



The Baby
Friendly
Initiative

UNITED KINGDOM

unicef 

UNICEF UK BABY FRIENDLY INITIATIVE

ANNUAL CONFERENCE

20-21 November 2024



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WELCOME



A warm welcome to the 2024 UNICEF UK Baby Friendly Initiative Annual Conference. We are delighted to bring together more than 1900 delegates from around the UK and internationally for our fourth virtual conference.

This year is particularly special as it marks the 30th year of the Baby Friendly programme within the UK, first introduced in 1994. The conference also coincides with World Children's Day (20th November) – a day dedicated to improving children's welfare worldwide.

We have worked to bring you an engaging event which showcases new research and innovations in the fields of infant feeding and relationship building. The conference features a strong line-up of speakers covering a range of topics including the infant feeding support needs of women with severe mental illness, compassion and innovation in healthcare, formula pricing, and more. We also look forward to sharing updates and plans for the programme and celebrating the successes of our Qualifications Framework graduates and the progression of services across the UK in implementing the Baby Friendly standards.

Delivering the conference virtually has enabled us to achieve new milestones, including reaching a record number of attendees. For those in attendance at the conference last year in Harrogate, we also know how much an in-person event means to you. We are therefore excited to announce that the Annual Conference will be held again in-person in 2025. We look forward to sharing more details during this week's event.

We hope the conference is a chance to celebrate each other's successes and find the inspiration to move forward to another year

Shereen Fisher, Programme Director, UNICEF UK Baby Friendly Initiative

Shereen Fisher

EVENT INFORMATION

Accessing the conference

Visit rcpvirtual.co.uk/e/bfi2024 and click "Livestream" to see the talks. Login details will be sent to the email address used to book on.

Questions for speakers

Use the chat box next to the video screen to submit questions for speakers during the presentations.

Photography notice

Please refrain from taking photos of babies or young people who appear in the slides and please be mindful of what you share online.

Technical help

Please first check your internet connection and switch browsers to Chrome/Firefox. If accessing via a work computer, please raise issues with your IT department or try a different device. If you have any issues accessing live, catch-up is available for all talks following the event. For booking queries please contact bfi@unicef.org.uk.

Posters

Throughout the conference, delegates can access 26 posters at unicef.uk/bfconf which share innovations and research on infant feeding and relationship building.

Certificates

Certificates of attendance are electronic and will be emailed to all delegates at the end of the conference.

Evaluations

Delegates will receive an email inviting them to complete our online evaluation: surveymonkey.com/r/bfconf24.

On-demand access

Access is available until 23 December 5pm using the same URL and login details used to access the event.

ANNUAL CONFERENCE (VIRTUAL)

TIMETABLE



DAY 1: WEDNESDAY 20 NOV

- Chair: Smita Hanciles - Deputy Programme Director, UNICEF UK Baby Friendly Initiative*
- 10.00 Welcome and short introduction
Smita Hanciles – Deputy Programme Director, UNICEF UK Baby Friendly Initiative
- 10.05 Introduction to the Chief Executive of UNICEF UK
Dr Philip Goodwin – Chief Executive Officer, UNICEF UK
- 10.15 Baby Friendly update and celebration
Shereen Fisher – Programme Director, UNICEF UK Baby Friendly Initiative
- 11.00 Break and posters**
- 11.15 Compassion and innovation in healthcare
Michael West CBE – Senior Visiting Fellow, The King’s Fund and Professor of Organisational Psychology, Lancaster University
- 11.55 The infant microbiome: What parents need to know
Toni Harman – Filmmaker and Education Leader, Alto Films Ltd
- 12.40 Q&A with morning speakers
- 13.00 Lunch and posters**
- Chair: Sarah Pickford – Professional Lead, UNICEF UK Baby Friendly Initiative*
- 14.00 A right to an optimal infant and young child feeding system: The case for a human right to breastfeed
Dr Clare Patton – Lecturer in Law, University of Leeds
- 14.30 A parent’s perspective: Family-integrated care as a model to help NICU families thrive
Fabiana Bacchini – Executive Director, Canadian Premature Babies Foundation
- 15.10 Break and posters**
- 15.25 The infant feeding experience and support needs of women with severe mental illness
Natasha Baker – Senior Clinical Research Midwife and NIHR Clinical Doctoral Research Fellow, King’s College London
- 15.55 Q&A with afternoon speakers
- 16.25 Close**

DAY 2: THURSDAY 21 NOV

- Chair: Lara Strangwood - Professional Lead, UNICEF UK Baby Friendly Initiative*
- 10.00 Welcome and short introduction
Lara Strangwood – Professional Lead, UNICEF UK Baby Friendly Initiative
- 10.05 Formula prices: Greedflation, its impacts, and progress towards mitigation
Dr Vicky Sibson – Director, First Steps Nutrition Trust
- 10.50 Inclusive care
Laura-Rose Thorogood – CEO and Founder, LGBT Mummies
- 11.25 Break and posters**
- 11.50 Early years, bright futures: UNICEF’s vision for Early Childhood Development
Chemba Raghavan – Senior Advisor, UNICEF
- 12.20 Supporting women with learning disabilities to make infant feeding decisions
Geraldine Lucas – Head of Midwifery, University of Worcester and Emma Douglass – Senior Lecturer, Learning Disabilities Nursing, University of the West of England
- 12.50 Q&A with morning speakers
- 13.20 Lunch and posters**
- Chair: Karen Read – Professional Lead, UNICEF UK Baby Friendly Initiative*
- 14.00 Update on the 2024 review of the community standards
Sarah Pickford – Professional Lead, UNICEF UK Baby Friendly Initiative
- 14.30 The breastfeeding story as a hub for caring practice
Prof Lina Palmér – Midwife, Docent and Associate Professor in Caring Science, University of Borås
- 15.00 Break and posters**
- 15.20 Q&A afternoon speakers
- 15.45 Final remarks
Anne Woods – Deputy Programme Director, UNICEF UK Baby Friendly Initiative
- 16.00 Close**

CHAIR BIOGRAPHIES

DAY 1

Morning: Smita Hanciles BFlQL – Deputy Programme Director, UNICEF UK Baby Friendly Initiative

Smita Hanciles is the Deputy Programme Director for the UNICEF UK Baby Friendly Initiative leading on education and the Qualifications Framework Programme. She trained as a nutritionist and worked in higher education before moving on to hold roles in Public Health and NHS Trusts in London where she worked to implement the Baby Friendly standards in community services.

