

BABY FRIENDLY ANNUAL CONFERENCE (VIRTUAL)
24 NOVEMBER 2021, 9.00AM - 4.45PM (GMT)
UNICEF.UK/BFCONF



- 09:00 Welcome and update
Sue Ashmore, Programme Director, UNICEF UK Baby Friendly Initiative
- 09:35 Presentation of the 2021 Qualifications Framework awards
Mary Renfrew, Professor Emeritus, University of Dundee, Chair of the Qualifications Framework Board
- 09:45 The International Code of Marketing of Breastmilk Substitutes at Forty
David Clark, International Public Health and Human Rights Lawyer
- 10:15 Break
- 10:35 Managing breastfeeding when the mother is HIV positive
Dr Ruth Bland, Consultant Paediatrician, NHS Greater Glasgow & Clyde
- 10:55 Can breastfeeding reduce hospitalisation from common infectious diseases in childhood?
Dr Claire Neill, Specialty Registrar in Public Health Medicine, Public Health Agency Northern Ireland
- 11:15 Break
- 11:35 Promoting cultural safety and cultural intelligence: Dismantling racism in maternity care
Wendy Olayiwola, BEM, FRSA, MSc, Public Health, BA (Hons), RN, BSc (Hons), RM, ILM, National Maternity Lead for Equality, NHS England and NHS Improvement
- 11:55 Approaching care when you're barely there: Re-imagining empathy when you've got nothing left to give
Nekisha Killings, MPH, IBCLC, Perinatal Equity Strategist, Lioness Lactation LLC
- 12:35 Morning speakers Q&A

- 13:00 Lunch
- 13:45 Welcome back
Francesca Entwistle, Deputy Programme Director, UNICEF UK Baby Friendly Initiative
- 13:50 Trauma and breastfeeding
Kathy Kendall Tackett, PhD, IBCLC, FAPA
- 14:30 Break
- 14:50 When breastfeeding sucks: Help! Breastfeeding makes me feel sad, mad and bad
Zainab Yate, Vice Chair - Research Ethics Committee Panel, National Research Ethics Service, Health Research Authority (HRA)
- 15:10 Mother's milk & baby's bacteria: Lessons from the CHILD Cohort Study
Meghan Azad, Associate Professor, Paediatrics and Child Health, University of Manitoba
- 15:30 Break
- 15:45 Afternoon speakers Q&A
- 16:05 Making Baby Friendly everybody's business: The role of the Guardian
Anne Woods, Deputy Programme Director, UNICEF UK Baby Friendly Initiative
- 16:25 Poetry on Parenthood
Hollie McNish, Poet, Page to Performance
- 16:40 Close of conference
Sue Ashmore, Programme Director, UNICEF UK Baby Friendly Initiative

16:45 End of conference



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event to access the conference. Programme subject to change. Learn more at unicef.uk/bfconf. 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.