



**Report of
Lanarkshire Breastfeeding Initiative
January 2008 to March 2009**

Introduction from the Vice-Chair

Good morning and welcome to the Lanarkshire Breastfeeding Initiative's Annual General Meeting, my name is Lorraine Campbell – I have been a Community Mother in the Hamilton area for over 3 years and involved with the LBI over the last 2 years.

It hardly seems anytime since last September when we attended the last AGM.

For those who aren't aware of the background and function of the group, we have been on the go since 1996, when the government provided money to develop groups to help raise awareness of breastfeeding and hopefully the breastfeeding figures. Our group is made up of mothers, and health professionals who all have an interest in the promotion, protection and support of breastfeeding for babies and their mothers.

Since the last AGM, the LBI has changed its financial arrangements from a calendar year Jan-Dec to a fiscal April to March.

The LBI continues to respond to issues relating to breastfeeding that the NHS are not able to do, and to this end we donated money this year to the work of the Baby Feeding Law Group.

As a charity we have been successful in applying for and receiving a grant from The Voluntary Action Fund, which allowed members of the LBI to attend the internationally renowned Unicef Babyfriendly Conference in Glasgow, which you can read more about in the report.

Activity Reports 2008/2009

Breastfeeding Friendly Campaign

Aims of the Campaign

- Promote and encourage the public acceptability of breastfeeding in public places within Lanarkshire.
- To identify and support the public sector, private businesses & voluntary organisations to support breastfeeding within their premises.
- Enable women to be confident about breastfeeding in public.
- To increase awareness of the benefits of the Breastfeeding etc. (Scotland) Act 2005.

As part of raising awareness of the BFF campaign the LBI held their quarterly meeting in January 2009 at Coatbridge breastfeeding group, this gave mothers present the opportunity to advise the group of premises that are breastfeeding friendly but hadn't been assessed as such. It is hoped that other breastfeeding groups will have the opportunity to host an LBI meeting in the coming year. Strategic action around the campaign is a key objective of the Population Health Group; a sub group of the Breastfeeding Strategy Group.

Website Development

The NHS Lanarkshire website went live in its new format in June 2009 with a link to the Lanarkshire Breastfeeding Initiative (LBI) pages. The new format will mean re-training for members who previously updated the site; due to a staff vacancy in the Editorial Department there has been a delay with this however arrangements are in hand.

Breastfeeding Awareness Week 2009 Events

Breastfeeding awareness week 2009 saw the introduction of the first phase of a social marketing campaign from NHS Health Scotland, this phase focused on 'significant other' partners, grannies, friends and health professional, anyone who had a role to play in supporting women with breastfeeding.

NHS Health Scotland had developed resources, posters, baby changing mats, wash bags and reusable bags and vests, a limited number of these were made available and were distributed during breastfeeding awareness week, by health professionals, LBI members and Community Mothers.

To compliment the resources received from Health Scotland, it was decided that the LBI would purchase cotton bags and T shirts with the slogan 'breastfed, bestfed enough said', the bags were for distribution through Maternity services to mothers and the T shirts were used by mothers and staff involved in the awareness week activities.

Throughout Lanarkshire there were many events involving mother, members and staff, from manning stalls at the front of the 3 Lanarkshire General hospitals, to strawberry teas and walks in the local parks.

STV filmed the Larkhall Breastfeeding Support Group during Breastfeeding Awareness Week, interviewing mothers, significant others and in this case, grannies. The footage was shown 3 times per day – post news bulletins.



Wishaw Breastfeeding Group Walk in Strathclyde Park (16 May 2009)

Was this reported in the last report? UNICEF Baby Friendly Conference

Lanarkshire Breastfeeding Initiative received a grant from Voluntary Action Fund called Community Chest; this money enabled 5 LBI members to attend the Unicef Babyfriendly Conference in Glasgow.

The conference provides updates on the latest good practice in relation to breastfeeding and was attended by over 600 delegates, a mixture of health professionals and lay people involved in the promotion, support and protection of breastfeeding.

Conference delegates had the opportunity to hear from a variety of speakers and browse various stalls; Helen McLennaghan said "I thought I knew a lot about breastfeeding until I went to the Unicef Conference in Glasgow. One word to describe it- WOW!! Boy did I learn a lot. Another member who echoed her sentiments was Louise Hughes "The conference was inspirational and I value the wealth of knowledge I gained from the speakers and can now share with new mothers..."

The grant provided the cost of a place at the conference and travel which came to the grand total of £925. A Community Chest Grant monitoring form was submitted to Patricia McKibben, the programme Administrator. Patricia wished the LBI continued success with an invitation to contact her if the programme can be of further assistance in the future.



LBI Members attending UNICEF Baby Friendly Conference (26 Nov 2008)