Afternoon: Sarah Pickford BFlQL – Professional Lead, UNICEF UK Baby Friendly Initiative

Sarah Pickford is a Professional Lead for the UNICEF UK Baby Friendly Initiative. Sarah supports community services and hospital-based children's services in their journey to implement the Baby Friendly standards. Sarah has worked across the country as a paediatric nurse and health visitor. She supported the health visiting service in Bedford and Luton through the accreditation journey to the Baby Friendly Gold Award. Sarah is the East of England Lead for the National Infant Feeding Network.

DAY 2

Morning: Lara Strangwood – Professional Lead, UNICEF UK Baby Friendly Initiative

Lara Strangwood is a Professional Lead for the UNICEF UK Baby Friendly Initiative supporting maternity services and universities across the UK to implement the Baby Friendly standards. Lara is a registered midwife and has a fellowship of the higher education academy with a keen interest in education. As the Baby Friendly Lead Lecturer, Lara supported the University of Northampton on their success with achieving the Baby Friendly Gold Award in 2023.

Afternoon: Karen Read BFlQL – Professional Lead, UNICEF UK Baby Friendly Initiative

Karen Read is a Professional Lead for the UNICEF UK Baby Friendly Initiative supporting units across the UK to implement the Baby Friendly neonatal standards. Karen has worked in neonatal services and infant feeding roles throughout her career. She supported the neonatal unit at the Royal Devon University Healthcare NHS Foundation Trust to gain the first Baby Friendly neonatal unit accreditation in 2015.



SPEAKER ABSTRACTS AND BIOGRAPHIES

Please be aware that there will be sensitive content shared during this event, including personal stories of lived experiences, references to birth trauma, mental health challenges, child loss and more. The following organisations can offer support:

- **National Breastfeeding Helpline (provided by The Breastfeeding Network and Association of Breastfeeding Mothers):** nationalbreastfeedinghelpline.org.uk
- **La Leche League breastfeeding support:** laleche.org.uk/get-support
- **NCT infant feeding support line:** nct.org.uk/information/baby-toddler/feeding-your-baby-or-toddler/support-breastfeeding-or-bottle-feeding-our-infant-feeding-line
- **Bliss for babies born premature or sick:** support.bliss.org.uk
- **Maternal and mental health support:** maternalmentalhealthalliance.org/about-maternal-mental-health/support-mums-and-families
- **Sands - Saving babies' lives. Supporting bereaved families:** sands.org.uk/support-you
- **Birth Trauma Association:** birthtraumaassociation.org/peer-support
- **LGBT Mummies:** lgbtmummies.com/resources

DAY 1

Introduction to the Chief Executive of UNICEF UK

Dr Philip Goodwin

This presentation will provide a brief overview to the new Chief Executive of UNICEF UK, Dr Philip Goodwin, who joined in 2024. The talk will discuss the importance of getting children's rights in place from the very start and how UNICEF UK aims to support this – including through the work of the Baby Friendly Initiative within the UK. He will also share updates on working with a new Government to deliver the UNICEF UK Early Moments Matter campaign and the organisation's role in the poverty task force to help eradicate childhood poverty and make the Baby and Toddler Guarantee a reality. The talk will address the state of our maternity and early year's services and the critical role the Baby Friendly programme plays in ensuring early relationships and nutrition give babies the best possible start in life.

Dr Philip Goodwin joined UNICEF UK as Chief Executive in 2024. Previously, he held Chief Executive roles at VSO and TREEAID, a development organisation working on agro-forestry in dryland Africa. He spent 11 years with the British Council and held leadership positions in Kenya, Uganda, Pakistan and Belgium, including being Regional Director for sub-Saharan Africa. Philip has been a community development volunteer in Timbuktu, Mali and a researcher on poverty issues at the Overseas Development Institute. He has a PhD and MSc in rural resource planning and environmental policy and a degree in agricultural economics. Philip is a non-executive director of the International Civil Society Centre based in Berlin whose mission is to strengthen the impact and resilience of international civil society organisations. He is also a trustee of the Royal National Lifeboat Institute, the not-for-profit search and rescue organisation whose mission is to save lives at sea. He is co-author with Tony Page of the leadership book "From Hippos to Gazelles: How Leaders Create Leaders".

Baby Friendly update and celebration

Shereen Fisher MSc, LLB, BFIqL

This presentation will provide insight into current challenges, priorities and exciting plans for the UNICEF UK Baby Friendly Initiative programme. It will inform on the progress, learning and development of the programme in 2024 and reflect on the context of the wider environment for services implementing the Baby Friendly standards. Delegates can expect to enjoy celebrations for service achievements and the 2024 Qualifications Framework Leader cohort. This year's event marks Shereen's third Baby Friendly Annual Conference as Director for the programme.

Shereen Fisher is the Programme Director of the UNICEF UK Baby Friendly Initiative. With a background in advocating for breastfeeding and infant feeding support at a high level including ten years as Chief Executive of the Breastfeeding Network, Shereen directs the UNICEF UK Baby Friendly Initiative on a strategic level, including internal and external relations. Shereen has represented on several government committees including previously the Medicines in Health Regulatory Authority Safer Medicines in Pregnancy and Breastfeeding Consortium. Shereen is a Member of the NICE Committee for Maternal and Child Nutrition.

Compassion and innovation in healthcare

Michael West CBE

This presentation will focus on compassion which is at the heart of human communities and healthcare. The content will cover the concept of compassion and how we manifest it and its powerful impact in health and other care settings. The presentation will address the question of how we create the conditions in our organisations where staff will be even more compassionate to those they provide care for, to each other, and to themselves. It will focus on the role of compassionate leadership for creating the conditions for high quality care, innovation and quality improvement, and the wellbeing of those who provide the care. Drawing on extensive evidence bases, the presentation will argue that our priority in healthcare must be to develop compassionate leadership and thereby compassionate cultures.

Michael West CBE is Senior Visiting Fellow at The King's Fund, Professor of Organisational Psychology at Lancaster University, Visiting Professor at University College and Emeritus Professor at Aston University. He has authored, edited and co-edited 20 books and has published over 200 articles in scientific and practitioner publications on teamwork, innovation, leadership, and culture, particularly in healthcare. He is a Fellow and Honorary Fellow of several organisations including the British Psychological Society, the American Psychological Association, the Academy of Social Sciences, and more. He led the English Department of Health Policy Research Programme into cultures of quality and safety and the implementation of the NHS National Staff Survey. He also assisted in developing the national framework on improvement and leadership development in England and in Northern Ireland. He is currently supporting Health Education and Improvement Wales to develop the national health and care compassionate leadership strategy. He co-chaired the two-year inquiry on behalf of the UK General Medical Council into the mental health and wellbeing of doctors and led a similar review for The King's Fund. Michael was appointed a CBE in the Queen's Birthday Honours List 2020 for services to compassion and innovation in healthcare.

