, consultant, educator and author. Laurel is the co-author of two books: *The Attachment Pregnancy* and *The Greatest Pregnancy Ever*. She is also the editor of *The CAPP Lactation Educator Manual* and is a contributing author to *Round the Circle: Doula's Talk About Themselves*. She describes her passion as blending today's recent scientific findings with mind, body and spirit wisdom to highlight the magnitude and importance of the perinatal period. Spending 17 years as Executive Director for Lactation Programs for Childbirth and Postpartum Professionals Association, Laurel began her inquiry into the science of human milk. She acted as a board director for the United States Breastfeeding Committee from 2016-2019, and currently serves as an advisor for CAPP, InJoy Health, Kindred World and is a board member at large for the Colorado Breastfeeding Coalition. Laurel also acts as the Education Manager for GOLD Learning. Laurel has been joyfully married to her husband for three decades and has two wonderful grown sons, whose difficult births led her on a path towards helping emerging families create positive experiences. She believes that the journey into parenthood is a life-changing rite of passage that should be deeply honoured and celebrated.

Delivery room cuddles for extremely preterm babies and parents

Prof Paul Clarke, Consultant Neonatologist/Honorary Professor, Norfolk and Norwich University Hospitals NHS Foundation Trust & University of East Anglia

For most babies born extremely prematurely, their first moments ex utero are spent on a resuscitator being stabilised, then in a transport incubator being rushed to the neonatal unit for ongoing intensive care. The immediate need of parents to meet and bond with their babies through direct early physical contact in the delivery room has for too long been overlooked; many weeks can pass before parents get to hold their babies for the first time. Recognition of the vitality of early contact for parents and their babies is growing, and an increasing number of centres now facilitate early contact between babies and their mothers. With appropriate safeguards, delivery room cuddles are feasible and should be achievable for most extremely preterm babies, irrespective of birth gestation. Facilitation of the birthday cuddle is an early and very important family-centred care practice which is much appreciated by parents and which may improve bonding, lactation, and maternal mental health.

Prof Paul Clarke did his undergraduate medical training at The University of Manchester and graduated in 1990. He commenced sub-specialty training in neonatal medicine in 1997, training in Salford, Manchester, Liverpool and Canberra, Australia. He has been a consultant neonatologist at the Norfolk and Norwich University Hospital since 2005 and was awarded a Doctor of Medicine degree by The University of Manchester in 2008 for his thesis on the vitamin K status of preterm babies. He was made an honorary professor of the University of East Anglia in 2017. Paul has a keen interest in clinical research in neonatal medicine and has more than 100 original research publications in the leading peer-reviewed specialty journals. He is an advocate for early delivery room contact between parents and their premature babies.

Nurture Project: Parent support groups through Covid-19

Lottie King, Leo's Neonatal

This presentation will provide an overview of The Nurture Project, a new initiative launched by Leo's Neonatal to support families with infants on the neonatal unit across the North East who have been impacted as a result of the Covid-19 pandemic. The Nurture Project offers social distanced and virtual therapeutic trauma support for families and is backed with funding from the National Lottery Community Fund.

Lottie King is the founder of Leo's Neonatal, a charity which supports families with premature babies in neonatal units and aims to provide additional care which complements services provided by the NHS. Leo's Neonatal have been offering telephone and social distanced support during the Covid-19 pandemic through their newly launched initiative The Nurture Project. Lottie was recognised by the Prime Minister as a recipient of the Point of Light Award, which recognises outstanding volunteers in the UK who are making a change in their community.

