



THE BABY
FRIENDLY
INITIATIVE



UNICEF UK BABY FRIENDLY INITIATIVE ANNUAL CONFERENCE (VIRTUAL)

24th November 2021, 9am-4.45pm (GMT)



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WELCOME



Sue Ashmore, Programme Director, UNICEF UK Baby Friendly Initiative

A very warm welcome to the 2021 UNICEF UK Baby Friendly Annual Conference (Virtual).

For 23 years the Baby Friendly Annual Conference has taken place all over the UK in what has become the largest conference on infant feeding in Europe. Last year, for the first time ever, the event took place entirely online, welcoming a record-breaking 2,500+ attendees. As we cautiously enter into the 'recovery stages' of the pandemic, we welcome you to another fantastic online event.

We would like to extend a huge thanks to you all for your support of Baby Friendly in what has been a particularly challenging period of time. You all work so incredibly hard supporting families in numerous different ways and we want this conference to be a chance to celebrate your success and find the inspiration to move forward to another year. We also look forward to celebrating the graduation of our newly qualified Advocates, Practitioners and Leaders from the 2021 Qualifications Framework Programme, and will be opening up applications for the 2022 cohorts.

This year's event features an amazing line-up of speakers and Q&A sessions which showcase the innovations of those working in the field of infant feeding and relationship building. We hope you enjoy the conference and leave feeling motivated and inspired.



CONFERENCE INFORMATION

Certificates

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

Evaluations

You are invited to complete an online evaluation at: surveymonkey.co.uk/r/bfconf2021.

Technical help

If you experience any technical difficulties on the day of the event, please call the Royal College of Physicians technical helpdesk directly at 020 3075 2393. You will also have on-demand access to the talks after the event for one month.

Questions for speakers

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

Access details

Access the conference on the day and for one month afterwards until 5pm 24th December 2021 at: rcpvirtual.co.uk/e/bfconf Your login details have been emailed to the email address used with your booking.

2021 Annual Conference (Virtual)

Website: unicef.uk/bfconf

Email: bfi@unicef.org.uk

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Sign up to our mailings [here](#).

SPEAKER ABSTRACTS AND BIOGRAPHIES

Welcome and update

Sue Ashmore

This presentation will give a reflection on the last year related to infant feeding and parent-infant relationships, including presenting the findings of a recent survey of UK infant feeding leads carried out by UNICEF UK. As this will be Sue's last Baby Friendly conference presentation, she will also be reflecting on the progress made with Baby Friendly over the last twenty-seven years and presenting some ideas for moving forward.

Sue Ashmore is the Programme Director of the UNICEF UK 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 15 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 recently the introduction of the new Qualifications Framework Programme and the hospital-based children's services programme.

Presentation of the 2021 Qualifications Framework awards

Prof Mary Renfrew

This presentation will celebrate the recent graduates of the 2021 Qualifications Framework Programme cohort and will announce the launch of the 2022 applications.

Prof Mary Renfrew is a health researcher, educator, and midwife, having conducted research into midwifery, maternity care, infant feeding and nutrition for more than 40 years. Her research has informed and helped to shape public health and infant feeding policy and practice both nationally and internationally. Mary has advised governments in several countries, as well as various global organisations including the WHO, UNICEF and WABA. She was a Board member of UNICEF UK, Principal Investigator for the ground-breaking global Lancet Series on Midwifery and led the work on the new Future Midwife standards for the NMC. Mary was awarded inaugural Senior Investigator status with the UK National Institute for Health Research in 2008 and was elected as a Fellow of the Royal Society of Edinburgh in 2014. She has also been awarded honorary membership of the British Association of Perinatal Medicine for services to perinatal medicine and the Patricia Martens Award for Excellence in Breastfeeding Research by the International Lactation Consultants Association. Mary chairs the UNICEF UK Baby Friendly Initiative Qualifications Framework Board.

The International Code of Marketing of Breastmilk Substitutes at Forty

David Clark

This presentation will give an overview of the International Code of Marketing of Breastmilk Substitutes (the Code) and subsequent resolutions by the World Health Assembly within the lens of a UK context. It will address the successes of the Code to date as we celebrates its 40th anniversary, as well as improvements which could further enable the UK to offer increased protection to babies, their mothers and families by regulating the marketing of breastmilk substitutes, setting standards for the labelling and quality of products, and ensuring choices on infant feeding are made based on full and impartial information.

