



Lancashire Children's Trust

Statement of Strategic Intent for Infant Feeding in Lancashire

This document was produced for the Lancashire Infant Mortality Leads Meeting (sub-group of the Lancashire Children's Trust reporting via the Be Healthy Themed Group) by a Task and Finish group comprising Infant Feeding specialists in Lancashire. With thanks to Francesca Entwistle (Principal Lecturer, Professional Lead Midwifery, University of Hertfordshire) and Professor Mary J. Renfrew (Director, Mother and Infant Research Unit, University of York).

Ten priorities for commissioning effective, local infant feeding support services

1. Maternity services in both the hospital and community setting to gain the World Health Organisation / UNICEF Baby Friendly Initiative accreditation 'Ten steps to successful breastfeeding' and the 'Seven Point Plan for sustaining breastfeeding in the community'
2. Peer, 'mother to mother' support programmes to be implemented alongside health professional care
3. Universities to gain UNICEF UK Baby Friendly Initiative accreditation in pre-registration midwifery and post-registration health visiting programmes
4. Neonatal networks trained to implement effective breastfeeding support for sick and premature babies
5. Provision of 'donor' breast milk where a mother is unable to breastfeed her baby and including the most vulnerable such as premature babies, those in neonatal units and babies aged less than 6 months who are to be adopted
6. A robust and critical support service to filter harmful advertising and marketing of formula milks
7. Strategic leadership, local and regional, to implement evidence-based policy and practice, including those areas that impact on infant feeding practice such as where babies sleep
8. 'Breastfeeding welcome' employer, community and public spaces
9. Schools programmes that promote breastfeeding
10. Services that support women who are artificially feeding their babies to minimise the risks

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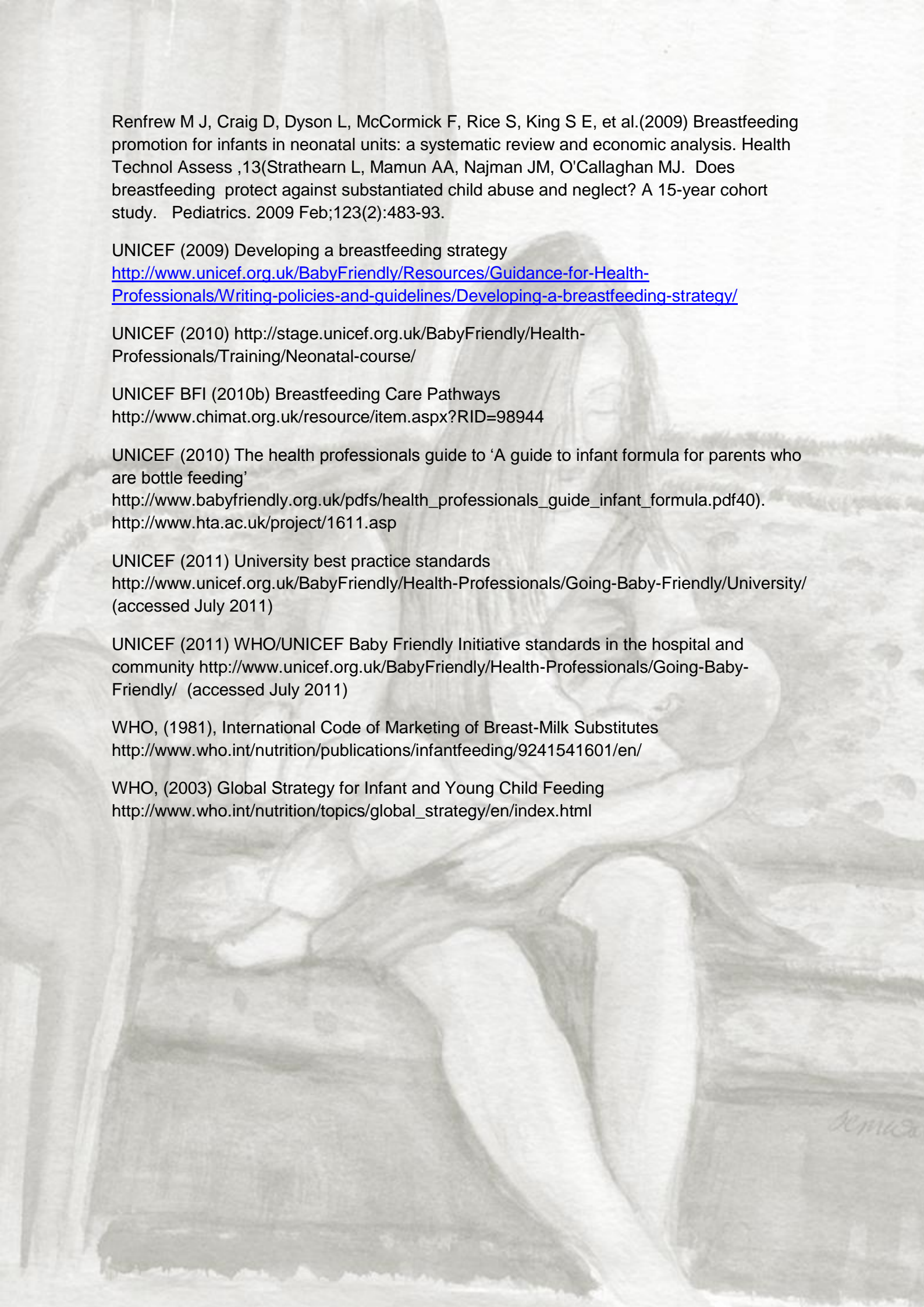
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