

ANNUAL CONFERENCE

12-13 NOVEMBER 2025: [UNICEF.UK/BFCONF](https://unicef.uk/bfconf)



DAY 1: WEDNESDAY 12 NOV

Chair: Alison McFadden – Child Health Research Group (MIRU) in the School of Health Sciences, University of Dundee

08.30 Registration and coffee

09.30 Opening the conference
Dr Philip Goodwin – Chief Executive Officer, UNICEF UK

09.45 Baby Friendly welcome, update and awards celebration
Shereen Fisher, BFlqL, Programme Director, UNICEF UK Baby Friendly Initiative

10.30 From Ravines to Relationships: Building bridges with Baby Friendly
Anna Byrom, Director and CEO, All4Maternity

11.15 Break and posters

12.00 What supports mothers of very preterm babies to start and continue breastmilk feeding in neonatal units: The differences between units with high and low breastfeeding rates
Annie Aloysius, Clinical Lead Speech and Language Therapist – Imperial College Healthcare NHS Trust

12.45 Lunch and posters

Chair: Vicky Sibson – Director, First Steps Nutrition Trust

14.00 10 years of the UNICEF UK Baby Friendly Neonatal standards
Karen Read, RN (Child), BFlqL, Professional Lead, UNICEF UK Baby Friendly Initiative

14.30 Supporting, protecting and sustaining breastfeeding in conflict zones
Yafa Ajweh, Lactation Consultant (IBCLC) and Training Lead, and Reem Al Soufi, Founder & Emergency Medicine Consultant, Gaza Infant Nutrition Alliance (GINA)

15.15 Break and posters

16.00 Breastfeeding reduces the risk of breast cancer: A call for action in high-income countries with low rates of breastfeeding
Dr Britta Stordal, Associate Professor in Cancer Research, Middlesex University London

16.45 Drinks reception (1 hour)

DAY 2: THURSDAY 13 NOV

Chair: Vicky Thomas – Co-Chair, Hospital Infant Feeding Network

08.30 Registration and coffee

09.30 Microbes, milk, and the making of a human: Rethinking early life through the gut
James Kinross, Reader in Surgery, Imperial College London

10.30 The political economy of infant and young child feeding: confronting corporate power, overcoming structural barriers, and accelerating progress
***Philip Baker, ARC Future Fellow, School of Public Health, University of Sydney**

11.15 Break and posters

12.00 “It’s Not Thrush!”: Challenging the Candida Narrative
Dr Naomi Dow, Portfolio GP and IBCLC, NHS Tayside, University of Aberdeen

12.45 Racism, perinatal choice and body autonomy
Illiyn Morrison, Specialist Perinatal Trauma Midwife, Debrief Facilitator and Author

13.15 Lunch and posters

Chair: Ernestine Gheyoh Ndzi – Associate Dean, York St John University

14.30 The power of leadership and collaboration: Experiences of Baby Friendly Gold in North Somerset
Matt Lenny, Director of Healthy and Sustainable Communities, North Somerset Council

15.10 ATTUNE Study: Assessing the evidence and impact of the UNICEF UK Baby Friendly Initiative
Professor Gill Thomson, Professor in Perinatal Health and Dr Victoria Hall Moran, Reader in Maternal & Child Nutrition, University of Lancashire

15.50 Final remarks
Anne Woods, Deputy Programme Director, UNICEF UK Baby Friendly Initiative

16.00 Close