The infant microbiome: What parents need to know

Toni Harman

Award-winning "Microbirth" filmmaker Toni Harman makes the case that helping expectant parents understand the infant microbiome could help shorten the time lag between scientific discovery and clinical implementation. By educating expectant parents about the critical role of vaginal birth, immediate skin-to-skin contact and exclusive breastfeeding for the optimal 'training' of the infant immune system, this could help parents make more informed birth and infant feeding choices. This could generate demand from service users for maternity care that is more "microbiome-mindful," which could become the catalyst to fast-track change. Toni suggests this radical solution of activating parent demand isn't just possible; it's cost-effective and already starting to happen.

Toni Harman is a documentary filmmaker who switched to making films about childbirth after having her baby by emergency C-section. After exploring the issue of human rights in childbirth with the film FREEDOM FOR BIRTH, Toni became interested in the science of birth. This led to making the award-winning documentary MICROBIRTH about the origins of the infant microbiome. Over the past few years, Toni has authored two books, hosted two international virtual conferences, and created an online school with over 40,000 enrolled students, all to help health professionals better understand the science of the infant microbiome.

A right to an optimal infant and young child feeding system: The case for a human right to breastfeed

Dr Clare Patton

The talk, based on recent research, presents the case that human milk is as important to population health as recently recognised rights and deserves a prominent place on the international human rights agenda. Despite its importance to the health and wellbeing of mothers and infants, breastfeeding, as a biological function, is uniquely sabotaged by for-profit companies to encourage consumption of artificial substitutes, "commercial milk formula" (CMF). This presentation examines the failure of states and the CMF industry to effectively regulate and comply with marketing standards as per global standards. Breastfeeding is examined within the UN human rights system and a pathway is presented for recognising a human right to an optimal infant and young child feeding (IYCF) system, explicitly breastfeeding. The argument is put forth that a new right to breastfeed is necessary because existing IYCF support and protections are wholly inadequate. A human right to breastfeed embedded within a rights-based IYCF ecosystem will finally give moral and legal weight to mother and child health and wellbeing and ensure commercial interests driven by profit do not manipulate IYCF decisions.

Dr Clare Patton joined the School of Law, University of Leeds in the UK in 2023, having previously been at Queen's University Belfast. Her research examines how transnational corporations influence health through economic, social, and political power. She has a special interest in maternal and child health. She is working on several projects and outputs related to the role and influence of the Commercial Milk Formula industry on the infant and young child feeding landscape. She is a consultant to the World Health Organization advising on the human rights framework as it relates to infant and young child feeding (IYCF). She has existing and forthcoming publications examining breastfeeding and IYCF issues within the UN human rights system.

A parent's perspective: Family-integrated care as a model to help NICU families thrive

Fabiana Bacchini

This presentation provides a heartfelt account of the challenges and triumphs experienced during a 146-day NICU stay after a preterm birth from a parent's perspective. It focuses on the Family Integrated Care (FiCare) model, which includes parents as key members of the care team, highlighting the significant impact of family involvement in the NICU. This involvement not only benefits the immediate situation but also helps develop enhanced advocacy skills, especially for infants with additional diagnoses requiring specialised care. While the NICU stay is a temporary phase in a lifetime, FiCare establishes lasting foundations for post-discharge care. Parents involved in this model report increased confidence in caring for their baby and reduced stress and anxiety at discharge. This presentation asserts that the NICU, essential for saving lives, must also be a starting point for thriving, emphasising holistic family wellbeing. Adequate support within the hospital is essential for navigating the future. The repercussions of preterm birth, traumatic delivery, and the NICU experience extend beyond discharge, underscoring the need for families to be integral members of their babies' care team in the hospital.

Fabiana Bacchini is the Executive Director of the Canadian Premature Babies Foundation. She is a journalist and the published author of "From Surviving to Thriving, a Mother's Journey Through Infertility, Loss and Miracles." While in the NICU with her surviving twin, born extremely preterm, she participated in the study of Family Integrated Care (FiCare). This led her to extensive volunteering in the NICU at Mount Sinai Hospital and to become an ambassador for FiCare, travelling across Canada and internationally to share her experience with this model of care. Her son was diagnosed with cerebral palsy, which continued to empower her to be a strong voice and advocate for premature babies and their families. Currently, Fabiana serves as an advisor on several committees including the International Steering Committee for FiCare, the European Foundation for the Care of the Newborn Infant (EFCNI), and the Canadian Institute for Health Research (CIHR).

The infant feeding experience and support needs of women with severe mental illness

Natasha Baker

Very little is currently known about the infant feeding experiences of women with mental illness due to a paucity of evidence in this area. The study presented within this talk aimed to explore the infant feeding experiences and support needs of women accessing secondary mental health services in the perinatal period. It used a qualitative design and in-depth interviews to explore how women with perinatal mental illness currently plan and experience infant feeding, as well as their individual support needs with this. Findings demonstrate that women require individualised infant feeding support, particularly focused on the emotional demands of breastfeeding. The findings will have distinct implications for future research and practice and can be used to improve future infant feeding support for women with mental health difficulties in the perinatal period.

Natasha Baker is midwife by background and has worked clinically across several settings, predominately intrapartum care. Natasha started working as a clinical research midwife in 2015 at the Royal Berkshire Hospital, where she became interested in a career in research. Natasha went on to study a Master's at St Georges University, completing this in 2017 before becoming a senior clinical research midwife at UCLH. During this time, she started to work with the King's Women's Mental Health Group and Professor Louise Howard, an eminent perinatal consultant psychiatrist whose work has significantly improved understanding of perinatal mental illness. It was during this time that Natasha first became interested in the infant feeding support needs of women with mental illness and recognised a significant gap in the literature in this area. She developed a research proposal with the overarching aim of broadening understanding of infant feeding in the context of maternal mental illness to inform future resources in this area. Natasha was awarded a prestigious Doctoral Clinical and Practitioner Academic Fellowship (DCAF) from the National Institute for Health and Care research in 2021 and commenced her PhD with the Institute of Psychiatry, Psychology and Neuroscience.