Close of conference

Janet Dalzell, Professional Lead for Scotland, UNICEF UK Baby Friendly Initiative

Janet Dalzell qualified as a State Registered Nurse in 1985 in Dumfries and Galloway. She moved to Tayside in 1986 and completed her midwifery training in 1989 and neonatal intensive care nursing in 1990. Janet worked as a neonatal nurse in Perth and Dundee before going on to work in Public Health as the Infant Nutrition Coordinator in 2003. She completed a Bachelor of Nursing Degree in 2000 and a Degree in Master of Nursing (with distinction) in 2007, and was awarded a Florence Nightingale Foundation Research scholarship in 1999 for exploring peer support and self-efficacy for breastfeeding. Janet has worked in partnership with maternity, health visitor and neonatal services to achieve the UNICEF UK Baby Friendly accreditation and more recently Achieving Sustainability in health visiting in 2018. In 2016 Janet commenced work as a Professional officer for UNICEF UK Baby Friendly Initiative and is now the Professional Lead for UNICEF UK Baby Friendly Initiative in Scotland.

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- 09:00 Welcome
Karen Read, Professional Lead for Neonatal, UNICEF UK Baby Friendly Initiative
- 09:05 Update and overview
Sue Ashmore, Programme Director, UNICEF UK Baby Friendly Initiative
- 09:25 Implementing the recommendations of the Neonatal Critical Care Review in 2021/2022
Anna Quinn, Neonatal Programme Manager, NHS England and NHS Improvement
- 09:45 *Followed by joint Q&A*
- 10:00 **Break**
- 10:20 Positive breastfeeding experiences and facilitating factors
Renée Flacking, Professor in Paediatric Nursing, Dalarna University, Sweden
- 10:50 *Followed by Q&A*
- 11:00 Improving survival and outcomes for preterm infants through optimising early maternal breastmilk: A national QI toolkit from BAPM
Dr Sarah Bates, Consultant Paediatrician & Neonatologist, PERIPrem Operational Clinical Lead (SW England), BAPM & CRG Representative for LNU & SCU (UK), Great Western Hospitals NHS Foundation Trust
- 11:20 *Followed by Q&A*
- 11:30 **Break**
- 11:50 The long-term effects of the kangaroo mother care method
Dr Nathalie Charpak, Paediatrician and Researcher in KMC, Director of Kangaroo Foundation of Bogota, Colombia
- 12:20 *Followed by Q&A*
- 12:30 The journey to Gold and lessons learnt
Louise Rattenbury, Matron Neonatal Unit, The Royal Devon and Exeter Neonatal Hospital
- 12:50 *Followed by Q&A*
- 13:00 **Lunch**
- 13:30 Resilience of the neonatal units during Covid-19
Colm Darby, Advanced Neonatal Nurse Practitioner, Southern Health & Social Care Trust
- 13:50 *Followed by Q&A*
- 14:00 Very little minds matter: The importance of infant mental health in a neonatal context
Dr Matthew Price, Principal Clinical Psychologist & Infant Mental Health Pathway Lead, Bradford District Care NHS Foundation Trust
- 14:20 *Followed by Q&A*
- 14:30 **Break**
- 14:45 Foundations in health, human milk, epigenetics, and the microbiome
Laurel Wilson, IBCLC, RLC, CLE, CCCE, CLD, Mother Journey
- 15:15 *Followed by Q&A*
- 15:25 **Break**
- 15:40 Delivery room cuddles for extremely preterm babies and parents
Prof Paul Clarke, Consultant Neonatologist/ Honorary Professor, Norfolk and Norwich University Hospitals NHS Foundation Trust & University of East Anglia
- 16:00 *Followed by Q&A*
- 16:10 Nurture Project: Parent support groups through Covid-19
Lottie King, Leo's Neonatal
- 16:30 *Followed by Q&A*
- 16:40 Close of conference
Janet Dalzell, Professional Lead for Scotland, UNICEF UK Baby Friendly Initiative
- 17:00 **End of conference**
- Chairs:**
- AM:** Karen Read, Professional Lead for Neonatal, UNICEF UK Baby Friendly Initiative
- PM:** Francesca Entwistle, Policy and Advocacy Lead, UNICEF UK Baby Friendly Initiative



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the conference. Programme subject to change. Learn more at unicef.uk/bf-neonatalconf. Powered by the Royal College of Physicians RCP Virtual Events, we are able to deliver a fully virtual conference accessible via streaming in a web browser.