



The Baby
Friendly
Initiative

UNITED KINGDOM

unicef

UNICEF UK BABY FRIENDLY INITIATIVE

ANNUAL CONFERENCE

12-13 November 2025

Telford International Centre



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WELCOME



Shereen Fisher
Programme Director
UNICEF UK Baby Friendly Initiative

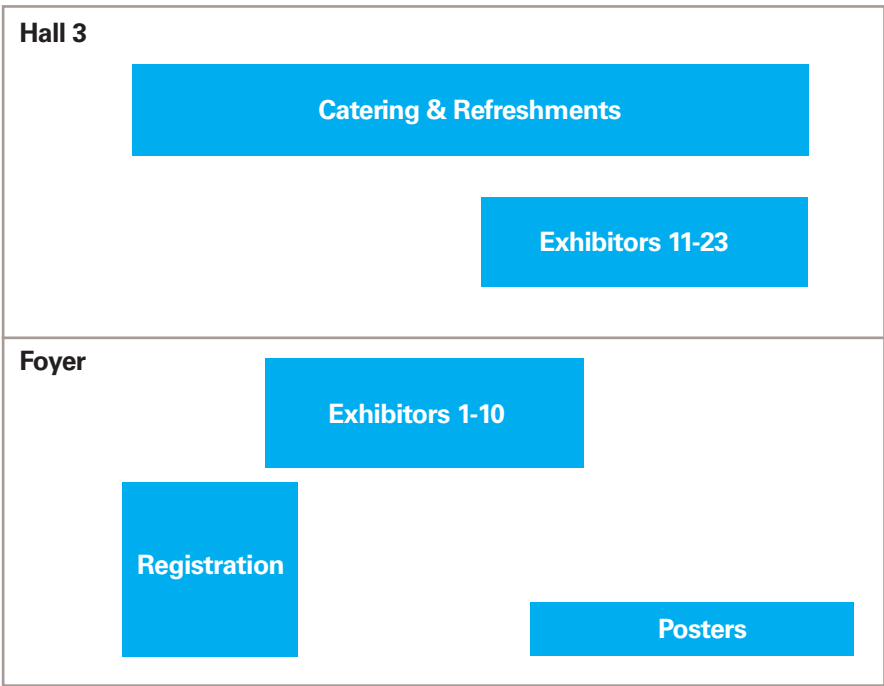
A warm welcome to the 2025 UK Committee for UNICEF (UNICEF UK) Baby Friendly Initiative Annual Conference. We are delighted to bring together around 1200 delegates from around the UK and internationally to this year’s in-person event in Telford.

Our aim this year has been to bring together a diverse set of voices, each contributing insights that bridge the gap between the latest research and evidence in the fields of infant feeding and relationship building, together with impactful stories of success in implementing the Baby Friendly standards and unique reflections informed by lived experience.

Over the next few days I encourage you to dive in – ask questions, challenge assumptions and connect with colleagues old and new. Your engagement is what makes this gathering dynamic and impactful.

This year’s conference features a strong line-up of speakers covering a range of topics including the political economy of infant and young child feeding, the evidence around thrush, the early-life microbiome, as well as pressing issues around perinatal trauma, equity and breastfeeding. We also look forward to sharing updates and plans for the programme and celebrating many successes, including the progression of services across the UK in implementing the Baby Friendly standards.

FLOOR PLAN



Poster presentations are available to view in the Foyer area near the registration desks. During coffee and lunch breaks you can view these posters, showcasing exciting and innovative examples of improving care for babies and mothers.

Vote for your favourite poster at surveymonkey.com/r/postervote25



EVENT INFORMATION

This conference is a space for open, thoughtful and respectful discussion. In line with UNICEF UK's values, we are committed to creating an environment where everyone feels heard, valued, and safe to share ideas. Together we aim to foster a spirit of collaboration, kindness and mutual respect as we work towards positive change for every baby – and everyone impacted by the programme.

Additional spaces

A **Parent and Baby** room is available for delegates with babies to watch the conference presentations. It is located in Pattingham Suite 1 on the ground floor concourse. There are also **Quiet** and **Prayer** rooms available which can be found in Coalport Suites 1 and 2 on the first floor.

Badges

Please ensure badges are worn visibly at all times on both days.

Certificates

Certificates of attendance are electronic and will be emailed to all delegates at the end of the conference.

Cloakroom

The Cloakroom is located in the Beckbury Suite on the ground floor concourse. Delegates can deposit items free of charge. Please note that items cannot be left in the cloakroom overnight.

