

**ACC LIVERPOOL**  
**15 & 16 NOVEMBER 2018**  
**UNICEF.UK/BFCONF**



**Day 1**

**Thursday 15 November**

- 8.30 Registration
- 9:30 Welcome
- 9:45 Update and celebration  
**Sue Ashmore, Programme Director, Unicef UK Baby Friendly Initiative**
- 10.30 The effects of synthetic oxytocin and other birth practices on infant feeding  
**Karin Cadwell, Faculty, Healthy Children Project, Inc.**
- 11:30 Break
- 12.15 The neonatal environment and the long-term impact of neonatal care  
**Professor Renée Flacking, Dalarna University, Sweden**
- 1.00 Lunch
- 2:15 Don't push it: Why the formula milk industry must clean up its act  
**Frances Mason, Senior Hunger Policy and Research Advisor, Save the Children**
- 3:00 #notsorrymums: Developing and evaluating an advertising campaign in Northern Ireland  
**Janet Calvert, RM, MSc, Health and Social Wellbeing Improvement Manager (Regional Breastfeeding Lead), Public Health Agency**
- 3:30 Break
- 4:15 The Scottish Maternal and Infant Nutrition Survey: Building on success  
**Linda Wolfson, National Maternal & Infant Nutrition Coordinator, Scottish Government**
- 5:00 Findings from the APPG Infant Feeding and Inequalities 'An enquiry into the costs associated with feeding babies in the first year of life'  
**Dr Helen Crawley, Director, First Steps Nutrition Trust**
- 5:30 End of day one and drinks reception

**Day 2**

**Friday 16 November**

- 8.30 Registration
- 9:30 The rationale and evidence for the new Ten Steps to Successful Breastfeeding  
**Dr Pura Rayco-Solon, MD, MSc, PhD, Epidemiologist, Evidence and Programme Guidance, Department of Nutrition for Health & Development, WHO**
- 10:15 Bridging the gap: How Baby Friendly impacts on the local cultures of a maternity unit in the north west of England  
**Anna Coonan-Byrom, Senior Midwifery Lecturer and Phd Student, Maternal and Infant Nutrition and Nurture Unit, University of Central Lancashire**
- 10:45 Break
- 11:30 Skin-to-skin contact: Moving the conversation on, what have we learned and where do we need to go?  
**Kajsa Brimdyr, PhD, CLC, Lead Ethnographic Researcher, Healthy Children Project, Inc.**
- 12:30 What does the evidence tell us about peer support?  
**Dr Gill Thomson, BSc (Hons), MSc, PhD, FHEA, Reader (Associate Professor) in Perinatal Health, University of Central Lancashire**
- 1:15 Lunch
- 2.30 The relationship between breastfeeding and perinatal mental health  
**Dr Wendy Jones, Pharmacist with special interest in the safety of drugs in breastmilk**
- 3.15 Influencing change on a neonatal unit: The power of the parent's voice  
**Kelly Young, Matron, Neonatal Service, Bradford Royal Infirmary**
- 3.45 Closing remarks
- 4:00 End of conference

**Price:**

Both days: £260 per person (£200 with discount\*)  
 Single day: £150 per person (£130 with discount\*)  
 Price includes lunch and refreshments.  
 \*Discount applies when booking before 4pm on 31 July 2018, or when booking 5 or more places at once.

**Information:**

For information on the conference, booking, travel and accommodation please visit:  
[unicef.uk/bfconf](http://unicef.uk/bfconf)  
 Programme subject to change.