

breastfeeding on the go in Leicestershire



Introduction

We all know that breastfeeding is the best way to ensure our children grow up healthy but that it can be difficult sometimes when out and about with a baby. You need to know where you can go and where you will be welcome and supported to breastfeed.

This handy booklet was designed to provide you with this information and to support you in successfully breast feeding for longer.

Recreated by Leicestershire's Teenage Pregnancy Team with kind permission from DeMontfort University's Breastfeeding baby on the go team (contact details below); this booklet contains tips for successful breastfeeding, information about local and national breastfeeding support networks and a list of local shops and businesses, which provide useful facilities for mothers.

We do hope you find the information included in this booklet useful and would welcome any comments you would like to make. We wish you every success in breastfeeding your baby on the go.

The Breastfeeding baby on the go project team
A Square Mile initiative dmu.ac.uk/mile2

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www.letstalktp.org.uk

www.parentsunder20.co.uk



What are the benefits of breastfeeding?

For baby...

- Skin to skin contact at birth and a baby's first breastfeed helps stabilise their blood sugar, protect their digestive system and gently eases the transition from the womb to the world
- Breast milk is always ready in the right quantity and at the right temperature
- The antibodies in breast milk protect baby from infection now and in later life, particularly from coughs, colds, ear and chest infections
- Your baby will have less chance of being admitted to hospital for diarrhoea or gastroenteritis (stomach upset)
- A lower risk of cot death
- Less chance of asthma, eczema, food allergies, diabetes, high blood pressure and obesity in later life
- Babies love to breastfeed!



For you...

- The first feed with your baby after birth is a great opportunity for a skin-to-skin cuddle
- It helps your womb to contract back to normal size and helps minimise bleeding
- You get to spend lots of time together getting to know each other
- It helps you get back in shape and can burn up to 500 calories a day
- You never have to sterilize or make up bottles and you don't have to carry so much equipment around when you go out
- It is cheap. Formula milk can cost around £450 a year
- Your baby is likely to be ill less often and you may not need to take your baby to the GP as frequently
- You have a lower risk of breast and ovarian cancer later in life

- You will feel immensely proud that you have been solely responsible for continuing to grow your baby and for giving them the very best start in life



How does breastfeeding work?

Myth: “Breastfeeding is more difficult than bottle-feeding”.

Reality: Breastfeeding is not difficult but it can sometimes take time, patience and support to get right. If women find breastfeeding difficult, it is usually because they have not had the right support to get off to a good start. Once you get going it is much easier than bottle-feeding.

You and your baby are a unique and special pair, perfectly matched and designed to breastfeed. Your body begins to prepare for breastfeeding in pregnancy and from about the 28th week of pregnancy, your breasts will start to produce a clear, nourishing fluid called colostrum. Many women don't even notice they have it because it is produced in such small amounts, but it is there. Colostrum is very important because it provides baby with exactly the right mixture of fats, proteins, vitamins and antibodies for the first feed.

As soon as your baby is born, he or she will want to breastfeed. Most babies will have their first feed within an hour of birth and this is ideal for getting your breastfeeding off to a good start. Having a skin-to-skin cuddle together for as long as you need, will help as it stimulates babies to want to feed and it helps you to produce oxytocin and prolactin, the hormones responsible for making and letting down milk.

As your baby suckles at the breast, a combination of these sucks and your hormones cause the milk to be released from the reservoirs where it is stored and squeeze it down, through the milk ducts and out of your nipple into your baby's mouth. As your breasts empty, the bundles of special milk producing cells start to create more milk and fill the reservoirs again in preparation for the next feed.



For the first three or four days you will continue to produce colostrum in small amounts. This is plenty to start with, as babies have very tiny stomachs that can only hold about a teaspoon at a time. As your baby feeds more and more frequently and starts to need larger amounts, the colostrum will change to milk and you will start to produce more. The more your baby feeds, the more milk you will make. If you need to make more milk for baby at any point, just feed more often. It is important that babies are allowed to feed for as long as needed because the first part of the feed is rich in healthy sugars and the later part is rich in fats and proteins. Babies need all of these to thrive.

