

Raising the profile of infant feeding within Primary School settings

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Breastfeeding – what’s the impact?

Saves lives, Improves health, cuts costs (in every country)

- **Infant health:** Breastfeeding protects children from a vast range of illnesses, including infection, diabetes, asthma, heart disease and obesity, as well as cot death (Sudden Infant Death Syndrome)
- **Maternal health:** Breastfeeding also protects mothers from breast and ovarian cancers and heart disease
- **Relationship-building:** Breastfeeding supports the mother-baby relationship and the mental health of both baby and mother

(UNICEF, 2022)



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Breastfeeding data: Barnsley

	2018-2019	2019-2020	2020-2021	2021-2022
Initiation	57.3%	58.2%	60.1%	63.6%
Discharge	48.8%	53.3%	55.2%	57.6%
6-8 weeks	28.9%	32.5%	34%	35.4%

What could we do: Change the culture

“Breastfeeding is seen as normal and supported by everyone – in our public services and in the home, out and about and when returning to work”

Did you know Barnsley Council runs a “**Breastfeeding welcome here**” scheme?

[https://www.barnsley.gov.uk/services/health-and-wellbeing/children-young-people-and-families/infant-feeding/#:~:text=mouth%20from%20friends-,What%20does%20the%20scheme%20involve%3F,signs%20\(provided%20by%20the%20scheme\)](https://www.barnsley.gov.uk/services/health-and-wellbeing/children-young-people-and-families/infant-feeding/#:~:text=mouth%20from%20friends-,What%20does%20the%20scheme%20involve%3F,signs%20(provided%20by%20the%20scheme))

Breastfeeding Welcome Here Scheme:

Expectations:

- provide a welcoming atmosphere for breastfeeding families accepting that mums can breastfeed anywhere they choose to
- prominently display 'Barnsley Breastfeeding Welcome Here' signs (provided by the scheme)
- not ask a mum who is breastfeeding to move or treat them any differently to a mum who chooses to bottle feed
- make sure existing staff and new employees are made aware of the scheme. They should know how to be supportive to needs of breastfeeding families
- not promote formula milk companies and their products. Further advice can be provided if needed
- wherever possible provide facility for a mum who asks to breastfeed in private
- be supportive to mums who are returning to work when breastfeeding

How do we sign up:

- <https://www.barnsley.gov.uk/media/17927/breast-feeding-information-pack.pdf>

Breastfeeding Welcome Here Scheme

How to become a Barnsley Breastfeeding Welcome Here business

1. The Scheme is open to:

- All Health care premises – Hospitals, GP practices/surgeries, Pharmacists, Dentists
- All Children's Services – Community Clinics and Family Centres, Schools, Nurseries
- Local businesses – Café's, Restaurants, Shops, Libraries, Parks and Museums
- Any venue that is open to the public. e.g. parks

2. Complete and return the application form

This can be done on line at:

- <https://www.barnsley.gov.uk/news/sign-up-to-the-breastfeeding-welcome-here-scheme>
- by email - anneamott@barnsley.gov.uk
- by a visit from the Infant Feeding Service ring 01226 775700

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Evidence for Healthier Futures accreditation

Creating a Breastfeeding welcoming environment within your school (this would support teachers returning from maternity leave who might be breastfeeding, and visitors to your school including parents)

***For schools signing up to Healthier Futures, you can use signing up to Barnsley Breastfeeding Welcome here scheme – as evidence, you would submit photo evidence of your poster.**

Infant feeding resources for schools

For reasons largely to do with lack of support, most families in the UK today give up breastfeeding before they want to. That means lots of children growing up in the UK not seeing breastfeeding in their communities. And this puts these children at a disadvantage when they grow up themselves and become parents

<https://abm.me.uk/resources-for-schools/>

Infant feeding resources for schools

The Royal College of Paediatrics and Child Health, among others, have called for breastfeeding to be taught in schools as one way to fill this knowledge gap and contribute to the 'renormalisation' of breastfeeding in the UK.

The Association of Breastfeeding Mothers (ABM) have produced resources for schools.

They contain lesson plans and resources for use in settings from Early Years Foundation Stage through to Key Stage 3. There is also a range of slides for use in Key Stage 2 as discussion and writing prompts if there isn't the time for a full lesson.

<https://abm.me.uk/resources-for-schools/>

Breastfeeding Climate change and the environment

See separate file for video

Healthy Barnsley

Thank you for listening

Any Questions

If you would like to contact me
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