



## Health Challenge Wales: Evidence for Policy Seminar Series Seminar 23

# Peer support for breastfeeding – What next?

**Thursday 6<sup>th</sup> November 2014  
10.30am – 4.30pm**

Lecture Theatre, Hadyn Ellis Building, Cardiff University  
Maindy Road, Cathays, Cardiff CF24 4HQ

### ABOUT THE DAY

This seminar is brought to you by DECIPHer (Cardiff University) and Public Health Wales. We aim to generate new thinking on breastfeeding peer support to inform the direction of the Welsh breastfeeding programme.

We will be considering:

- The policy challenges and how breastfeeding peer support fits within an infant feeding policy framework
- What we understand about how breastfeeding peer support works
- Who peers are, what they do, and how they can be best supported to do it
- What women who live in areas with low breastfeeding rates tell us they think might help
- What we can learn from peer support interventions designed to tackle other health issues
- Which interventions we should evaluate in areas with low breastfeeding rates

Speakers: **Dr Julie Bishop**, Public Health Wales; **Dr Sarah Cork**, 'Brilliant Futures' & Brighton University; **Prof Pat Hodinott**, Stirling University; **Prof Laurence Moore**, Glasgow University; **Heather Trickey**, DECIPHer, Cardiff University; and **Dr Mary Whitmore**, Blackpool and North Lancs.

You will be invited to participate in recorded research discussions on the day. With your consent, discussion data will be anonymised and may contribute to academic research and publications. You are not obliged to participate, however we hope these will provide an opportunity for you to share your thoughts and experiences.

The seminar is jointly convened by Heather Trickey (DECIPHer) and Sally Tedstone (Public Health Wales).

The day will be helpful to policy makers concerned with infant feeding at all levels of national and local government, health professionals with an infant feeding role, health policy researchers with an interest in community based interventions, Flying Start and Children's Centre managers, voluntary sector peer support coordinators, as well as to peer supporters, breastfeeding counsellors and lactation consultants.

**HOW TO BOOK:** <http://www.eventbrite.co.uk/e/health-challenge-wales-23-peer-support-for-breastfeeding-what-next-registration-12273854429>

Tel: 029 2087 9609

Email: [MacdonaldZ@cf.ac.uk](mailto:MacdonaldZ@cf.ac.uk)

Web: <http://www.PHIRN.org.uk>

**There is no charge to attend but you are required to register in advance and will be asked to confirm attendance. Due to limited space and high demand, a fee of £20 will be charged if cancellation is given less than 48 hours before the event.**

This seminar series is run by PHIRN and by DECIPHer, in partnership with the Welsh Government. More information about the 'Health Challenge Wales: Evidence for Policy' seminar series can be found here <http://phirn.org.uk/dissemination>



Public Health Improvement Research Network  
Rhwydwaith Ymchwil i Wella Iechyd y Cyhoedd

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## PROGRAMME

10.30 –10.50	Registration and tea/coffee
<b>SESSION 1: IMPROVING INFANT FEEDING OUTCOMES: THE ROLE OF PEER SUPPORT</b>	
10.50–12.00	<p><b>Welcome and introduction</b> <i>Polly Fergusson (Nursing officer for maternity services and early years)</i></p> <p><b>Infant feeding and public health: the challenge for Wales</b> <i>Dr Julie Bishop (Consultant in Public Health, Public Health Wales)</i></p> <p><b>Peer support &amp; breastfeeding: how do we know what works, where, why and for whom?</b> <i>Heather Trickey (DECIPHer, PhD Student)</i></p> <p><b>Questions</b></p>
12.00-1.00	<p><b>Workshop research focus groups (all delegates)</b> <b>What makes a difference in areas with very low breastfeeding rates?</b></p>
1.00-1.45	<b>LUNCH</b>
<b>SESSION 2: RE-THINKING OUR IDEAS ABOUT PEERS</b>	
1.45-2.45	<p><b>Welcome and introduction</b> <i>Dr Jeremy Segrott (DECIPHer)</i></p> <p><b>Peer support and public health: Lessons from ASSIST smoking prevention and other stories</b> <i>Professor Laurence Moore (Glasgow University)</i></p> <p><b>Assets based thinking and the role of family and informal support</b> <i>Professor Pat Hoddinott (Stirling University)</i></p> <p><b>Questions</b></p>
2.45-3.15	<b>COFFEE</b>
<b>SESSION 3: LEARNING FROM EXPERIENCE</b>	
3.15-4.30	<p><b>Welcome and introduction</b> <i>Sally Tedstone (Public Health Wales)</i></p> <p><b>Supporting the supporter and the place of supervision</b> <i>Dr Mary Whitmore, Blackpool &amp; North Lancashire</i></p> <p><b>Mothers voices and experiences</b> <i>Dr Sarah Cork (Brilliant Futures)</i></p> <p><b>Questions and closing thoughts</b></p>

Where permission is granted, speakers' presentations will be made available on the DECIPHer website.

We will be tweeting from @DECIPHerCentre during the seminar.

For those of you on twitter, please join in the conversation using the hashtag #HCW23

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