You don't need to give your baby anything else until they are six months old because your milk will provide absolutely everything your baby needs. After this time you may like to think about weaning. Although many mothers may choose to give a bottle before this time and will continue to successfully breastfeed, introducing formula milk can make breastfeeding more difficult. For this reason we recommend exclusively breastfeeding your baby for the first six months of life.



Successfully attaching your baby at the breast





What is colostrum?

Myth: “You will not have any milk for the first 3 or 4 days after birth”.

Reality: *In the first few days you will produce tiny amounts of very rich, nourishing milk called colostrum. Baby doesn't need much, which is why you don't see much of it, but it is the perfect first baby food.*

Colostrum is a sticky yellow or white substance produced by the breast before the milk comes in usually on day three or four. It is low in fat and high in carbohydrates, protein and antibodies to help keep your baby healthy. Even if you decide not to breastfeed, giving your baby colostrum for the first three to four days after birth is essential to give him or her the best start in life.

Benefits of colostrum

- Easy to digest
- Has a laxative effect, which helps healthy bowel movements in your baby
- Helps prevent jaundice (yellowing of skin)
- Contains infection fighting cells which help destroy disease causing bacteria and viruses
- Contains an antibody called immunoglobulin A that protects your baby from lung, intestine and throat infections.

Is your baby getting enough?

Due to the small quantity of colostrum, mothers often feel that it isn't enough for their baby. However this is NOT true! Colostrum is measurable in teaspoons rather than ounces but this is all a baby needs for the first few days of life. Research has found that a day old newborn's stomach does not stretch to hold more than this.



What is breast milk?

Breast milk is a thin, white, living substance that is produced around the third or fourth day after birth and is individual to your baby's needs. It contains over 100 ingredients, many of which enhance your baby's immune system and cannot be replicated by formula milk.

Immunoglobulins, a type of antibody, are found in breast milk and help support your baby's immune system. Research has found that stem cells, which are found in breast milk, can act as an 'internal repair system' helping your baby to recover more quickly from illness.

Breast milk also contains carbohydrates, protein, vitamins and minerals in exactly the right quantity for your individual baby. Your body makes it slightly differently each time because it knows what your baby needs.

Did you know?

Some mothers use breast milk as a treatment for certain conditions, due to the antibodies found in it. Some research has found that putting a couple of drops of breast milk on the affected area may be effective in treating:

- Sticky eyes, also known as conjunctivitis, which is common in newborn babies
- Sore or cracked nipples
- Nappy rash
- Ear infections
- Sore throats and mouth sores
- Stuffy noses



How is breast milk different from formula milk?

Myth: “Modern formula milks are now so advanced that they are as good as breast milk”

Reality: *Formula milks are an inexact copy of breast milk made from cows milk and other additives. Breast milk contains living cells, enzymes and hormones that cannot be made or copied. Babies who are fed formula milk may miss out on these important ingredients. Formula milk is good at helping babies to grow and put on weight, but there is much more to breastfeeding than just helping the baby to grow.*

This table shows how breast milk and formula milk are different

	<i>Breast Milk</i>	<i>Formula Milk</i>
Fats	Contains exactly the right kind of fats to help your baby’s growth and brain development	Cows milk does not contain all of the right fats so these are often added to formula milk from fish oil. May lack some vital essential fats.
Carbohydrates	Contains the perfect amount of lactose and oligosaccharides (special sugars) that help protect your baby’s gut.	No naturally occurring oligosaccharides and lower amounts of lactose.
Protein	Has the right kind of protein in the right quantity that is soft and very easily digestible for your baby.	Cows milk used to make formula is too high in protein so it has to be adjusted by adding more carbohydrate. The protein in cows milk is not as easily digested by your baby.
Vitamins and minerals	Perfectly balanced vitamins and minerals in the right amounts, which are easily absorbed, your baby will not get too much or too little.	Contains more vitamins and minerals because your baby can’t absorb them as easily from formula milk. This makes digestion harder for your baby.
Protective factors	Rich in live white blood cells and antibodies, which help build and protect your baby’s immune system	Does not contain any live white blood cells or antibodies.
Enzymes and hormones	Rich in hormones and digestive enzymes, which help to develop the gut and aid digestion.	Does not contain any hormones or digestive enzymes.