David Clark is an international public health and human rights lawyer who spent 25 years as the Legal Specialist with the Nutrition Section in UNICEF. Since 1995, David has assisted more than 60 countries in implementing the International Code of Marketing of Breastmilk Substitutes and has been instrumental in bringing a human-rights based approach to the protection, promotion and support of breastfeeding.

Managing breastfeeding when the mother is HIV positive

Dr Ruth Bland

Breastfeeding is one of the most effective strategies to prevent under-five mortality and has many benefits for children, mothers, families and society beyond the early years. However, for those living with HIV, the virus is present in breastmilk and thus there is a dilemma of how HIV-exposed children should be fed. Over the past 2-3 decades there have been numerous studies which have added to the evidence base around HIV and infant feeding. International guidelines have been regularly updated to reflect new findings. This talk will present a summary of evidence relating to HIV and infant feeding, starting with the early studies before HIV treatment was widely available in resource-limited settings. Current guidelines, both international and UK, will be discussed, and the challenges and practical ways to support women with HIV who choose to breastfeed will be explored.

Dr Ruth Bland has worked in the field of paediatrics and child health for over 30 years in Scotland and in rural South Africa. Ruth spent 13 years at the Africa Health Research Institute in Zululand where she had the privilege of working on studies relating to breastfeeding, HIV transmission, child development and growth, including with the Wellcome Trust-funded Vertical Transmission Study. This study provided the first robust evidence that exclusive breastfeeding by HIV-positive mothers was associated with a lower risk of transmitting infection than mixed breastfeeding. Ruth was involved in the first rural Prevention of Mother-to-Child Transmission Programme in South Africa, and later the implementation of a large paediatric HIV treatment programme in the local sub-district. Since 2013 she has worked as a paediatric consultant in Glasgow with a particular interest in infant feeding and has worked closely with local Infant Feeding Advisors.

Can breastfeeding reduce hospitalisation from common infectious diseases in childhood?

Dr Claire Neill

Gastrointestinal and respiratory-tract illnesses are the most common infectious diseases contracted in childhood and interventions aiming to reduce the associated morbidity and mortality are therefore of significant public health interest. Breastfeeding has the potential to reduce morbidity and mortality from illnesses, including infectious diseases, in childhood. The extent to which this applies to developed countries where alternatives to breastmilk are readily available and partial feeding is more common remains uncertain. This study sought to assess the association of breastfeeding with hospitalisation from a gastrointestinal or respiratory-tract illness in the first two years of life, concluding that breastfeeding has the potential to reduce hospitalisation from common childhood infections, proportional to duration and exclusivity.

Dr Claire Neill is a Specialty Registrar in Public Health Medicine in her final year of training. Claire also trained as a General Practitioner and completed a research Masters with the Department of General Practice and Centre for Public Health at Queen's University Belfast. She has an interest in clinical research with a focus on infectious disease prevention. She completed a Masters in Public Health in 2018, with her research focusing on the impact of breastfeeding on hospitalisation from common infectious diseases in childhood.

Promoting cultural safety and cultural intelligence - dismantling racism in maternity care

Wendy Olayiwola

This presentation will explore national data and statistics of perinatal mortality and women's lived experiences of maternity care. It will highlight the importance of ensuring equity is achieved in all provisions of care, particularly for Black, Asian, and mixed ethnicity women and those living in the most deprived areas. In addition to providing women with access to a culturally safe environment that supports excellent care and optimal outcomes, it is also vital to champion equality improvement amongst maternity staff. By utilising our emotional and cultural intelligence and using this to shape local and national maternity policy, we will be able to ensure that the best care possible is provided to our most at-risk families.

SPEAKER ABSTRACTS AND BIOGRAPHIES

Wendy Olayiwola, BEM, FRSA, MSc, Public Health, BA (Hons), RN, BSc (Hons), RM, ILM, is the National Maternity Lead for Equality, NHS England and NHS Improvement. Wendy is a registered nurse and midwife with more than two decades of active, fruitful and broadened years of service in the community and in public health. The recognition and influence of her abilities reach and touch several spheres within and outside the UK. Wendy is well-seasoned in articulating and participating in diverse roles involving the hospital, community, private health and well-being. She is very passionate about supporting and empowering nurses and midwives to provide culturally sensitive and holistic care for women and their families. As a Professional Midwifery Advocate in a large NHS trust, Wendy has strong self-belief values, personal development and experience in philanthropy, mentoring, supporting and empowering others, as well as passionately promoting and advocating for equalities among black and minority ethnic groups