DAY 2

Formula prices: Greedflation, its impacts, and progress towards mitigation**Dr Vicky Sibson**

First Steps Nutrition Trust have been monitoring infant formula prices since 2014 as a part of its wider work to provide independent, evidence-based information to support optimal, safe and appropriate infant feeding in the UK. With the cost-of-living crisis in 2021, this data came into its own, allowing the organisation to lead advocacy efforts to address company profiteering or 'greedflation'. This presentation will provide an overview of formula price evolution over time, what is known about the impacts of high formula prices, and the progress that has been made to date towards mitigating these impacts.

Dr Vicky Sibson is a public health nutritionist with an MSc from the London School of Hygiene and Tropical Medicine and a PhD from University College London. She has over 20 years professional experience working for non-governmental organisations and in academia, overseas and in the UK. Her expertise is in maternal, infant and young child feeding and nutrition, and in bridging the gap between research, policy and practice. She holds various expert advisory roles, including being on the NICE maternal and child nutrition guidelines committee, being a peer reviewer and subject matter expert for the NIHR, being an editor for the journal Maternal and Child Nutrition, and being on the UNICEF UK Baby Friendly Initiative Designation Committee. Having joined First Steps Nutrition Trust after the birth of her first baby in 2018, she has been the Director since 2021.

Inclusive care**Laura-Rose Thorogood**

This talk will provide a comprehensive overview of the barriers, systemic erasure and discrimination that the LGBTQIA+ community face related to infant feeding support and family care, and will provide insights into what the 'gold standard practice' looks like to ensure safe and inclusive care.

Laura-Rose Thorogood is a married lesbian mother of four donor conceived children by IUI and IVF over twelve years. She is both a Bio and Non-Biological mother and has lived experience of operative birth, failed cycles, miscarriage, secondary infertility and birth trauma. She is an LGBT+, Maternity and Fertility Activist, educator, writer, seasoned speaker and campaigner. She is Founder of LGBT Mummies, supporting over 70,000 worldwide through guidance, community, support groups and events. Through Proud Foundations, their educational arm, she lectures and trains midwives and healthcare professionals, educates and consults with organisations to be inclusive, and has worked with the Government, NHSE and DHSC and is regularly invited into Parliament to present recommendations and campaigns for law reform. She has multiple roles across NHSE, Royal College of Gynaecologists, University College London, Human Fertilisation and Embryology Authority, Maternal Mental Health Alliance and Maternity and neonatal voices partnerships, working to influence change to create equity and equality for the LGBTQ+ community and other marginalised minority groups.

Early years, bright futures: UNICEF's vision for Early Childhood Development**Chemba Raghavan**

This presentation will focus on highlights from UNICEF's newly launched Early Childhood Development Vision 2030. Working with partners, UNICEF focuses on a world where all young children survive, grow and develop to their full potential. The presentation will build on UNICEF's mandate for child rights, multisectoral expertise, wide on-the-ground presence, and long-standing role as a trusted adviser to governments and partners at national, regional and global levels. The Vision outlines three pillars, policies, programmes and parenting practices as key to early childhood development. Specific emphasis is made on parenting support as a key accelerator for young children's development – with illustrative examples from digital parenting programmes such as Bebbi (the digital parenting app).

Dr Chemba Raghavan is Senior Advisor with the Early Childhood Development team in UNICEF Headquarters in New York. Prior to joining UNICEF HQ, Chemba worked in the UNICEF East Asia and Pacific Regional Office as the Regional Focal Point of the United Nations Girls' Education Initiative and as ECD/Education Specialist. Chemba has also served as a Technical Expert for UNESCO in Bangkok and Research Advisor in the Asia Pacific Regional Network for Early Childhood. She has experience as Senior Researcher/Assistant Professor in academia in the U.S. Her areas of expertise include child development, parenting, cross-cultural lifespan human development and family studies, gender socialisation, family friendly policies, research methods and statistics. She has a Ph.D. in Human Development and Family studies from the Pennsylvania State University.

Supporting women with learning disabilities to make infant feeding decisions

Geraldine Lucas and Emma Douglass

Preparing to feed a baby involves learning new skills and information; especially challenging if this is not in an accessible format. This presentation reviews a three-stage project which aimed to explore how women are supported to make infant feeding decisions and what resources are available and how they are used. Project findings indicated that there is little evaluation of the imagery used in existing resources. Health professionals highlighted the importance of unconditional and positive regard, being part of the support network, and the need for an individualised approach. Women with learning disabilities identified the need for a variety of accessible resources, avoiding the one-size-fits-all approach, recognising and embracing differences in terms of understanding, visual literacy and cultural taste. Further development of a suite of co-produced resources is needed.

Geraldine Lucas is a midwifery academic and Head of Midwifery at the University of Worcester. Geraldine is passionate about all maternity public partners experiencing high quality midwifery care. She has been collaborating with other researchers to explore infant feeding and learning disabilities, including exploration of infant feeding resources available to women who have a learning disability and decision making processes and the perspectives of health care professionals who support people who have a learning disability. Geraldine has worked extensively with public partners and community groups to inform midwifery education.

Emma Douglass is a learning disabilities nurse who works as a Senior Lecturer at University of the West of England, Bristol. Emma teaches across the nursing curriculum, with a special interest in patient and public participation and learning from service users' experiences. Emma is in the final stages of studying for a PhD, exploring supporting health decision-making with adults who have a learning disability in line with Principle 2 of the Mental Capacity Act.

Update on the 2024 review of the community standards

Sarah Pickford BFIQL

This talk will provide an overview of the updated Baby Friendly community standards and its impact on all services' journeys to achieving accreditation. It will focus on the process for implementing the new standards and how to use the new audit tool and scoring resources, including suggested timelines for the action plan.

Sarah Pickford is a Professional Lead for the UNICEF UK Baby Friendly Initiative. Sarah supports community services and hospital-based children's services in their journey to implement the Baby Friendly standards. Sarah has worked across the country as a paediatric nurse and health visitor. She supported the health visiting service in Bedford and Luton through the accreditation journey to the Baby Friendly Gold Award. Sarah is the East of England Lead for the National Infant Feeding Network.