10 top tips for successful breastfeeding

Myth: “Bottle feeding helps other family members to bond with the baby because they get to help with the feeding”

Reality: There are lots of other ways for families to bond with the baby. Bathing, playing and cuddling are all important to your baby’s growth and development. This combined with breastfeeding will give your baby the best start in life.

1. Feed your baby as soon as possible after birth, ideally within the first hour. This will get you off to a good start, stimulate breastfeeding hormones and help your baby to achieve a good latch.
2. Feed your baby regularly and as often as he or she wants. This will ensure that you have a great milk supply and a satisfied baby.
3. Make sure that feeding is comfortable and enjoyable. If it hurts to feed or if you have sore nipples, ask for help in latching your baby correctly to the breast.
4. Understand how breastfeeding works. This will help you to understand about supply and demand and how frequent feeding will make breastfeeding easier for you and your baby.
5. Breastfeed your baby at night. Prolactin, the hormone responsible for milk production is at its highest at night. Whilst it might seem preferable to let your baby sleep at night, continuing night feeds for as long as possible will maximise your milk supply.
6. Don’t give your baby any artificial teats, pacifiers, nipple shields or formula milk. This can confuse your baby and affect your milk supply. In rare circumstances it may be necessary, but always talk to your midwife or health visitor first.
7. Rest. Breastfeeding and looking after a new baby can be hard work. Make time for rests and sleep when your baby sleeps during the day if you need to.
8. Look after yourself. Breastfeeding can be hungry and thirsty work. Drink plenty of fluid and eat as well as you possibly can.
9. Relax! This will help to make breastfeeding easier and more enjoyable and your body will let down your milk more effectively.

10. If you need to go back to work, talk to your employer. Employers have a legal responsibility to support breastfeeding. This will include allowing you time to express your milk, somewhere private to do it and a place to safely store your milk at work.

If you are at school, tell your school that you would like to breastfeed and ask them to provide support to you for this.



Leaving your baby when breastfeeding

Myth: “You can’t leave your baby when you are breastfeeding, it ties you down”

Reality: During our busy lives it is not always possible to be with our babies for every second of the day and many mums decide to return to work, but still choose to nourish their babies with breast milk. Expressing breast milk at regular intervals when away from your baby also helps maintain your milk supply. However it is ideal to wait around six weeks or until breastfeeding is well established before expressing your milk and giving it to your baby via a bottle.

Hand expression

You can express milk by hand effectively and quickly once you understand the technique and in the first few days it is easier to express milk by hand than with a breast pump. Hand expression is the best way to relieve full, engorged breasts as you can control how much you wish to express easily. You do not need to express a full feed, just expressing enough to relieve the fullness. Hand expression can also help to encourage a baby to attach to the breast by giving them a taste of the milk. This can be incredibly useful when attaching a baby for a first feed after birth.

How to hand express

1. Make sure you are relaxed and in an environment where you feel comfortable and will not be disturbed
2. Massage your breast, all the way around to help stimulate the milk ducts
3. Position your hand on the outer edge of the brown area surrounding the nipple
4. Using your thumb and index finger in a ‘c shape’, gently squeeze this area – this shouldn’t hurt
5. Release the pressure and repeat; you can try rolling the fingers down towards the nipple with some gentle pressure, you should begin to see the milk. If you do not see any, try moving the position of your fingers, maybe closer to the nipple or further back
6. When milk flow begins to slow or stop, move onto the other breast, if you are expressing to release engorgement stop when this pressure subsides
7. You can collect your breast milk in sterilized containers in the fridge for up to five days at 5°C or lower, in the freezer compartment of a fridge for up to two weeks or in a deep freeze for six months

Breast Pumps

You can express milk by hand effectively and quickly. Using a breast pump is a convenient and practical way to express your breast milk. You can store it as described in step seven, above. There are many different types of breast pump available but they are generally either manual or electric. Whichever kind you use you will need to make sure that you carefully sterilize all your equipment. Ask your midwife or health visitor if you would like help with this.

