

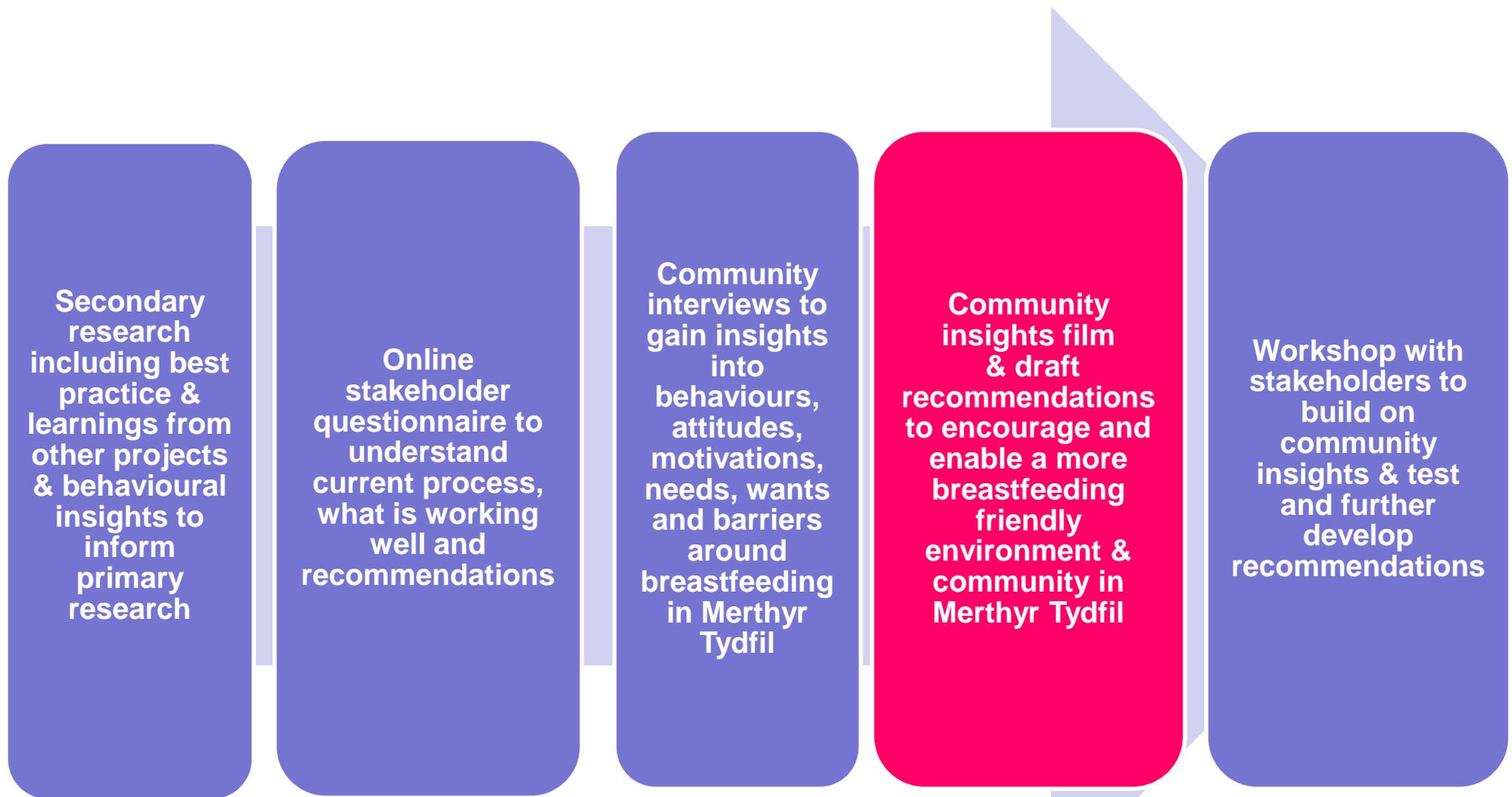


Insight-Driven Peer Support



Brilliant Futures

The Project Approach



What were we looking to find out?

Understand the behaviour, attitudes, motivators to, influences on and barriers to choosing, initiating and maintaining breastfeeding, and breastfeeding in public



Explore attitudes and behaviour towards breastfeeding by influencers (partners, mothers, grandmothers) and wider community



Understand what can be done to overcome barriers and motivate and support mothers to breastfeed within the community of Merthyr Tydfil



How can we encourage and enable mothers to consider, initiate and maintain breastfeeding in Merthyr Tydfil?



Findings

Breastfeeding In Merthyr Tydfil The Real Story



The Opportunity for Peer Support

- Real opportunity for peer support along the whole 'journey to normal'
- Opportunity to broaden role of peer supporters into education, building informal networks and facilitate spread of information, particularly practical – what's it really like advice.
- Really want to hear from people who've 'been there' – including grandmothers.
- Facilitate forming of own relationships – buddying up, forming their own links and relationships to support each other post-birth.
- Opportunity for breastfeeding mothers to increase visibility of breastfeeding through formal and informal peer support groups in more visible / mainstream venues.
- Opportunity for peer supporters to help build a 'community of support' for breastfeeding in Merthyr as 'breastfeeding champions'.
- Peer support to involve partners / grandmothers / friends – Influencers.



'The Journey to Normal' Stakeholder Led Action Plan

Pre-pregnancy

Schools Activity

Schools and pre-schools to include in curriculum at different points, selling in the concept to respond differently to needs of head teachers, boys, older children etc. Consider using technology, social media.

Book featuring breastfeeding mother in story (e.g. Topsy and Tim and the New Baby) to be included in Book Start scheme free books at age 3.

Promotion of confidence and self esteem in women / girls through PSE – school nurses, volunteers, youth services.

More availability of and development of breastfeeding toys (e.g. Existing breastfeeding dolls and contact manufacturers re. Breastfeeding Barbie etc.)

Pregnancy

Antenatal Appointments / clinics

'Sell' breastfeeding earlier and more consistently, regularly – at every appointment using insight-based messages – e.g. Bond with baby, convenient, cheaper, ways to share feeding and do out and about. With practical and emotional preparation. Films, displays about breastfeeding and 'real breastfeeding mums' in antenatal clinics and GP surgeries.

Communicate what else can spend Healthy Start vouchers on if not having to buy formula.

Community Activity

'Baby Talk' sessions with new parents (breastfeeding mum) for expectant mothers and their partners / families to ask questions, hear what it's really like and health professional available to answer questions. As stand alone session and part of 'preparing for baby' existing activity.

Involve partners, family members in community activity.

Community Wide Awareness, Support and Breastfeeding-friendly environment.

Breastfeeding mums to be supported to breastfeed more in public – go in groups / buddy up to feed in cafes / coffee shop. Develop 'breastfeeding champions' to be voice in community.

Campaign to make community and mums aware that is social norm (x% - do street survey to generate number) to think is natural, normal and great to breastfeed – featuring images of community members saying what they think.

Training for wider staff groups – e.g. TAF, FS, non health staff etc. on benefits of breastfeeding and support available.

Birth

Policy

Baby to breast as default - ensure this is enforced, understood and staff trained to implement.

No free formula milk in hospital.

Midwives & Maternity volunteers trained to support initiation

Visible support for breastfeeding post-natal.

Post birth

Breastfeeding buddies

Peer to peer support for feeding support, in public, tips – buddy them up – give each other support.

Breastfeeding Groups and Support

Establish breastfeeding support group – both formal professional-led and informal – facilitate peers meeting and supporting each other – hold these in more visible places



For more information and the full report including all findings, key insights and recommendations:

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