Approaching care when you're barely there: re-imagining empathy when you've got nothing left to give

Nekisha Killings MPH IBCLC

Healthcare professionals, particularly those in the maternal child field, are known for providing care that is emotionally, physically, and mentally taxing. Providing care as lactation professionals during a pandemic has driven many to experience compassion fatigue. This phenomenon impacts one's personal health in a myriad of ways and also has a significant impact on how one provides empathetic care to families. The current communication model for providing empathetic care is steeped in the patriarchal model, which actually suppresses empathy. This presentation will help healthcare providers identify signs of compassion fatigue and provide tools for self-assessment. Additionally, attendees will learn how to apply a natural empathetic model to their practice to protect their personal health and promote a more supportive way to engage with their families.

Nekisha Killings, MPH, IBCLC is an International Board-Certified Lactation Consultant and perinatal equity strategist specialising in *Aha! Moments* that lead to intentional shifts in care approach. She contributed the chapter on Cultural Humility in the latest Core Curriculum for Interdisciplinary Lactation Care. She acts as an equity consultant for lactation-related organisations which seek to better reach under-served communities. Her BreastSide Manner™ programme trains organisations on culturally humble and respectful communication in lactation support. Nekisha recently operationalised her movement to normalise brown breasts™ by creating The Melanated Mammary Atlas – a resource for lactation professionals showing breast conditions exclusively on brown skin to address image gaps in medical education. Nekisha's work is rooted in a compassion and candour that could only have been cultivated in years of supporting new parents through their journeys during the first days of parenthood. To eager audiences, she extends her own brand of wisdom, wit and eureka moments to shift the way they approach life and work.

Welcome back

Francesca Entwistle

This session will welcome delegates to the afternoon portion of the Baby Friendly Annual Conference (Virtual).

Francesca Entwistle is Deputy Programme Director for the UNICEF UK Baby Friendly Initiative specialising in Policy and Advocacy. She leads on the University Programme and the Qualifications Framework Programme. Francesca is a midwife and midwifery educator of over 35 years. She has worked with the Department of Health and the NMC 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 infant feeding and very early child development continues.

Trauma and breastfeeding

Dr Kathy Kendall-Tackett

Trauma affects at least one-third of childbearing women. Although a common experience, many breastfeeding counselors do not feel confident in working with trauma survivors. Should you ask about it? How do you stay within your scope of practice? This session will provide an overview of the types of trauma women are most likely to experience (childhood abuse, birth trauma, sexual assault, partner violence, natural disaster and refugee status), and provide strategies for working effectively and comfortably with trauma survivors. This session also provides an overview of research showing that breastfeeding helps trauma survivors cope and lessens the risk of intergenerational trauma.

Dr Kathy Kendall-Tackett, PhD, IBCLC, FAPA is a health psychologist and International Board-Certified Lactation Consultant and Owner and Editor-in-Chief of Praeclarus Press, a small press specialising in women's health. Dr Kendall-Tackett is Editor-in-Chief of the journal *Psychological Trauma* and was Founding Editor-in-Chief of *Clinical Lactation*, a position she held for 11 years. She is Fellow of the American Psychological Association in Health and Trauma Psychology, Past President of the APA Division of Trauma Psychology and a member of APA's Publications and Communications Board.

When breastfeeding sucks: Help! Breastfeeding makes me feel sad, mad and bad

Zainab Yate BSc, MSc

Breastfeeding can trigger particular negative emotions and intrusive thoughts which can include experiencing the phenomenon of breastfeeding/nursing aversion and agitation or having the medical condition of Dysphoric Milk Ejection Reflex (D-MER), neither which precludes having postnatal depression or postnatal mood disorders. Understanding the nuances and variations in these conditions and the symptoms can lead to better referral, intervention and treatment for those struggling with negative emotions associated with breastfeeding. Being prescribed antidepressants when you have D-MER or aversion will not always alleviate the symptoms or help the situation. This talk will cover the literature about when breastfeeding can make someone feel sad, mad and bad, and what can help alleviate these negative emotions so that health care professionals can become well-adept at assessing, referring, signposting, supporting and treating those who struggle. The information and skills you will gain will particularly help in complex cases or situations where there seems to be a missing link, as aversion can be sign of another problem or condition.