Manual pumps are relatively cheap, light and portable; and require no electricity. They can however take some time to express a full breast and require some effort on the part of the user. They work by creating suction over the nipple and areola. You then manually pump, using the handle attached to create a vacuum which mimics your baby's sucking action that allows the milk to be removed from the breast and collected in the connected container.

Advantages of manual pumps

- The least expensive type of breast pump
- Quiet to use
- Quick to assemble
- Easy to control
- Some women describe that this type of pump feels more natural.



Electric pumps can be purchased or even hired and are usually much more expensive than manual pumps, they can be heavier and larger, but are quicker and require little effort on behalf of the user. There are two types of electric pumps: those that require batteries and those that can be plugged into the mains.

The newest electric pumps are quick and convenient and are designed to be portable. They are ideal for women wanting to express regularly and are especially suitable for women who want to return to work or school.

Unlike a manual pump, once the cup is in place on the breast, the electric pump takes over.

Advantages of electrical pumps

- They are designed to replicate the baby's sucking patterns
- Increased number of sucks per minute as compared to a manual pump
- Adjustable suction levels
- Removes milk from the breast more quickly
- May have fewer parts



How do I know if my baby is getting enough milk?

Day 1

Your baby should be healthy and gaining weight after the first 2 weeks.

- In the first 48 hours, your baby is likely to have only 2 or 3 wet nappies. Wet nappies should then start to become more frequent, with at least 6 every 24 hours from day 5 onwards.

Day
2-3

- At the beginning, your baby will pass a black tar-like stool (poo) called meconium. By day 3, this should be changing to a lighter, runnier, greenish stool that is easier to clean up. From day 4 and for the first few weeks, your baby should pass at least 2 yellow stools every day.

Day 4

- These stools should be at least the size of a £2 coin. Remember, it's normal for breastfed babies to pass loose stools.
- Your breasts and nipples should not be sore. If they are, do ask for help.
- Your baby will be content and satisfied after most feeds and will come off the breast on their own.
- If you are concerned about any of these points, speak to your midwife or health visitor.

This information is taken from a leaflet called 'Off to the best Start' - download your own copy from <http://bit.ly/1fh18K8>

How will I know my baby needs feeding?

Developed by Women's and Newborn Services
Royal Brisbane and Women's Hospital

EARLY CUES - "I'm hungry"



- Stirring
- Mouth opening
- Turning head
- Seeking/rooting

MID CUES - "I'm really hungry"



- Stretching
- Increasing physical movement
- Hand to mouth

LATE CUES - "Calm me, then feed me"



- Crying
- Agitated body movements
- Colour turning red

Time to calm crying baby

- Cuddling
- Skin to Skin on chest
- Talking
- Stroking



Queensland Government

Your baby may only have 3 or 4 feeds in the first 24 hours, but after that is likely to feed 8 - 12 times per 24 hours.

Your midwife and / or health visitor will talk to you about feeding and how to access support.

This picture might help you to get to know what your baby is trying to tell you, it shows *feeding cues*.

For more detail, visit :

<http://bit.ly/1lg8wle>

Troubleshooting

Myth: “It is normal for breastfeeding to hurt.”

Reality: Whilst some women do experience some tenderness during the first few days this should be temporary and should never be so bad that you dread feeding your baby. If you are experiencing pain of your breast or nipple. This is not normal and is usually due to the baby not latching properly. Make sure that you ask for help, because with the right help and advice it is rare that problems cannot be resolved.

Nipple creams

Where breastfeeding is going well, there is no need at all for you to use any kind of nipple cream. However, some women do report that they find it helpful if they are tender in the first few days or where the baby has not been attaching properly to the breast and their nipples have become sore or cracked. The most important solution to persistently sore or cracked nipples is to fix the problem with your baby's latch. Cream will not solve this problem but may provide you with some comfort whilst you are receiving help from your midwife, health visitor or lactation consultant.