The breastfeeding story as a hub for caring practice

Prof Lina Palmér

Breastfeeding is a life event that many mothers are committed to, but the act of breastfeeding does not always come easy or is even impossible for some. Women's lived experiences of breastfeeding indicate that this can influence women in an existential way. Breastfeeding difficulties are experienced by mothers as an existential challenge and lostness in motherhood. This may evoke an existential vulnerability and crisis that makes life as a new mother hard to manage. Breastfeeding difficulties represent an existential breastfeeding trauma in a woman's life and maybe developed into a fear of breastfeeding. In the context of breastfeeding care, models are lacking that can guide caring practice in existentially demanding breastfeeding situations. This presentation will elaborate on the development, clinical introduction and evaluation of a theoretical model on caring for mothers with breastfeeding difficulties: The Breastfeeding Story as a Hub for Caring Practice and a tool The Existential Breastfeeding Difficulty Scale (ExBreastS). The model and tool can be used in midwifery and nursing education as well as in clinical practice to awaken awareness in students and caregivers about existential dimensions on breastfeeding and the dimensions of caring that are important for mothers' wellbeing.

Prof Lina Palmér is a midwife, docent and associate professor in Caring Science at University of Borås. She is a research group leader for the research group Existential Issues in a Caring and Learning Context. Lina has a special interest for research in existential issues in relation to caring, health and wellbeing, especially in the context of breastfeeding, childbearing and care of older people. She has a strong interest in developing the research area of existential caring science and the theoretical foundation for existential and lifeworld-led caring as well as developing approaches and methods suitable for research on existential issues and lived experiences.

Final remarks

Anne Woods

Anne will close the UNICEF UK Baby Friendly Initiative Annual Conference. She will reflect on this year’s amazing line-up of talks, announce the winner of the poster vote, and share information on next year’s conference.

Anne Woods is the Deputy Programme Director of the UNICEF UK Baby Friendly Initiative and sits on 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 the UNICEF UK Baby Friendly Initiative 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.

FIND OUT MORE

Subscribe to our email newsletter to keep up-to-date with Baby Friendly: [unicef.uk/bf-subscribe](https://www.unicef.uk/bf-subscribe)

Learn about course bookings for 2025 - dates have started to be announced, but do fill up quickly: [unicef.uk/bf-courses](https://www.unicef.uk/bf-courses)

Interested in going Baby Friendly? Learn more about our accreditation and assessment process: [unicef.uk/bf-accreditation](https://www.unicef.uk/bf-accreditation)

Access resources for health professionals and parents on a range of issues around caring for babies and families: [unicef.uk/bf-resources](https://www.unicef.uk/bf-resources)

Learn more about the review of our community standards: [unicef.uk/communitystandards](https://www.unicef.uk/communitystandards)

Find out more: [unicef.org.uk/babyfriendly](https://www.unicef.org.uk/babyfriendly)



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POSTERS

During the breaks, you are invited to view a selection of posters at [unicef.org/uk/bfconf](https://www.unicef.org/uk/bfconf) which showcase examples of improving care for babies, their mothers, parents/primary caregivers and families. Poster descriptions can be found below. Please note content included within the posters should not be seen as endorsement by the UNICEF UK Baby Friendly Initiative. **Vote for your favourite poster at [surveymonkey.com/r/bfconf24postervote](https://www.surveymonkey.com/r/bfconf24postervote)**

1. Overcoming barriers for successful BFI implementation within a maternity unit

Hazel Spencer, Bournemouth University

This poster reflects completion of a PhD research project which explored the experiences of maternity staff when implementing the Baby Friendly standards. This resulted in identification of barriers as experienced by staff members and facilitators to counteract them in order for the service to successfully implement the standards. Reflexive thematic analysis was applied to the findings of participants which identified themes which were both barriers and facilitators. The poster highlights the themes and barriers, including how these can be overcome to ensure women and babies receive evidence-based infant feeding support. Facilitators identified are also presented along with short-, medium- and long-term recommendations for all maternity staff and midwifery managers.

2. LATCHES: A new memory aide for the principles of attachment for effective breastfeeding

Dr Lynette Shotton, Northumbria University

This poster shares findings of a regional pilot of a new memory aide for the principles of attachment for effective breastfeeding. The memory aide was developed by L Shotton and is designed to complement the earlier memory aide, CHINS, developed in 2010. A total of 57 participants with a key role in the promotion and support of breastfeeding took part in the project. The pilot found that CHINS had a significant impact on the practice of those involved in supporting breastfeeding and helped to organise and standardise advice for the principles of positioning. Participants with more experience in breastfeeding were particularly positive about LATCHES and there was agreement that a memory aide for attachment was needed.

3. Laid-back breastfeeding not routinely suggested in Irish hospitals

Margaret McGuigan, Dr. Patricia Larkin, Dundalk Institute of Technology

Breastfeeding rates in Ireland are among the lowest in world, with 37.6% of mothers breastfeeding exclusively on discharge, despite 63.6% initiating breastfeeding at birth. Laid-back breastfeeding (LBBF) significantly reduces problems relating to sore and cracked nipples, engorgement and mastitis, and encouraging a deeper latch. However, this does not seem to be routinely suggested to mothers. Original research was conducted in 2021 to determine midwives' and student midwives' knowledge, attitudes, and practices of using LBBF in Ireland. Most (81.4%) were aware of LBBF, however only 6.8% cited it as their "go-to" position. More than a third (38.34%) had never used this position with mothers. The poster outlines the research, results and recommendations for change in practice. The research was published in the open access publication, *International Breastfeeding Journal* in February 2024.

4. Implementing family-led ward rounds on the Trevor Mann Baby Unit

Katherine Sweeney, Eleanor Turk, Helena Harjunen, Emma Pavitt, University Hospitals Sussex NHS FT

The Family Integrated Care (FiCare) model encompasses partnership between parents and the healthcare team on the Trevor Mann Baby Unit (TMBU). TMBU Family-Led Ward Round is attended by parents, the Neonatal Consultant, Nurse, Occupational Therapy, Physiotherapy, Infant Feeding Nurse, FiCare Lead, Psychology, Speech and Language Therapy and Special Care Lead. The multidisciplinary team are spread across two nurseries where the ward rounds run at the same time. A poster is used as a visual tool and is placed at the cot side at the end of the ward round. Implementation of the rounds on the neonatal unit represents a cost-effective intervention which encourages parent involvement. It also supports informed decision making and a team approach to care.

5. Diabetes in pregnancy infant feeding project

Gemma Partridge, Lucy Lowe, Norfolk and Norwich University Hospitals NHS FT

Women with diabetes who wish to breastfeed can experience challenges. This project exists to raise breastfeeding rates in parents with diabetes in pregnancy by providing bespoke antenatal feeding education and support, empowering parents to make informed choices about infant feeding and increasing knowledge of responsive parenting to enhance child-parent relationships, brain development and health outcomes. Findings reflect a 22% increase in breastfeeding initiation rates in the cohort, alongside other positive developments. The project's achievements increase patient knowledge, informed choice, breastfeeding duration, and the likelihood of a parent with diabetes breastfeeding in future. It also contributes to reducing the rate of T2DM in people with a diagnosis of GDM.

