

# Biddulph – A Mini Breastfeeding Culture Success

## Challenges

- Lower than national and PCT breastfeeding initiation rates
- Lower than (*national*) and PCT breastfeeding duration rates
- Embedded bottle feeding culture developed over many years
- Lack of positive role models
- Formula milk viewed as same as breastmilk



## Multi-agency Working

### Actions

- FAB (Friendly About Breastfeeding) Group
- FAB Peer Supporter training programme
- Breastfeeding Awareness Training for all staff at the Children's Centre
- Breastfeeding Training for local health professional
- Skilled breastfeeding support offered by Lactation Consultant
- Antenatal classes
- Breastfeeding Friendly Places Guide



## Impact

- Thriving FAB group
- Culture and practice change in favour of Breastfeeding
- Breastfeeding rates at 6 months higher than PCT (*and national rates*)
- Children's Centre working towards breastfeeding friendly nursery award
- Improved postnatal experience for women and their family
- Short and long term health gains for mother and baby