Some research has shown Lanolin cream is best as this is non-toxic and does not need to be removed before feeding.

Alternative creams are available. Please talk to your midwife or GP for more information on moist wound healing.

Nipple shields are often recommended to breastfeeding women by friends and family in an attempt to reduce nipple pain or soreness and to help the baby attach to the breast. However, they do not help to solve the problem long-term and may even make things worse as they can confuse your baby's natural instinct to latch onto the breast and reduce your milk flow.

For this reason they are not recommended in normal circumstances. There are rare instances where they can be helpful but one to one breastfeeding support is always preferable. If you are considering using them, we would recommend speaking with your midwife, health visitor or lactation consultant first. Ensure that your nipple shields are properly sterilized and that you observe your baby to ensure that he or she continues to feed well and gain weight.

Thrush is caused by a fungus called candida albicans. Most of us carry it naturally in our bodies and it does not cause a problem. Occasionally it can grow unchecked and cause an infection in the baby's mouth, on your breast or both because thrush thrives in warm moist environments. If it is

Local & National Breastfeeding Support

This section gives the details and contact information for places that you can access breastfeeding support and advice

Sure Start Children's Centres support families in the local community, offering advice and guidance to parents from the ante natal stage through to when their children start school. They aim to promote the best possible start in life for every child.

Sure Start brings together services like health, early education, voluntary, private and community organisations and self-help groups, to provide services for young children and their families based on what local children need and parents want. Trained staff organise activities and services, from health education to childcare and family support. These can be offered at the Children's Centres or in community venues and we also work with families in their own homes.

Some of the services provided through the Sure Start Children's Centre programmes are:

- Child and family health services
- Family support
- Breast feeding support

- Baby massage
- Healthy eating advice
- Early reading, speech and language development services
- Training and employment support
- Parenting support and advice
- Drop-in sessions for children and parent/carers, such as 'Learning through Play' groups, etc.

Children's Centres supplement services and activities in the local area. Targeted services are often provided for vulnerable parents or families with additional needs – not for the wider public. Services provided will differ depending on the needs and priorities of the local area. All centres are checked and inspected by Ofsted to ensure good quality care and service provision

There are six Children Centre locality programmes within Leicestershire County Council. To find out where your nearest Children's Centre is, log on to: <http://bit.ly/1eGw69M>

Breastfeeding support is offered throughout the County, through peer support programmes and/or breastfeeding support groups, which provide:

- A chance to meet with other mothers in an informal environment in order to discuss issues or to get support and advice
- Peer Supporters and Health Visitors attend some sessions around the County and are on hand to give additional support
- Extra support for mothers who are already breastfeeding or information for mothers who are considering breastfeeding

Everyone is welcome – there is no need to book

Sure Start
Children's Centres

Other organisations



La Leche League GB

mother to mother support for breastfeeding

La Leche League provides friendly mother-to-mother breastfeeding support from pregnancy through to weaning. Services include nationwide support groups, a dedicated helpline, and online articles in a variety of languages, podcast, and an online shop.

W: laleche.org.uk

Helpline: 0845 120 2918

Leicester La Leche League meets every Wednesday at Café Mama from 10-12 at the Great Meeting Unitarian Chapel, East Bond Street, Leicester, LE1 4SX. There is a library of breastfeeding books and articles, available, peer support and a breastfeeding counsellor present to give antenatal and postnatal breastfeeding support.

Call (0116) 2418941 for more information on local meetings and breastfeeding help. Daytimes and evenings before 9pm.



The National Childbirth Trust is the UK's largest charity for parents and campaigns as the voice for parents on issues they care about. The website includes many articles relating to all aspects of breastfeeding, including common questions and concerns, advice to partners and starting and maintaining breastfeeding. There is also information on antenatal and parenting classes, a shop selling equipment and resources and a search facility to find your local branch.