Evaluation

Delegates will receive an email inviting them to complete our online evaluation: surveymonkey.com/r/bfconf2025

First aid

The first aid room is located on the ground floor concourse. In case of a medical emergency, please alert a member of venue staff.

Hearing aid loop

The Telford International Centre offers a hearing loop system, which transmits audio directly to hearing aids via their 'T' setting, cutting out background noise. Please sit in the flat floored seating area of the auditorium for best functionality.

Photography and mobile phones

Please ensure mobile phones are off, or on silent, during all conference sessions. This event is being photographed by a UNICEF UK employed photographer. The images will be used to promote our future work and events. By entering the premises, you are consenting to be photographed as part of the event. Please let the photographer know if you wish not to be included.

If you wish to take photos during a talk, please ensure the speaker has given permission for you to do so. Importantly, please do not take photos of babies or young people who appear in the slides or who may be in attendance at the event.

Social media

Find us on Instagram at @babyfriendlyuk or on Twitter / X using @babyfriendly.

Sustainability

We are conscious of the impact of a large event and have endeavoured to make the conference as environmentally friendly as possible. This includes decisions on travel, using recycled materials, working with sustainable suppliers, and more. For information on Telford International Centre's Sustainability Promise, visit:

<https://www.tictelford.com/sustainability/>

Wifi

Wifi is provided free of charge for all delegates via the network **TICUK**. No password is required.

MENU

Please queue at a catering points to collect your lunch, which is a hot buffet served by staff. Seating is available for everyone. Please make your selection below for each day in advance in order to facilitate a smooth service:

12 November

Roast vegetable lasagna (Vegetarian)
Black pepper tofu (Vegan)
Portuguese chicken stew

13 November

Basil and ricotta tortellini (Vegetarian)
Rosemary and roast veg hotpot (Vegan)
Shepherd's pie

A selection of sides will also be served. Dessert should be collected from the designated catering points. All catering points will have vegetarian, vegan dishes and allergy information on signage. The catering team will be able to advise you any allergen or dietary queries. If you have been specifically contacted about a separate meal being prepared for you, please ask for this at any catering point.

CHAIR BIOGRAPHIES

DAY 1

Morning: Alison McFadden – Mother, Infant and Child Health Research Group (MIRU) in the School of Health Sciences, University of Dundee

Professor Alison McFadden leads the Mother, Infant and Child Research Unit (MIRU) at the University of Dundee. Alison is an academic midwife and health services researcher with over 20-years' experience of breastfeeding research. She is passionate about reducing health inequalities for mothers and children in the UK and globally. Alison is co-author of two Cochrane reviews on breastfeeding and her work informed the 2016 UNICEF/WHO BFHI guidance and the WHO guideline counselling of women to improve breastfeeding practices. More recently Alison led a team to develop the evidence-based Action4Breastfeeding toolkit launched in June 2025. She is scientific advisor for the Infant Feeding Survey in England conducted in 2024. Alison chairs the UNICEF UK Baby Friendly Initiative Qualifications Board.

Afternoon: Vicky Sibson – Director, First Steps Nutrition Trust

Vicky Sibson is a Public Health Nutritionist with an MSc from the London School of Hygiene and Tropical Medicine and a PhD from University College London. She started off her career in the humanitarian world and worked for several international NGOs both overseas and as a head office adviser for over a decade, during which time she gained a particular interest in maternal, infant and young child nutrition and feeding. Vicky joined First Steps Nutrition Trust in 2018 and has been the charity's Director since 2021. She is passionate about leading its small but mighty team in its vision to ensure all young children in the UK eat well from the start of life.

DAY 2

Morning: Vicky Thomas – Great North Children's Hospital and Children's Heart Unit Freeman Hospital

Dr Vicky Thomas has been a children's doctor for nearly twenty years. She currently works as a consultant paediatrician at Newcastle's Great North Children's Hospital, where her particular areas of interest are infant feeding and behaviour, and nutrition in children with medical complexity. She works across multiple clinical environments including the Emergency Department, outpatient clinics, and supporting feeding and growth in children across the inpatient settings including the Children's Heart Unit at the Freeman Hospital. She also holds a number of roles with third sector organisations including First Steps Nutrition Trust, La Leche League GB and co-chairs the Hospital Infant Feeding Network.

