

CALL TO ACTION: JOINT STATEMENT



We the undersigned call on the UK and all devolved Governments to remove the barriers to breastfeeding and create a supportive, enabling environment for women who want to breastfeed.

The UK has some of the lowest breastfeeding rates in the world. Breastfeeding is viewed by many as difficult to achieve and largely unnecessary because formula milk is seen as a close second best.

The subject is highly emotive because so many families have not breastfed, or have experienced the trauma of trying very hard to breastfeed and not succeeding. The pain felt by so many parents at any implication that they have not done the best for their child can close down conversation, as well as leading to accusations that health workers put too much pressure on women to breastfeed. Whilst no parent should have to feel such pain, and well-meaning efforts to promote breastfeeding have at times been insensitive, the UK context has become so fraught that mothers, midwives and doctors who advocate for breastfeeding risk being vilified by the public and in the media.

Yet extensive evidence demonstrates that breastfeeding saves lives, improves life chances and cuts costs in every country of the world.

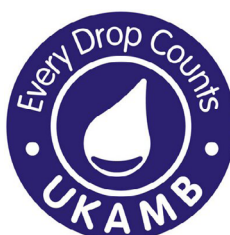
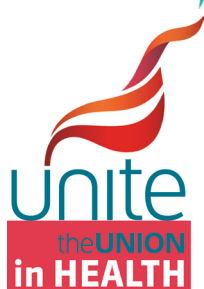
There needs to be a fundamental shift in policy thinking and public discourse around breastfeeding. It is time to stop laying the blame for a major public health issue in the laps of individual women and acknowledge the collective responsibility of us all. In response to low breastfeeding rates and substantial evidence, now is the time for change.

Together, we urge the removal of practical, emotional and cultural barriers to breastfeeding, and the creation of an enabling environment for all women who want to breastfeed. This World Breastfeeding Week, we support Unicef UK's [Call to Action](#), calling on the UK and all devolved Governments to promote, protect and support breastfeeding.

IT'S TIME TO CHANGE THE CONVERSATION ADD YOUR VOICE TO THE CAMPAIGN



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Swansea University
Prifysgol Abertawe



Supported by the
APPG on Infant
Feeding & Health
Inequalities



Supported by:

- APPG on Infant Feeding & Health Inequalities
- Association for Breastfeeding Mothers (ABM)
- Association for Improvement in the Maternity Services (AIMS)
- Baby Milk Action
- Baby Feeding Law Group (BFLG)
- Birth Companions
- Birthlight
- The Breastfeeding Network
- Community Practitioners and Health Visitors Association & Unite the Union (CPHVA)
- First Steps Nutrition Trust
- GP Infant Feeding Network (GPIFN)
- Greater Glasgow and Clyde Donor Milk Bank
- Growing Families
- Herts Milk Bank (HMB)
- Hospital Breastfeeding campaign
- International Collaboration for Community Health Nursing Research (ICCHNR)
- Institute of Health Visiting (iHV)
- Lactation Consultants of Great Britain (LCGB)
- La Leche League GB (LLL GB)
- Midwives Information and Resource Service (MIDIRS)
- National Childbirth Trust (NCT)
- Oxford Baby Cafes Group
- Oxfordshire Baby Friendly Alliance
- Positive Birth Movement
- The Queen's Nursing Institute
- Royal College of Midwives (RCM)
- Royal College of Obstetricians & Gynaecologists (RCOG)
- Royal College of Paediatrics and Child Health (RCPCH)
- Suffolk County Council
- Swansea University
- UK Association of Milk Banking (UKAMB)
- University of Brighton
- University of Central Lancashire (UCLAN)
- University of Dundee
- University of Salford
- University of York
- World Breastfeeding Trends Initiative (WBTi)