



THE BABY FRIENDLY INITIATIVE

Achieving Sustainability - planning for the future

Participant's pack

Please read the notes before you attend the course



AIM OF THE COURSE

To support infant feeding leads and/or those involved with the Unicef UK Baby Friendly Initiative Achieving Sustainability standards to prepare to implement, monitor and support these in their service area.

EXPECTED LEARNING OUTCOMES

At the end of the course, participants will be able to:

1. Describe the Baby Friendly Initiative Achieving Sustainability standards and how these can be incorporated into the service
2. Develop an understanding of the need for sustainability to protect service provision in the future
3. Identify how Achieving Sustainability standards will be assessed in practice
4. Outline support tools and resources available and how to use these to best effect
5. Consider the importance of supportive leadership for sustainability
6. Discuss the role of the Guardian and how to engage and involve them to protect the standards
7. Explore content and delivery of management training and how to deliver effective training to managers within the service
8. Outline the importance of a positive, compassionate culture within the service and what can be done to encourage this
9. Explore the concept of root cause analysis and how this can be used to support monitoring and evaluation
10. Discuss the importance of a progressive approach and identify ways to engage and motivate colleagues and managers to support progression.

Please bring along examples (leaflets, information packs or any other materials or ideas) that helped you implement the Baby Friendly Initiative standards to share with others during break times.

ACHIEVING SUSTAINABILITY WORKSHOP

Time	Duration	Session	Outline of content
09.45	15 mins	<i>Arrival & tea/coffee</i>	
10.00	45 mins	Welcome and introductions	Welcome, house-keeping arrangements Introductions and course overview Past achievements and future possibilities
10.45	45 mins	Changes and challenges	Evidence and policy Vulnerability of breastfeeding in the UK Call to action
11.30	15 mins	<i>Tea/coffee</i>	
11.45	45 mins	Introducing Achieving Sustainability	Protecting the role of the infant feeding lead Support networks Introduction to Achieving Sustainability
12.30	60 mins	Leadership and management	Importance of strong leadership Exploring the managers' training pack The role of the Guardian Assessment of this standard
13.30	45 mins	Lunch	
14.15	45 mins	Creating a positive culture	What does a positive culture look like? Mechanisms to support a positive culture Assessment of this standard
15.00	45 mins	Monitoring and evaluation	Ensuring standards remain on track Tools and resources to support in-depth monitoring The '5 whys' in action Group activity with working coffee Assessment of this standard
15.45	45 mins	Progression	Change and progression Kotter's step change model Going for Gold What happens post Gold
16.30	30 mins	Queries, evaluation and close at 17.00	