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

Dr Ernestine Gheyoh Ndzi is the Associate Dean for Law and Police Studies at York St John University. Her research interest lies in Company Law and Employment Law. She is the producer of the documentary titled "Breastfeeding: Not on the Agenda". Ernestine has published several journal articles in this area, delivered several keynotes talks at different events across academic and non-academic settings. Ernestine is the founder and convenor of the International Conference on Policies and Parental Support, and organises and hosts the Yorkshire and Humber Infant Feeding Awards and Strategy Group. Ernestine sits on several boards including the UNICEF UK Baby Friendly Initiative Qualifications Board, the Breastfeeding Network board, the Working Families Academic Advisory Committee and the Board of Governors at York St John University.

SPEAKER ABSTRACTS AND BIOGRAPHIES

DAY 1

Opening the Conference

Dr Philip Goodwin

Philip Goodwin, Chief Executive of UNICEF UK, will open the 2025 Baby Friendly Conference by reflecting on his journey of learning about UNICEF's UK programmes through visits to Baby Friendly accredited services and Rights Respecting Schools. He highlights the value the Baby Friendly Initiative brings to UNICEF UK's mission, especially in championing children's rights from the very start. Drawing on insights from the UN General Assembly and recent political conferences, Philip outlines UNICEF UK's current priorities and the growing recognition of early years as a foundation for lifelong wellbeing.

Dr Philip Goodwin joined UNICEF UK as Chief Executive in 2024. Previously, he held Chief Executive roles at VSO and TREEAID, a development organisation working on agro-forestry in dryland Africa. He spent 11 years with the British Council and held leadership positions in Kenya, Uganda, Pakistan and Belgium, including being Regional Director for sub-Saharan Africa. Philip has been a community development volunteer in Timbuktu, Mali and a researcher on poverty issues at the Overseas Development Institute. He has a PhD and MSc in rural resource planning and environmental policy and a degree in agricultural economics. Philip is a non-executive director of the International Civil Society Centre based in Berlin whose mission is to strengthen the impact and resilience of international civil society organisations. He is also a trustee of the Royal National Lifeboat Institute, the not-for-profit search and rescue organisation whose mission is to save lives at sea. He is co-author with Tony Page of the leadership book *From Hippos to Gazelles: How Leaders Create Leaders*.

Welcome, update and celebration

Shereen Fisher

In this session, Shereen will share reflections on the journey of the Baby Friendly Initiative over the past year – challenges, triumphs, and the exciting path ahead as a system change programme. She'll speak candidly about what it means to lead a programme that touches so many lives, and how the evolving healthcare landscape continues to shape the work. This year's conference holds special significance, as we celebrate the 10-year anniversary of the Baby Friendly neonatal programme, a decade of progress, learning, and impact in supporting our smallest and most vulnerable babies. Delegates will be invited to honour this milestone alongside the achievements of services across the UK and the latest Qualification Leader graduates.

Shereen Fisher brings both compassion and leadership to her role as Programme Director of the UNICEF UK Baby Friendly Initiative. With a career rooted in championing infant feeding support, including ten years as Chief Executive of the Breastfeeding Network, Shereen is a committed advocate for families, health professionals, and the systems that support them. Her strategic direction of the Baby Friendly Initiative is grounded in evidence-based care, enriched by her contributions to national policy, including her work with committees such as the MHRA's Safer Medicines in Pregnancy and Breastfeeding Consortium and the National Institute for Health and Care Excellence, where she contributed to the review of the Maternal and Child Nutrition guidelines.

From Ravines to Relationships: Building Bridges with Baby Friendly

Dr Anna Byrom

This presentation will examine maternity and perinatal care in the UK during a period of national review, scrutiny, and challenge. Drawing on over two decades of practice, education, and research, Dr Anna Byrom uses the metaphor of ravines and bridges to examine how Baby Friendly provides a blueprint to support safe, humanised, and coherent care. The session acknowledges the divisions, pressures, and conflict often experienced across maternity and perinatal services, while also highlighting the unifying positive power of relational care, meaningful conversations, and evidence-based standards. Participants will be invited to consider how UNICEF UK Baby Friendly creates opportunity, coherence, and meaningful external validation for teams, supporting staff morale and improving family outcomes.

Dr Anna Byrom has brought her passion for relational, rights-based midwifery to UK maternity services, education, and research for over 25 years. She has practiced as a caseload, team, and birth centre midwife and led infant feeding services in various settings. In 2019, she completed her PhD with the Maternal, Parental and Infant Nutrition and Nurture Unit, University of Lancashire, exploring the impact of the Baby Friendly Initiative on midwives and families. In 2019 Anna's contributions to midwifery education were recognised with a National Teaching Fellowship from Advance HE. As Senior Lecturer in Midwifery at the University of Huddersfield and founder and CEO of All4Maternity.com, she publishes *The Practising Midwife* and *The Student Midwife* and leads innovative global education, research, and consultancy programmes in maternity and perinatal care.