W: nct.org.uk/parenting

Helpline: 0300 330 0700 lines open every day from 8am to 10pm Leicester Branch: 0844 2436185

E: nctleicester@hotmail.com

Local NCT Breastfeeding Counsellors:

Lucy Joyce – E: leicesterbfc@googlemail.com

T: 07879 711 446

Sangita Pandya – E: sangita41@hotmail.com

T: (0116) 270 1965

Kathryn Asher –E: markath1@mkasher.wanadoo.co.uk

T: (0116) 270 1725

Local breastfeeding facilities

You are allowed to breastfeed your baby wherever you would like to. Some places will provide you with the facility to feed in a private breastfeeding room where there is a space where you can feel comfortable. Facilities vary greatly, but you will normally find breastfeeding facilities in the following places:

Larger Tesco, Boots and Asda stores; McDonalds; Costa Coffee; Toys R Us

We hope that you find the information we have provided useful. If you'd like to check that it is up to date, check on the following website www.leicspart.nhs.uk/infantfeeding

North West Leicestershire

Breastfeeding Cafes -

Ashby Children's Centre LE65 1JX - Mondays 1pm - 2.30pm;

Coalville Children's Centre LE67 3EA - Tuesdays 10.30am - 12pm;

Measham Children's Centre DE12 7LG - Wednesdays 1pm - 2.30pm;

Castle Donington Children's Centre DE74 2LN - Thursdays 11am - 12pm

TLC Breastfeeding Support

Free breastfeeding support and advice can be accessed by texting 'Feed' to 60777 (normal text charges apply) or phone 01455 441 036. Online, phone and home support are available. www.babydolly.co.uk

Melton Mowbray

Melton Breast Friends gives help, support and encouragement with breastfeeding, they can be contacted through your Midwife, Health Visitor or Family Outreach Worker or contact The COVE Children's Centre Reception on 01664 502429.

Breastfeeding Café every Thursday 12:00-1:30pm at the Edge Children's Centre, Dalby Road Melton Mowbray

Hinckley & Bosworth

Baby Dolly, 9 Church Walk, Hinckley LE10 1DW has feeding facilities (private room) feeding pillows; they also fit and sell maternity and nursing lingerie and hire hospital grade Ardo Breastpumps. Open Mon to Fri.

TLC Breastfeeding Support

Free breastfeeding support and advice can be accessed by texting 'Feed' to 60777 (normal text charges apply) or phone 01455 441 036. Online, phone and home support are available. www.babydolly.co.uk

'Up Front!' Breastfeeding Groups - run by Hinckley & Bosworth Children's Centre Programme - Friendly advice and support for pregnant and breastfeeding mums:

Every Tuesday 10am-12pm Earl Shilton Children's Centre, Alexander Avenue, Earl Shilton LE9 7AH

Every Wednesday 10am-12pm Hinckley East Children's Centre, Granville Road, Hinckley LE10 10PP

Every Thursday 11.30am-1.30pm Desford Children's Centre, Bosworth Community College, Leicester Lane, Desford LE9 9JL

For more information contact Emma on 07507 339 905 (Desford) or Ann on 07983 415 550 (Earl Shilton / Hinckley)
Or if you can't get through on the numbers above, please call 0116 305 5601 and someone will help with your enquiry.

Market Harborough

Market Harborough Children's Centre

BABS - Babies and Bosoms Every Wednesday 10am - 11.30am from 15th January 2014 1st Wednesday of the month expectant mums are welcome to attend the group. Run by health visitors - different topic discussed each week. Health Visitor contact: 01858 438119

Broughton Astley Children's Centre Breastfeeding Support Group Every Tuesday 11am - 12.30pm from 14th January 2014
Run by Jill Allen (Family Outreach Worker) and Nicky Buet (Health Visitor) Contact Details: Jill Allen: 07940 083596 Nicky Buet: 01455 284229

Blaby, Oadby & Wigston

Fosse Park – Family room in food hall (basic). No room in Boots.

