

BABY FRIENDLY ANNUAL CONFERENCE (VIRTUAL)
24 NOVEMBER 2021, 9.00AM - 4.45PM (GMT)
UNICEF.UK/BFCONF



09:00 Welcome and update
**Sue Ashmore, Programme Director,
UNICEF UK Baby Friendly Initiative**

09:35 Presentation of the 2021 Qualifications Framework awards
**Mary Renfrew, Professor Emeritus,
University of Dundee, Chair of the
Qualifications Framework Board**

09:45 The International Code of Marketing of Breastmilk Substitutes at Forty
**David Clark, International Public
Health and Human Rights Lawyer**

10:15 Break

10:35 Managing breastfeeding when the mother is HIV positive
**Dr Ruth Bland, Consultant
Paediatrician, NHS Greater Glasgow
& Clyde**

10:55 Can breastfeeding reduce hospitalisation from common infectious diseases in childhood?
**Dr Claire Neill, Medicine - Public
Health Agency, Northern Ireland**

11:15 Break

11:35 Promoting cultural safety and cultural intelligence - dismantling racism in maternity care
**Wendy Olayiwola, BEM, FRSA, MSc,
Public Health, BA (Hons), RN, BSc
(Hons), RM, ILM, National Maternity
Lead for Equality, NHS England and
NHS Improvement**

11:55 Approaching care when you're barely there: re-imagining empathy when you've got nothing left to give
**Nekisha Killings, MPH, IBCLC,
Perinatal Equity Strategist, Lioness
Lactation LLC**

12:35 Morning speakers Q&A

13:00 Lunch

13:45 Welcome back
**Francesca Entwistle, Deputy
Programme Director, UNICEF UK
Baby Friendly Initiative**

13:50 Trauma and breastfeeding
**Kathy Kendall Tackett, PhD, IBCLC,
FAPA**

14:30 Break

14:50 When breastfeeding sucks: Help! Breastfeeding makes me feel sad, mad and bad
**Zainab Yate, Vice Chair - Research
Ethics Committee Panel, National
Research Ethics Service, Health
Research Authority (HRA)**

15:10 The CHILD cohort study
**Meghan Azad, Associate Professor,
Paediatrics and Child Health,
University of Manitoba**

15:30 Break

15:45 Afternoon speakers Q&A

16:05 Making Baby Friendly everybody's business - the role of the Guardian
**Anne Woods, Deputy Programme
Director, UNICEF UK Baby Friendly
Initiative**

16:25 Poetry on Parenthood
**Hollie McNish, Poet, Page to
Performance**

16:40 Close of conference
**Sue Ashmore, Programme Director,
UNICEF UK Baby Friendly Initiative**

16:45 End of conference



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