

Breastfeeding Service

1. Care - quality/safety – person centred/ safe/evidenced based the right thing delivered at the right time/documentated

- Giving one to one support
- Breastfeeding assessments
- Help given at the time it is needed
- Promotion of responsive feeding
- Fully trained staff
- Breastfeeding folders

2. Compassion – Leadership that role models behaviours skills and attributes to deliver compassionate excellence

- Breastfeeding champions in each team
- Practical skills reviews
- Ante-natal information
- Postnatal support
- Carrie Parks role

3. Commitment - being open and transparent- changing how we communicate with each other, children and families, the public

- Yearly updates
- Aiming to remain accredited
- Breast feeding support care plans
- Partnership working

4. Communication - Engagement with each other, our leaders, our children and families, carers

- QR codes for easy access to online resources
- Breastfeeding champions update teams to new information and update breast feeding folder
- Support network information freely available
- Local Implementation groups
- Local Breast feeding events

5. Courage - taking a risk lead by example, develop innovations

- Challenging outdated practice with colleagues and partner agencies.
- Signposting to other organisations and support networks
- Stickers requesting GPs fill in the breastfeeding section of the 6/8 week review.
- Communication with GP practices, Children's Centres, Midwifery colleagues etc.

6. Competency

- All staff have been trained in breastfeeding and have annual updates
- New information is quickly passed to the teams via the breast feeding Champions and kept in the breast feeding folders.

Breastfeeding achievements
UNICEF UK's Baby Friendly Initiative