

BABY FRIENDLY ANNUAL CONFERENCE (VIRTUAL)

23-24 NOVEMBER 2022

UNICEF.UK/BFCONF



Day 1: Wednesday 23 November

- 9:30 Welcome and Award presentation
Jon Sparkes, Chief Executive, UNICEF UK
- 10:00 How the marketing of formula milk influences our decisions on infant feeding
Nigel Rollins, Scientist, World Health Organization
- 10:45 Break
- 11:15 Detecting and managing milk allergy in infants
Dr Robert Boyle, Clinical Reader in Paediatric Allergy, Imperial College London
- 12:00 The ultra-processing of the diets of babies and young children in the UK: Why it matters and what should be done about it
Vicky Sibson, Director, First Steps Nutrition Trust
- 12:30 Morning Q&A
- 12:45 Posters and networking
- 13:00 Lunch and networking
- 13:45 Sustaining breastfeeding and social media (Reaching the hard to reach)
Debbie Wade, PhD student, University of Northumbria
- 14:15 Is it ever too late for baby's brain development?
Kathy Kendall Tackett, PhD, IBCLC, FAPA
- 15:00 Break
- 15:15 What next for Baby Friendly and presentation of the Qualifications Framework Programme
Shereen Fisher BFIqL, Programme Director, UNICEF UK Baby Friendly Initiative
- 15:55 Afternoon Q&A
- 16:10 Networking and posters open (close at 17:00)

Day 2: Thursday 24 November

- 9:30 Effective communication
Karleen Gribble, Adjunct Associate Professor, School of Nursing and Midwifery, Western Sydney University
- 10:15 Neonatal access restrictions during the pandemic: Implications for infant, parental and staff wellbeing
Dr Sarah-Jane Archibald, Consultant Clinical Psychologist, Addenbrooke's Hospital and Dr Jacinta Cordwell, Consultant Clinical Psychologist, TV&W Neonatal ODN and John Radcliffe Hospital
- 10:45 Break
- 11:15 Compassionate care: Compassionate leadership
Sheena Byrom, Midwife and Director of All4Maternity
- 11:45 Update on sleep messaging: *Sleep Baby and You*
Helen Ball, Professor of Anthropology and Director of Durham Infancy & Sleep Centre
- 12:15 Morning Q&A
- 12:30 Posters and networking
- 12:45 Lunch and networking
- 13:30 Breastfeeding and its association with lower blood pressure in the child
Meghan Azad, Associate Professor, Paediatrics and Child Health, University of Manitoba
- 14:15 Breastfeeding and Climate Change – Yorkshire and Humber NIFN Special Interest Group
Sally Goodwin Mills BFIqL, Advanced Health Improvement Specialist – Infant Feeding and Maternity, Leeds City Council
- 14:45 Break
- 15:00 How effective leadership supports sustainable change in the implementation of Baby Friendly
Jenny Gilbert, RM, IBCLC, BFIqL, Professional Lead, UNICEF UK Baby Friendly Initiative
- 15:30 Afternoon Q&A
- 15:50 Close of conference
Anne Woods, Deputy Programme Director, UNICEF UK Baby Friendly Initiative
- 16:00 Networking and posters open (close at 17:00)