6. Why mothers discontinue exclusive breastfeeding: A scoping review

Oladipupo Idris Olalere, Clare Harley, University of Birmingham

This scoping review investigates factors contributing to the cessation of exclusive breastfeeding within the first six months postpartum, addressing a critical gap in global health targets. A systematic search of PubMed and Ovid databases yielded 17 studies published since 2013, encompassing diverse geographical and methodological contexts. Thematic analysis revealed five primary categories of challenges: lactation-related, infant-related, maternal health-related, social, and lifestyle factors. Findings underscore the multifaceted nature of breastfeeding challenges and highlight the need for targeted interventions. Future strategies should focus on enhancing lactation support, addressing maternal health concerns, and mitigating sociocultural barriers to exclusive breastfeeding.

7. Breastfeeding Gaza: Breastfeeding support through a keyhole

Rehana Meeajan, Reem Al Soufi, Alison Robb, Iram Naz, Yafa Ajweh, Sarah Hoey, Lorna McKerracher, Marianne White, Gaza Infant Nutrition Alliance (GINA)

This poster introduces GINA (Gaza Infant Nutrition Alliance), a member organisation of the Global Nutrition Cluster dedicated to delivering breastfeeding education and support to healthcare workers and families in Gaza. Through interpersonal connections and data-light communication, GINA delivers breastfeeding education in local dialects “through a keyhole” to healthcare professionals in Gaza, laying foundations to improve breastfeeding rates and wider health outcomes. The poster describes how an individual fundraising endeavour grew to become a diverse multidisciplinary community of volunteers committed to best infant and young child feeding in emergencies practice, delivering evidence-based breastfeeding education and support and essential nutrition for mothers.

8. Breastfeeding support for Muslim women

Dr Farah Gilani, Ayrshire Medical Group; Breastfeeding Network (BFN)

South Asian mothers in the UK have higher breastfeeding initiation rates than their white counterparts. However, by four months, rates of exclusive breastfeeding are the same, despite South Asia having high rates of breastfeeding and exclusive breastfeeding. The Breastfeeding Network initiated a telephone support project in Glasgow with bilingual volunteers. All mothers requesting support in Urdu were Muslim. Mothers spoke of challenges with initiating breastfeeding, confidence in breastfeeding knowledge, and well-meaning relatives who presented difficulties. With volunteers having cultural and religious understanding, mothers felt comfortable to discuss challenges without fear of judgement and expressed motivation to continue breastfeeding, albeit often combination feeding. Mothers described having culturally aware peer support as invaluable when navigating challenges to continue breastfeeding.

9. Progress in peri-operative care for breastfeeding patients in Swansea Bay

Dr Kate Chapman, Dr Katy Beard, Dr Ceri Beynon, Belinda Hannah, Heather O'Shea, Swansea Bay University Health Board

Following the 2020 publication of the Association of Anaesthetists consensus statement on anaesthesia and sedation in breastfeeding women, work has been underway to develop local guidelines and practices to support breastfeeding patients who require an anaesthetic in Swansea Bay University Health Board. The poster outlines the process undertaken and current achievements, ranging from strategies to identify breastfeeding patients attending pre-assessment clinics and highlighting this for future planning if they have no imminent date for surgery; teaching pre-assessment nurses to raise awareness of guidelines and build confidence in supporting breastfeeding patients; producing a bilingual leaflet for patients who require an anaesthetic; exploring alternate leaflet formats, and more.

10. Beside You Medway: A collaboration with healthcare providers in supporting breastfeeding

Lena Bhohi, Fiona Evans, Beside You, Medway Council

Beside You is a local resource in Medway to support women and their families to breastfeed. In 2023, a six-month research campaign was conducted to inform and shape a five-year infant feeding strategy. Insights were used to refresh the Beside You resource with updated information, tips and support. An interactive map is provided with details of peer support sessions, and ‘breastfeeding welcome’ venues and businesses across Medway. Breastfeeding support sessions are run in collaboration with Medway Community Healthcare and Medway Maternity. Here, families can book free antenatal Hello Baby feeding sessions with peer supporters. Postnatally, women can book a free session for support with feeding challenges and attend regular drop-in social mornings. This poster intends to share the successes, challenges and lessons learnt from the research and collaborative working to launch this improved, detailed and important campaign for both expectant and breastfeeding families.

11. Putting our 'breast' foot forward: The Public Health Agency's approaches to promoting breastfeeding support across Northern Ireland

Dr Hannah McCourt, Orlaith Strong, Catherine Magennis, Public Health Agency

In Northern Ireland, breastfeeding rates at discharge rose from 45% to 51% between 2010–2022. However, there is a drop off, with 22% receiving breastmilk at six months. Feedback suggests this is impacted by a lack of support, particularly when feeding outside the home, with 9 in 10 mothers stopping before they intended. The Public Health Agency aimed to raise awareness that supporting breastfeeding is a community responsibility by developing a number of communication strategies which have been effective in increasing interest in joining the Breastfeeding Welcome Here scheme, growing social media reach, and celebrating the unique contribution of breastfeeding supporters.

12. "Either something is wrong, or I'm a terrible parent": A systematic review of parent experiences of illness-related interpretations for unsettled babies

Amy Dobson, University of Southampton

Parents feel intense distress in the transition to parenthood over 'unsettled behaviours'. There is a growing concern that these behaviours are increasingly attributed to medical causes such as reflux or cows' milk allergy, providing opportunities for formula industry influence. When inaccurate, this may have negative consequences for the family's breastfeeding journey, leading to widened public health inequalities. This study explores parent experiences of unsettled babies, with emphasis on medical labels such as allergy and reflux. Implications for professionals and for future interventions are discussed.

13. Implementing a cue-based feeding approach in the neonatal unit in Ayrshire and Arran

Ashley Manchester, NHS Ayrshire and Arran

Cue-based feeding has been shown to support neurodevelopment and organised feeding behaviours in the preterm population, resulting in improved physiological stability during feeds, parental confidence, decreased time to full oral feeds, and shorter hospital stay. This poster reviews the journey of implementation of a cue-based feeding approach in the neonatal unit and the quality improvement measures that supported this project. This project has been effective in supporting evidence of improved caregiver confidence, creating a culture and environment that enables cue-based feeding, and a system-wide approach to cue-based feeding.