Wigston Magna Children’s Centre, 30 Long Street, Wigston LE18 2AH - Mondays 1.30pm-3pm - 0116 305 5282

Huncote Children’s Centre, c/o The Pavillion, Sportsfield Lane, Huncote LE9 3BN - Wednesdays 1.30pm-3pm - 0116 2750246

Countesthorpe Children’s Centre, Countesthorpe College Campus, Winchester Road, LE8 5PR - Wednesdays 10am-11.30am - 0116 305 5170

Charnwood

Shops in Charnwood district with facilities: Boots in Loughborough (really basic). Town hall in the café which is upstairs and discreet. Mini Monsters (free entry with under 1s). Thurmaston Shopping Centre has basic breastfeeding facilities in Asda, there are baby changing facilities in Asda, Dunelm, Starbucks, M&S Simply Food, Pizza Hut and McDonalds.

Charnwood BRAS - offer breastfeeding reassurance & support in Charnwood - charnwoodbras.co.uk

Loughborough West Children’s Centre, Regent Street, Loughborough LE11 5BA - Tuesdays 9.30am-11am

Mountsorrel Children’s Centre, Christchurch & St Peter’s Primary School, Rothley Road, Mountsorrel LE12 7JU - 1st and 3rd Wednesday 1.30pm-3pm

Shepshed Children’s Centre, The Oak Centre, Shepshed High School, Forest Road, Shepshed LE12 9DB - Mondays 11am-12noon

Anstey Breastfeeding Group, Sports Bar, Staddon Road, Anstey LE7 7AY - 2nd & 4th Monday 10am-11.30am

For details of any of the above groups, call 0116 305 5241

Syston Jubilee Room, Town Council Offices, School Street, Syston, LE7 1HN - Thursdays 10am-11.30am - call Syston Health Visitors team on 0116 2950 856 for further details.

UNICEF Baby Friendly Initiative

The Baby Friendly Initiative is a global project to promote and support breastfeeding. It provides training for health professionals and organisations to give breastfeeding mothers the help and support they need for successful breastfeeding. Once organisations reach a certain standard, they can apply for accreditation. Accreditation means that they provide the highest possible standards to breastfeeding mothers. Although the hospitals in Leicester have not yet been accredited, they are working towards it and have achieved Level 2 accreditation (which means that staff have been trained and assessed in an assessment process to give good support with infant feeding).

This section will help you to understand the Baby Friendly Initiative and what it involves.

Look for the sign (right) and others like it, which show that you are welcome to breastfeed your baby wherever it is displayed.



Building a Firm Foundation

- 1 Have written policies and guidelines to support the standards.
 - 2 Plan an education programme that will allow staff to implement the standards according to their role.
 - 3 Have processes for implementing, auditing and evaluating the standards.
 - 4 Ensure that there is no promotion of breastmilk substitutes, bottles, teats or dummies in any part of the facility or by any of the staff.
-

An educated workforce

Educate staff to implement the standards according to their role and the service provided.

Parents' experiences of maternity services

- 1 Support pregnant women to recognise the importance of breastfeeding and early relationships on the health and wellbeing of their baby.
- 2 Support all mothers and babies to initiate a close relationship and feeding soon after birth.
- 3 Enable mothers to get breastfeeding off to a good start.
- 4 Support mothers to make informed decisions regarding the introduction of food or fluids other than breastmilk.
- 5 Support parents to have a close and loving relationship with their baby.

Parents' experiences of neonatal units

- 1 Support parents to have a close and loving relationship with their baby.
- 2 Enable babies to receive breastmilk and to breastfeed when possible.
- 3 Value parents as partners in care.

Parents' experiences of health visiting services

- 1 Support pregnant women to recognise the importance of breastfeeding and early relationships on the health and wellbeing of their baby.
- 2 Enable mothers to continue breastfeeding for as long as they wish.
- 3 Support mothers to make informed decisions regarding the introduction of food or fluid other than breastmilk.
- 4 Support parents to have a close and loving relationship with their baby.

Parents' experiences of children's centres

- 1 Support pregnant women to recognise the importance of early relationships to the health and wellbeing of their baby.
- 2 Protect and support breastfeeding in all areas of the service.
- 3 Support parents to have a close and loving relationship with their baby.

Building on good practice

Demonstrate innovation to achieve excellent outcomes for mothers, babies and their families.

Look for the poster opposite when you are out and about in your local area.



