

ANNUAL CONFERENCE (VIRTUAL)

20-21 NOVEMBER 2024: [UNICEF.UK/BFCONF](https://unicef.uk/bfconf)



DAY 1: WEDNESDAY 20 NOV

Chair: **Smita Hanciles** – Deputy Programme Director, UNICEF UK Baby Friendly Initiative

- 10.00 Welcome and short introduction
Smita Hanciles – Deputy Programme Director, UNICEF UK Baby Friendly Initiative
- 10.05 Introduction to the Chief Executive of UNICEF UK
Dr Philip Goodwin – Chief Executive Officer, UNICEF UK
- 10.15 Baby Friendly update and celebration
Shereen Fisher – Programme Director, UNICEF UK Baby Friendly Initiative
- 11.00 Break and posters**
- 11.15 Compassion and innovation in healthcare
Michael West CBE – Senior Visiting Fellow, The King's Fund and Professor of Organisational Psychology, Lancaster University
- 11.55 The infant microbiome: What parents need to know
Toni Harman – Filmmaker and Education Leader, Alto Films Ltd
- 12.40 Q&A with morning speakers
- 13.00 Lunch and posters**
- Chair:* **Sarah Pickford** – Professional Lead, UNICEF UK Baby Friendly Initiative
- 14.00 A right to an optimal infant and young child feeding system: The case for a human right to breastfeed
Dr Clare Patton – Lecturer in Law, University of Leeds
- 14.30 A parent's perspective: Family-integrated care as a model to help NICU families thrive
Fabiana Bacchini – Executive Director, Canadian Premature Babies Foundation
- 15.10 Break and posters**
- 15.25 The infant feeding experience and support needs of women with severe mental illness
Natasha Baker – Senior Clinical Research Midwife and NIHR Clinical Doctoral Research Fellow, King's College London
- 15.55 Q&A with afternoon speakers
- 16.25 Close**

DAY 2: THURSDAY 21 NOV

Chair: **Lara Strangwood** – Professional Lead, UNICEF UK Baby Friendly Initiative

- 10.00 Welcome and short introduction
Lara Strangwood – Professional Lead, UNICEF UK Baby Friendly Initiative
- 10.05 Formula prices: Greedflation, its impacts, and progress towards mitigation
Dr Vicky Sibson – Director, First Steps Nutrition Trust
- 10.50 Inclusive care
Laura-Rose Thorogood – CEO and Founder, LGBT Mummies
- 11.25 Break and posters**
- 11.50 Early years, bright futures: UNICEF's vision for Early Childhood Development
Chemba Raghavan – Senior Advisor, UNICEF
- 12.20 Supporting women with learning disabilities to make infant feeding decisions
Geraldine Lucas – Head of Midwifery, University of Worcester and **Emma Douglass** – Senior Lecturer, Learning Disabilities Nursing, University of the West of England
- 12.50 Q&A with morning speakers
- 13.20 Lunch and posters**
- Chair:* **Karen Read** – Professional Lead, UNICEF UK Baby Friendly Initiative
- 14.00 Update on the 2024 review of the community standards
Sarah Pickford – Professional Lead, UNICEF UK Baby Friendly Initiative
- 14.30 The breastfeeding story as a hub for caring practice
Prof Lina Palmér – Midwife, Docent and Associate Professor in Caring Science, University of Borås
- 15.00 Break and posters**
- 15.20 Q&A afternoon speakers
- 15.45 Final remarks
Anne Woods – Deputy Programme Director, UNICEF UK Baby Friendly Initiative
- 16.00 Close**