Baby Friendly Initiative
Awareness training
for Level 1 CC staff
Background to UNICEF UK Baby Friendly Initiative.

1. **UNICEF** is the world’s leading organisation for children, working in over 190 countries.

2. **Unicef UK Baby Friendly Initiative** aims to protect and support breastfeeding and enable the building of strong parent and child relationships however parents choose to feed (breast or formula or mixed) their baby.

3. There are different sets of standards for each of midwifery, neonatal units, health visiting and children’s centres. In Hertfordshire we are working towards the Baby Friendly standards in collaboration with health visiting (Hertfordshire Community NHS Trust) To read more about Unicef UK BFI

[www.unicef.org.uk/babyfriendly](http://www.unicef.org.uk/babyfriendly)
Is this Level One the training for me?

- You work in a children’s centre in perhaps an admin or data role
- Your role does not require you to deliver sessions to families
- You have a senior role and therefore less direct contact with families
- You are a volunteer or casual worker only working a few hours a week and under supervision of other CC staff
- Any of the above means you are a Baby Friendly Initiative Level One worker
Why do I need this training?

• All children’s centres in Hertfordshire are working towards Unicef UK Baby Friendly full accreditation

• The baby friendly standards (on next slide) ensure there is an educated workforce at all levels to support parents in making choices about how they feed their baby – this was assessed at Stage 2 in July 2016.

• These training slides provide you with basic facts to support you in your role in a front line service for families with children under 5

• This is to support you in your professional role and it may feel it challenges your personal view or experience of infant feeding.
Baby Friendly Standards for Children’s Centres

Unicef UK

Baby Friendly Initiative Standards for children’s centres

- **Standard One – Information and support for pregnant women**
  Children’s centres developing services that meet the needs of pregnant women; develop a close working relationship with maternity services including information sharing arrangements; staff understand the importance of breastfeeding and early relationships including gentle encouragement for pregnant families.

- **Standard Two – protecting and supporting breastfeeding**
  Collaborative working with health visiting and midwifery; a network of welcoming breastfeeding support groups; staff who value and encourage breastfeeding and are aware of current guidance on introduction of solids; effective signposting to other services; adherence to The Code

- **Standard Three – supporting parents to have a close and loving relationship with their baby**
  Staff understand the importance of responsive parenting and facilitate this; proactively provide opportunities for parents to interact positively with their babies and encourages nurturing parenting and provide mothers who have chosen to bottle feed with information to do this as safely as possible in a responsive manner
Know your policy!

- You should have signed to say that you have read your CC group’s Infant Feeding Policy. It is important you know how to access it should a parent ask to see this and know what it covers.


- Your group managers must ensure there is no promotion of any products in centres that show the name of a formula milk company or company associated with them e.g. Nestle, Danone.
Signposting Mums ..... 

- If Mums have queries, the best place to start is asking your CC group BFI worker/champion
- Refer to the Level 1 worker children’s centre referral pathway (in the BFI CC resource pack in each centre)
- You can always contact your local health visitor or duty health visitor
- If Mum is looking for a support group

www.hertfordshire.gov.uk/breastfeeding
Being a breastfeeding welcome venue

- Signs make it clear breastfeeding is welcome e.g. window stickers and posters
- Offering breastfeeding support groups
- Providing private space for breastfeeding if required by Mum
- Offering drink of water and any other assistance when a Mum asks to breastfeed at the centre
- Displays in centres promoting breastfeeding
- Displays also promoting responsive parenting
Supporting parents to build close and loving relationships ...


Children’s centres support parents to build close and loving relationships in a variety of ways including: antenatal classes; working with Midwifery; Bumps and Babies sessions, antenatal breastfeeding sessions, Welcome to the World parenting course Sessions for new parents e.g. Under Ones, Baby Massage, My Baby’s Brain, Baby Rhyme Time, As well as supporting parents one to one
Health benefits of breastfeeding for:

**Babies:**

Lower risk of:

- Gastroenteritis
- Respiratory and/or ear infections
- Sudden infant death syndrome (SIDS)
- Obesity
- Type 1 & 2 diabetes
- Allergies (e.g. asthma, lactose intolerance)

**Mothers:**

The longer mums breastfeed, the greater their protection is against:

- Breast and ovarian cancer
- Osteoporosis (e.g. hip fractures in later life)
- Cardiovascular disease
- Obesity
Breast milk versus formula

Breast milk has more of the good things babies need.
Importance of skin to skin

At birth - the Magical Hour or Warm Welcome.

Skin to skin contact important for **all** babies

Skin to skin

- simulates the realise of hormones
- calms and relaxes the baby and mother
- regulates baby’s heart rate and breathing
- regulates their temperature
- stimulates breast seeking behaviour
- stimulates endorphin release (helps baby recover from the delivery)
- protects baby from infections.
- Can be encouraged at anytime.
- Important both for breastfed and formula fed babies
Responsive Feeding is….

- a reciprocal relationship between mother and baby.
- feeding when baby shows feeding cues: stirring, mouth opening, turning head, rooting, stretching, hand to mouth
  **CRYING IS THE LAST OF THE CUES**
- keeping baby close (so that cues can be observed)
- feeding when baby needs to be soothed and comforted
- Mum offering the breast when they feel full or need to relax and rest with baby

**Remember!** Responsive feeding principles apply however Mum chooses to feed
My Baby's Brain - five to thrive

• We already know that parents are the most important things in children’s lives.

• How a parent behaves around their baby during pregnancy and in the first three years of the baby’s life has a significant impact on how their baby’s brain develops.

• Healthy development means they are more likely to be happy and successful as older children and adults.

• Click for more info on My Baby’s Brain

• These messages are also promoted in the Unicef UK Building a Happy Baby leaflet for parents

• Respond* Cuddle* Relax* Play* Talk
Where parents can get further help?

Your own BFI worker/champion

Your local health visiting team

National breastfeeding helpline: 0300 100 0212 – 7 days a week 09.30 – 21.30

Breastfeeding Network: 0300 100 0210

NCT breastfeeding helpline: 0300 330 0771

www.nhs.uk/start4life

www.unicef.org.uk/babyfriendly

www.firststepsnutrition.org
Communication

- People will forget what you said
- People will forget what you did
- But people will never forget how you made them feel

- Maya Angelou
Active listening when speaking with parents

- Pay attention
- Show you are listening
- Provide feedback
- Don’t judge
- Respond sensitively
- Mums may be feeling very anxious and even if you don’t have the answer you can make Mum feel reassured you will find someone who can help
It is important that we all support the mother in her choice of feeding

• Ultimately the decision is hers...