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

Receiving breastmilk significantly improves outcomes for very preterm babies (born before 32 weeks), but there are wide disparities between neonatal units in England in rates of breastmilk feeding. Preterm babies are unable to feed directly from the breast at birth, so mothers need to be supported to begin expressing breastmilk for tube feeding as soon as possible after birth, until the baby is able to feed from the breast and change from tube feeding to direct breastfeeding, which has benefits for mother and baby and is more likely to be sustained long term.

This talk will summarise the key findings and policy implications of research which interviewed 12 health professionals and 23 mothers of very preterm babies, from 4 neonatal units in England. Two units had high rates of breastmilk feeding at discharge and two had low rates (NNAP data). Interviews were analysed thematically to understand mothers' needs and staff experiences of giving support with breastmilk feeding and breastfeeding, and to compare units with high or low rates of breastmilk feeding for very preterm babies.

Annie Aloysius is a Speech and Language Therapist and lactation consultant (IBCLC) working for over 25 years in the field of paediatric feeding and swallowing, specialising in Neonatology. She currently works on the neonatal units at St Mary's and Queen Charlotte's and Chelsea Hospitals in London alongside the multidisciplinary team to support families and their babies. She has worked with a number of charities and organisations on projects and initiatives to support feeding and neonatal care including the Royal College of Speech and Language Therapists, Bliss the preterm baby charity, Best Beginnings – Small Wonders, the Baby Friendly Initiative and Birthlink UK. Publications and research include chapters and papers on feeding and modules on the NHS Learning Hub. She has been involved in implementing Integrated Family Delivered Care for Imperial College Healthcare NHS Trust.

10 years of the UNICEF UK Baby Friendly Neonatal standards

Karen Read

The UNICEF UK Baby Friendly standards for neonatal units were launched in 2015. In the past 10 years we have witnessed a tremendous amount of support for the programme UK wide. The neonatal Operational Delivery Network, individual units, the Burdett Project and most recently, the National Neonatal Project, have all served to support the implementation of the bespoke neonatal standards.

Drawing on her experience as the Professional Lead for Neonatal standards, Karen will highlight the successes and challenges seen over the 10 years of the neonatal programme, with data from the National Neonatal Project evaluation. Parent voices will ensure we keep babies and parents at the centre of everything we do. The talk will highlight the innovations and creative solutions neonatal teams have put in place to make the journey a little easier for all families across the country.

Karen Read is a Professional Lead for the UNICEF UK Baby Friendly Initiative supporting units across the UK to implement the Baby Friendly neonatal standards. Karen has worked in neonatal services and infant feeding roles throughout her career. She supported the neonatal unit at the Royal Devon University Healthcare NHS Foundation Trust to gain the first Baby Friendly neonatal unit accreditation in 2015.

Supporting, protecting and sustaining breastfeeding in conflict zones

Yafa Ajweh and Reem Al Soufi

How can healthcare systems prepare for natural disasters or wars that disrupt existing mechanisms of breastfeeding support? What is the role of breastfeeding in emergencies, and how can we protect and promote it despite limited resources, widespread misinformation, and disrupted community networks?

In this session, Yafa and Reem will share the Gaza Infant Nutrition Alliance (GINA)'s experience of establishing and sustaining breastfeeding support in Gaza during the current war. Drawing on an adaptive, high-impact and low-resource model grounded in community leadership and technology, they will explore practical strategies that align with the Baby Friendly Hospital Initiative while responding to the urgent challenges of conflict, separation, displacement, trauma, and malnutrition. Participants will gain insights and tools relevant for any context where emergencies threaten infant feeding, with lessons from Gaza offering vital learning for countries to be prepared for crises.

Yafa Ajweh is a Palestinian mental health nurse, lactation consultant, and PhD researcher at Nottingham Trent University. She is the co-founder and training lead of GINA, a volunteer-led UK-based charity supporting mothers and infants in conflict zones through breastfeeding, psychosocial care, and digital health. With over a decade of experience working in emergencies across the Middle East and North Africa, Yafa is dedicated to maternal–infant health in the harshest conditions. Her current research explores how digital health support affects maternal mental well-being and breastfeeding practices during displacement. Within GINA, Yafa plays a central role in supporting mothers in Gaza virtually, developing training for local health workers, and building safe spaces, both virtual and on the ground, where mothers can access care with dignity. She is also a mother of two and a passionate advocate for culturally grounded, community-led approaches to care.