14. Infant food insecurity - a national approach: From development to implementation of a national toolkit

Carolyn Wilson & Pam Amabile, Scottish Government; Gillian McMillan, NHS Tayside; Emma Williams, NHS Grampian

Scotland has taken a national-level action on infant food insecurity and developed a toolkit to provide resources to aid local agencies, front line workers and volunteers in supporting families with infants with money worries, including those struggling to afford infant formula, before and at crisis point. Developed through the lens of child poverty, this resource helps guide agencies and staff to provide support which is appropriate to the needs of these families, taking a cash-first approach. It also explores how to support exclusively breastfed infants who do not need formula milk, but the family may need support in other ways to protect breastfeeding, or where an infant is fed through a combination of breastfeeding and formula and could benefit from maximising breastfeeding through sustainable support.

15. Nurture together: A collaboration between Edinburgh University and Amma Birth Companions to meet the lactation and peer support needs of migrant and asylum-seeking women in Scotland

Dr Justice Reilly, Dr Anna Beesley, Lucy Lowe, Sarah Zadik, Amanda Purdie, Jenny Block, Vongayi Mufara, Vanisha Virgo, Louise Dunn, Farah Gilani, Alvina Chibham; Amma Birth Companions, Glasgow and Maternity, Migration and Asylum; Social Anthropology School of Social and Political Sciences, University of Edinburgh

Breastfeeding rates in Scotland remain low, particularly amongst the lowest socio-economic groups. Research in Glasgow revealed a lack of trauma-informed, language and culturally appropriate infant feeding support for refugee women. They often feel isolated and frustrated due to past feeding experiences being impacted by past trauma or separation from children. This increases prohibitively expensive formula feeding. Co-produced with Amma clients, ten workshops explored migrant parents' experiences, ultimately supporting the creation of trauma-informed, culturally competent, peer-led videos supporting migrant parents with knowledge, rights and choices around infant feeding; training of five infant feeding peer supporters; and the creation of an educational resource for NHS and third sector professionals about migrant women's infant feeding needs.

16. Donor human milk: A bridge to breastfeeding

Elizabeth Cameron, Donna Robertson, NHS Fife

A Donor Human Milk (DHM) feasibility pilot undertaken at QEUH, Glasgow in 2020 revealed that DHM use in postnatal wards was “a bridge to breastfeeding” alongside lactation support, and that this may reduce breastfeeding attrition rates. NHS Fife, the National Milk Bank and Scottish Government are building on this evidence through a quality improvement approach to develop a pathway for the use of DHM in postnatal areas with the intent for scale to other NHS Boards. The project aims to ensure that DHM is accessible to all women initiating breastfeeding in NHS Fife and therefore reducing formula use for those requiring supplementation in the early postnatal period.

17. Optimising infant feeding in Bangladeshi and Pakistani communities in the UK: Co-development of the Learning about Infant Feeding Together (LIFT) intervention

Kayleigh Kwah, Naomi Bartle, Kubra Choudhry, Maxine Sharps, Jacqueline Blissett, Katherine Brown, University of Hertfordshire

Breastfeeding rates among UK Pakistani and Bangladeshi communities are influenced by cultural beliefs and practices which can have positive and negative impacts on breastfeeding. The LIFT project aimed to understand infant feeding determinants in these communities and engage them in the development of a culturally specific and acceptable infant feeding intervention. Phase 1 involved identification and recruitment of six community peer group champions. Phase 2 involved three co-development intervention workshops. The intervention included posters, leaflets, and an animation addressing relevant infant feeding behaviours pertinent to the Pakistani and Bangladeshi communities. Intervention content was created to include behaviour change techniques identified as mostly likely to influence these behaviours.

18. Peer supporters: Boosting confidence through education

Dr Megan Alexander, Dr Rebecca Clements, Warrington and Halton Hospitals

Medical students and doctors lack lactation education and supporting breastfeeding dyads in hospital settings. In a large district general hospital, a survey of confidence was completed by two cohorts of foundation year 2 doctors which identified learning needs in supporting, managing and prescribing for lactating dyads. A teaching session using interactive case discussions was delivered by an anaesthetics trainee who is a breastfeeding peer supporter. Findings show the impact of peer supporters as educators and resource sharers and the need for breastfeeding education in the protected teaching programmes for foundation doctors. All Trusts are urged to include lactation in their training programme for foundation doctors, to improve knowledge and patient care, in line with BFI standards.

19. The impact of access to early feeding support and continuity of care, from birth to 8 weeks and beyond

Zoe Gibson and Cambridgeshire Community Services Infant Feeding Support Worker Team

This poster details a new Infant Feeding Support Worker role offering 187.5 hours/week of early feeding support in hospitals and community follow ups. Information is shared on monitoring and evaluation of the impact of early support including a case study of how the continuity of care has helped establish and cement joint working practices with partner organisations to maximise quality of service to families. Early findings reflect a steady increase in 6-8 week breastfeeding rates from 54.5% in May to 61.2% in June (Bedford) and 64.45% in May to 70.2% in June (Luton).

20. All Wales Breastfeeding Action Plan: An infant feeding data framework for Wales

Rochelle Embling, Rachel Evans, Niamh Mchugh, Anna Kolosowska, Varsha Nagaraj, Rachel Bath, Public Health Wales

The All Wales Breastfeeding Action Plan requires that a “robust, evidence-based” quantitative data framework be implemented to monitor infant feeding trends in Wales. Data were available for some indicators, however nationally reported data did not support identification of inequalities. A Delphi-style process established consensus on desired indicators and time points across the UK, supporting development of a data framework for Wales which incorporated indicators for which UK-wide consensus has been achieved. Data collection will be embedded within the digital platform currently in development for maternity and in the planned digital Child Health record. It will be available to infant feeding teams enabling identification of inequalities and monitoring of quality improvement initiatives.

21. Persistent breast pain: Skilled breastfeeding support as the missing magic bullet

Hayley Alton, Samantha Morris, Amanda Da Costa, Breastfeeding Network Drugs in Breastmilk Information Service

The Breastfeeding Network (BFN) is re-thinking methods of talking about pain of the breast or nipple when breastfeeding. The Drugs in Breastmilk Service receives ~100 calls/year around breast thrush. Evidence does not support a fungal cause for pain except in rare cases. BFN withdrew its thrush factsheets in June 2024 and are working to ensure care improvements for breastfeeding parents and to reduce inappropriate medication use, thereby promoting antimicrobial stewardship. BFN aims to critically assess thinking on breast pain with support of colleagues and professionals who can encourage a differential diagnosis focussing on the importance of breastfeeding support.