Zainab Yate BSc, MSc is a biomedical ethicist, clinical hypnotherapist, independent researcher, campaigner and Vice-Chair / Qualitative Lead of a London Research Ethics Committee with the Health Research Authority (HRA) and has a background in public health and commissioning with the National Health Service (NHS). She published the first peer-reviewed study looking specifically at breastfeeding / nursing aversion and agitation in 2017 and has published the only book on the topic with specialist publishers Pinter & Martin, London. Zainab has been a breastfeeding peer supporter with the NHS for a number of years and is the owner of the only resource site for mothers and healthcare practitioners on aversion. She has helped tens of thousands of women and families through her advocacy, free structured support course and peer-to-peer support groups when breastfeeding triggers negative emotions, both Dysphoric Milk Ejection Reflex and aversion.

The CHILD cohort study

Dr Meghan Azad

The CHILD Cohort Study is following 3,500 families across Canada to understand how early life exposures and experiences shape lifelong health. The Azad Lab is leading multiple research projects focused on infant feeding practices and breastmilk composition in the CHILD Study. Findings indicate that breastfeeding is associated with reduced risks of asthma and obesity in early childhood, and these effects differ depending on the mode of feeding (direct breastfeeding vs. expressed breast milk) as well as the timing and type of complementary feeding (formula vs. solid foods). Research has identified specific milk bioactives associated with the infant microbiome, body composition and allergic sensitization, and shows that both fixed and modifiable maternal characteristics are associated with breast milk composition. Long-term associations are now being studied as the CHILD cohort reaches 10 years of age.

SPEAKER ABSTRACTS AND BIOGRAPHIES

Dr Meghan Azad is an Associate Professor of Paediatrics and Child Health at the University of Manitoba, where she holds a Tier 2 Canada Research Chair in Developmental Origins of Chronic Disease. Her research programme is focused on the role of infant nutrition and the microbiome in child growth, development and resilience. Dr Azad co-directs the new Manitoba Interdisciplinary Lactation Centre (MILC) and leads the new International Milk Composition (IMiC) Consortium. She serves as Deputy Director of the CHILd Cohort Study, a national pregnancy cohort following 3,500 children to understand how early life experiences shape lifelong health. Research in the Azad Lab is funded by the Canadian Institutes of Health Research, the Canada Foundation for Innovation and the Bill & Melinda Gates Foundation. Dr Azad serves on the International Society for Research in Human Milk and Lactation Executive Council and the joint US/Canada Human Milk Composition Initiative. In 2020, she was awarded the International Human Milk Genomics Mid-Career Investigator Award and named among the WXX Canada Top 100 Most Powerful Women.

Making Baby Friendly everybody's business - the role of the Guardian

Anne Woods

This presentation will explore the role and responsibilities of the Baby Friendly Guardian. In addition to providing some background on what the position entails and how to successfully implement a Guardian into your service, we will share some video clips from Guardians around the UK who have volunteered to share a little more about what it means to them and how being a Guardian has helped to maintain and progress Baby Friendly standards in their service over the long term.

Anne Woods is the Deputy Programme Director of the UNICEF UK Baby Friendly Initiative and is also the Vice Chair of the International Baby Friendly Hospital Initiative Network. She is responsible for managing the assessment process for midwifery, neonatal, health visiting and children's centre services. Anne also works as a lead assessor and facilitator of the various courses that Baby Friendly provides. With a background in midwifery spanning more than 30 years, Anne has a wealth of experience in all aspects of midwifery, including as an infant feeding coordinator and supervisor.

Page to Performance

Hollie McNish

Hollie will be performing a poetry piece around parenthood at this year's Baby Friendly conference.

Hollie McNish is a poet who lives between Glasgow and Cambridge. She loves writing and has won the Ted Hughes Award for New Work in Poetry for her poetic parenting memoir *Nobody Told Me* – of which *The Scotsman* stated, 'The World Needs this Book'. She has published three further collections of poetry: *Papers, Cherry Pie, Plum*; a play relating the history of UK women's football, *Offside*; and her latest poetic memoir, Sunday Times Bestseller, *Slug...and Other Things I've been Told To Hate*. She has just completed a re-imagining of Sophocles' Greek Tragedy *Antigone* premiering at Storyhouse. She is a patron of Baby Milk Action and has been named as "An essential voice for our times" by Musa Okwonga and is rated as having "A striking capacity for intimacy in places least expected" by Lemn Sissay.

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