**You are welcome to
breastfeed here**

If you would prefer privacy, please ask a member of staff



The UNICEF UK Baby Friendly Initiative is working with your health services so that parents are enabled and supported to make informed choices about how they feed and care for their babies

Registered Charity No. 1037412
UNICEF UK Baby Friendly Initiative, UNICEF House, 200 Strand, London WC2R 0ER
www.babyfriendly.org.uk





Breastfeeding baby on the go - useful support

1. Breastfed Babies: breastfedbabies.org

A welcoming, easy to navigate site. Plenty of useful information about why breastfeeding is the best choice for your baby and how your body actually does it, without being overwhelming.

2. Real Baby Milk: realbabymilk.org

An extremely helpful site accompanied by some fabulous photos to assist with breastfeeding.

3. NHS Choices Breastfeeding: nhs.uk/planners/breastfeeding/pages/breastfeeding.aspx

With a professional appearance and accurate information, this is a fantastic site for help and support for both you and your partner.

4. Mumsnet: mumsnet.com/babies/breastfeeding

Provides parents with peer support based on individual personal experiences of breastfeeding. If you are having difficulties this is a great means of sharing your thoughts and problems with others.

5. Babyworld: babyworld.co.uk/information/baby/breastfeeding/breastfeeding.asp

Good information, with some useful pictures that are simple to digest. An online community provides an extra wealth of advice and support, including a newsletter.

6. Leicestershire Partnership NHS Trust www.leicspart.nhs.uk/infantfeeding

This site includes lots of information about breastfeeding; including top tips, details of local support groups, as well as support, resources and other useful information. You can also find information about the Meals on Heels app here.

7. Leicester Maternity Services www.leicestermaternity.nhs.uk/postnatal/feeding

This site has lots of helpful information for pregnancy and after your baby is born.

8. Babycentre: babycentre.co.uk/baby/breastfeeding/

Contains accurate, concise information written by experts in the field.

9. Breastfeeding Network breastfeedingnetwork.org.uk/

A friendly, independently run site with clear, concise information; including up-to-date research from the Breastfeeding Initiative and the NHS.

10. NCT: nct.org.uk/parenting/feeding

This site covers many aspects of breastfeeding including practical advice on positions, expressing, and how your partner can assist you. It also highlights local support networks.

11. La Leche League: laleche.org.uk

Uses clear language and an encouraging tone. Lots of mother-to-mother help and advice

Useful Phone Numbers

National Breastfeeding Helpline 0300 1000 212

Breastfeeding Network 0300 1000 210 - this has information in other languages.

Leicestershire Partnership
NHS Trust



meals on

Neels

"I make milk, what's
your super power?"



Download
our new app:



Breastfeeding is one of the most rewarding parts of your mothering adventure. For help and advice go to www.leicspart.nhs.uk/infantfeeding

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The 'meals on heels' campaign, is a unique celebration to inspire more mums to breastfeed.

It aims to empower women about their infant feeding choices, celebrating mothers all over Leicestershire.

The campaign has been designed in association with young breastfeeding mums, peer-support mums and Leicestershire County Council to encourage mums-to-be to think about and new mums choose to breastfeed.

The Meals on Heels campaign provides a website packed with useful information and an app that gives tips and advice about breastfeeding.

“We know that many mothers find breastfeeding to be a challenge. ‘meals on heels’ is all about helping women to feel empowered, with useful resources, a website and app. We want women to continue to feel good about themselves, and not see breastfeeding as a barrier to their self-esteem and confidence”.

The meals on heels app is an easy to use parent-friendly app that has been developed by Infant feeding specialists from Leicestershire Partnership NHS Trust. Designed in a way that enables you to feel empowered by the choices you make, it is your personal guide to common questions, with straight-forward reference guides and support. Features include interactive maps to help you find your nearest breast feeding support groups and search for your nearest breastfeeding-friendly restaurants and cafes – which include reader reviews and ratings.

For more information about the Meals on Heels campaign, and to locate local peer support groups, please visit www.leicspart.nhs.uk/infantfeeding or download the meals on heels mobile app.