22. Healthcare professionals' perspectives on commercial milk formula marketing in the UK: A qualitative study

Eilidh McNaughton, Rana Conway, University College London

Policies are in place to regulate commercial milk formula (CMF) marketing so as not to undermine breastfeeding, including restriction of direct-to-consumer advertising and the Baby Friendly Initiative in healthcare settings. However, the perspectives of healthcare professionals on such policies and how CMF marketing impacts their practice are not well understood. This study aimed to understand perceptions and experiences of marketing of CMF to consumers and healthcare professionals, and their perspectives on regulation of CMF marketing in the UK. Results indicated desires for tighter marketing regulations, including adopting the Code in its entirety, and strategies to normalise breastfeeding.

23. UKDILAS goes Baby Friendly: Application of the UNICEF UK Baby Friendly Initiative standards to a pharmacy-led service

Laura Kearney, Emma Wigmore, Vanessa Chapman, UK Drugs in Lactation Advisory Service

The UK Drugs in Lactation Advisory Service (UKDILAS) is pharmacist-led national service providing advice on medicine use in breastfeeding. Recently, UKDILAS aimed to align to Baby Friendly Stage 1. A baseline survey of the team revealed that, although alignment was deemed important, 75% could not describe why the standards are in place, and 56% were unaware of the WHO Code. An educational intervention was delivered to enable UKDILAS to further understand the Baby Friendly programme, which has started to influence a culture change. This process has been challenging for a service which does not fit the traditional infant feeding service offer and cannot become fully accredited, however the benefits of doing so are clear in providing more holistic advice for breastfeeding families.

24. Breastfeeding support with NHS acute care settings: Alerting the infant feeding team to the needs of an overlooked population

Marianne White, Lisa Young, NHS Tayside

NHS Tayside has achieved UNICEF UK Baby Friendly Gold accreditation within community, maternity and neonatal services. The team seeks to emulate this approach throughout their hospital settings to ensure that women who are admitted to acute care services or attending appointments are supported to have their baby with them. In support of this goal, the infant feeding team aimed to raise the profile of breastfeeding and ensure equity of choice across acute care for women by creating a shared understanding across multiple boundaries of care to enhance positive cultures for breastfeeding choices. This poster details work to support this, including updates to guidelines, creation of an electronic patient alert, and more. The service has been highly commended by both acute care staff and the families. Their next step is to increase their workforce to ensure they can continue to provide this invaluable support.

25. Colostrum counts: Early initiation of expression of maternal colostrum and feeding

S. Taylor, H. Burgess, S. Chilvers, C. Caldwell, N. Crowley, R. Miles, N. Crowley, St George's Hospital Neonatal Unit

This project collected retrospective data on the first time of expression and administration of colostrum from January-October 2023, revealing poor documentation. Parents and staff were asked to identify barriers to recording this information and suggestions for improvement interventions. Stickers were introduced on the front of expressing packs for parents and staff to record the date and time of first expression and administration of colostrum. Emerging data and family and staff feedback were used to drive further change, including sticker iterations, new videos on hand expressing and pump use, and improved accessibility to blank stickers.

26. Co-creating inclusive, responsive infant feeding resources for LGBTQ+ families in the UK

Mariana Santos da Silva, Alex Paterson, Nilushka Perera, Catherine Quelcutti, Best Beginnings

The Baby Buddy app is free and advert free, providing NHS-aligned, evidence-based resources to parents and caregivers across the UK from pregnancy through to a child's first birthday. The app provides personalised information and includes over 400 videos and 600 FAQs, including on breastfeeding. With half a million registrations, the app is embedded in 31 localities with almost 20% of users reflecting those at risk of the highest health inequalities. This project explores the role of Baby Buddy co-creating inclusive responsive infant feeding resources with a focus on LGBTQ+ families. Through collaboration and co-creation with partners, a suite of inclusive infant feeding resources has been created that support responsive breast and chest feeding, featuring LGBTQ+ parents and feeding experts. Evaluations show Baby Buddy to be an innovative public health intervention to promote infant feeding and bonding.



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ABOUT THE BABY FRIENDLY INITIATIVE

The Baby Friendly Initiative is a worldwide programme of the World Health Organization (WHO) and UNICEF which aims to improve standards of care for breastfeeding within healthcare settings. The health and wellbeing of all babies is at the heart of the Baby Friendly Initiative. A strong mother-baby relationship is the foundation for a baby's future health and wellbeing and breastfeeding supports this loving bond and makes a vital difference to health.

BABY FRIENDLY IN THE UK

Introduced to the UK in 1994, the UNICEF UK Baby Friendly Initiative works with public services to better support families with infant feeding and developing close and loving relationships so that all babies get the best possible start in life. The Baby Friendly accreditation programme is recognised and recommended in numerous government and policy documents across all four UK nations, including the National Institute for Health and Care Excellence guidance. The programme supports maternity, neonatal, health visiting and children's centre services to transform their care and works with universities to ensure that newly qualified midwives and health visitors have the strong foundation of knowledge needed to support babies, their mothers, parents and families.

ABOUT UNICEF

UNICEF, the United Nations Children's Fund, works to build a better world for every child, every day, everywhere. UNICEF provides more children with clean water, life-saving food and vaccines, education and protection from violence than any other humanitarian organisation. UNICEF works with families, local communities, organisations and governments in more than 190 countries to help every child realise their full potential. In everything we do, the most vulnerable children and those in greatest need have priority. UNICEF is a multilateral child-rights organisation established by the UN with 70 years of field-tested expertise, a network that spans the globe, a passion for innovation and a commitment to make every penny count. Impartial and non-political, UNICEF is never neutral when it comes to protecting children's rights and safeguarding their lives and futures. UNICEF works in some of the world's toughest places, reaching the furthest from help, the most disadvantaged and the most at risk. UNICEF saves children's lives with vaccines, clean water and therapeutic food. UNICEF protects children from violence, exploitation and abuse. And UNICEF helps children fulfil their potential by supporting quality education and training. UNICEF works for every child, to build a better world for everyone.

UNICEF IN THE UK

The UK Committee for UNICEF (UNICEF UK) is a registered charity that raises funds for UNICEF's emergency and development work around the world and advocates for lasting change for children worldwide. This includes working to change UK Government policies and practices that are harmful to child rights in the UK and internationally. UNICEF UK is one of 33 UNICEF national charitable organisations based in industrialised countries. In the UK, UNICEF UK works with the hospitals where children are born, the schools where children learn and grow, and the services that shape their lives, to make sure that every child has the same chance to shine.