Reem Al Soufi, an emergency medicine physician in Scotland, is a fervent advocate for breastfeeding and its pivotal role in fostering a healthy beginning in life. During the Gaza war, she forged an alliance with UK healthcare professionals to provide support to breastfeeding mothers in Gaza. Her experience as a Scottish Clinical Leadership Fellow (SCLF) was instrumental in her involvement with GINA. Reem is supported throughout this endeavour by her husband, Simon, and their two young daughters, as well as the invaluable extended family of GINA.

Breastfeeding reduces the risk of breast cancer: A call for action in high-income countries with low rates of breastfeeding

Dr Britta Stordal

This presentation discusses the implications of low rates of breastfeeding on the risk of breast cancer, which is reduced by 4.3% on average for every 12 months of breastfeeding. Breastfeeding reduces rates of Triple-Negative Breast Cancer (20%) and risk in carriers of BRCA1 mutations (22-55%).

The UK has a low rate of breastfeeding (81 %) contrasted to countries with higher (Sweden, Australia) and lower rates (Ireland). An estimated 4.7% of breast cancer cases in the UK are caused by not breastfeeding. Less than half of maternity services in the UK have full Baby-Friendly accreditation, and legislation in the UK and Europe is far short of the WHO Guidance on restricting the advertising of formula milk. Expansion of the Baby-Friendly Hospital Initiative, stricter laws on the advertising of formula milk and legislation to support nursing mothers in the workplace have the potential to increase breastfeeding in the UK. Women with a family history of breast cancer should particularly be supported to breastfeed as a way of reducing their risk.

Dr Britta Stordal, is a cancer researcher who has used her expertise to work in the area of evidence-based policy. Working with the National Institute for Health and Care Excellence she has been part of the committees making recommendations to the NHS for tumour profiling tests to guide chemotherapy decisions in breast cancer and guidelines for identifying and managing familial ovarian cancer. She has also engaged with the cancer charity sector was previously Vice Chair and Head of the Science Committee for Breast Cancer UK (BCUK) which gave her a role in advocating for policy change for cancer prevention. Funded by BCUK she conducted an evidence review for how breastfeeding reduces the risk of breast cancer which was published in Cancer Medicine and has led to multiple articles and talks to raise awareness of this important issue.



DAY 2

Microbes, milk, and the making of a human: Rethinking early life through the gut**Professor James Kinross**

The early-life microbiome plays a critical role in programming human health and resilience, with growing evidence linking its development to long-term risk of non-communicable diseases (NCDs) such as obesity, allergies, inflammatory disorders, and neurodevelopmental conditions. In this talk, Professor James Kinross explores how feeding practices—particularly breast vs formula feeding—and early-life exposures such as antibiotics, C-section delivery, and maternal microbiome health shape the infant gut microbiome at a pivotal time in immune and metabolic development. Drawing on emerging clinical and translational research, he will highlight how disruptions to this microbial ecosystem may underlie the rising global burden of NCDs. The talk will also discuss the intergenerational importance of maternal microbiota, the potential for targeted microbiome interventions—including probiotics, dietary strategies, and policy reform—and why early-life offers a critical window for preventive action. This talk challenges us to rethink disease prevention not just as a medical goal, but as a microbial imperative.

Professor James Kinross is an Associate Professor of Surgery at Imperial College London, and he is head of colorectal surgery at Imperial NHS Trust. James' PhD focused on the gut microbiome and his research group studies how changes in the microbiome cause non-communicable diseases such as cancer. He is a Co-I on the NIHR funded NECGUARD project, studying how feeding in infants influences the risk of necrotising enterocolitis, and he is Co-I on the EU funded GROWTH project, studying how the neonatal microbiome influences risk of non-communicable disease. James is currently supervising 7 PhD candidates, and he has published over 200 peer reviewed papers, and he regularly presents his work internationally. His first book *Dark Matter: The new science of the microbiome* was published by Penguin in 2023.

The political economy of infant and young child feeding: confronting corporate power, overcoming structural barriers, and accelerating progress**Dr Philip Baker**

Despite increasing evidence about the value and importance of breastfeeding, less than half of the world's infants and young children (aged 0–36 months) are breastfed as recommended. This session examines the social, political, and economic reasons for this problem, focusing first on the commercial milk formula (CMF) industry, which commodifies the feeding of infants and young children, influences policy at both national and international levels in ways that grow and sustain CMF markets, and externalises its social, environmental, and economic costs.

The talk will then discuss how breastfeeding is undermined by economic policies and systems that ignore the value of care work by women, including breastfeeding, and by the inadequacy of maternity rights protection across the world, especially for poorer women. This session will present three reasons why health systems often do not provide adequate breastfeeding protection, promotion, and support, concluding by outlining six sets of wide-ranging social, political, and economic reforms required to overcome these deeply embedded commercial and structural barriers to breastfeeding.

Dr Philip Baker is an Australian Research Council Future Fellow at the School of Public Health, University of Sydney, Australia. He has a PhD in population health from the National Centre for Epidemiology and Population Health, Australian National University. His research focuses on understanding global food systems change, and the implications for human and planetary health. Recent work covers the global rise of ultra-processed foods, the political economy of food systems, and the commercial determinants of infant and young child nutrition. The current focus of his research is on 'healthy and sustainable first-food systems', including the influences of commercial actors and forces on breastfeeding, complementary feeding and food security for women, infants and young children.

"It's Not Thrush!": Challenging the Candida Narrative**Dr Naomi Dow**

For decades, nipple or breast thrush has been a label frequently attached to lactating individuals who have symptoms such as shooting pains or skin changes. But is this actually evidence-based? Where did this narrative come from, and why has it been so problematic? Relevant anatomy, physiology, microbiology and pharmacology comes under the microscope in this presentation, challenging the very concept of nipple/breast thrush. Research that aims to unpick this complex topic is scrutinised. Significant updates to clinical guidance are summarised, as well as the resultant impact on clinical practice. This presentation aims to empower attendees to think beyond thrush, ensuring optimal lactation outcomes for those who may have been previously misdiagnosed.

Dr Naomi Dow is a Portfolio GP, with a special interest in Breastfeeding Medicine. She is an NHS GP, a Senior Clinical Lecturer at the University of Aberdeen, and has worked as an IBCLC in private practice for several years. Combining these roles and skills provides Naomi with a unique perspective on breastfeeding and lactation.

Naomi first became interested in breastfeeding support when she became a mum, and rapidly realised how poorly her medical background had prepared her for how to breastfeed! She became a volunteer peer supporter, and continues this work today as a founding member of Medics' Lactation Community – a peer support group for doctors, which also has developing roles in education and advocacy. She feels passionately about evidence-based practice, which sparked her interest in the topic of thrush in lactation. Naomi lives in Aberdeenshire with her husband and two children.

Racism, perinatal choice and body autonomy

Illiyin Morrison

This talk will highlight the impact of racism in maternity care with an emphasis on infant feeding, trauma and decision making and its influences. It will highlight the nuance around maternal choice factoring race, previous experiences, external influences, social norms and racism. The talk will use anecdotes as well as robust research to further emphasise the points of discussion as well as providing actual tools that can be imparted in practice.

Illiyin Morrison is an award winning dedicated registered midwife, author and perinatal trauma specialist. With a passion for supporting women during their perinatal journeys, Illiyin brings a wealth of knowledge and experience to her work. Her book, *The Birth Debrief*, offers a compassionate guide for mothers, parents, partners, professionals and more to navigate the complexities of perinatal experiences, providing insights and tools to process and heal.

Illiyin's unwavering commitment to maternal well-being extends beyond the birthing suite. Through social media, lecturing and public speaking, Illiyin advocates for comprehensive postpartum care, destigmatising mental health challenges, racism and unconscious bias and fostering a supportive community for all mothers. Her advocacy work emphasizes the importance of self-care, communal care, self-acceptance, and embracing the transformative journey of motherhood. As a midwife, author, and influential figure, Illiyin continues to inspire and empower mothers, creating a positive impact on their lives and the broader maternal health landscape.

The role and value of being a Baby Friendly Guardian

Matt Lenny

This presentation is a reflection on the learnings and journey of one Guardian for a community Baby Friendly Initiative programme. It will cover key responsibilities and the approach being used in North Somerset to improve outcomes and close the inequalities gap in access, experience and outcomes for local residents. This will include shared leadership across a range of partner organisations and within the community.

Matt Lenny is the Director of Healthy & Sustainable Communities at North Somerset Council where he has responsibility for a wide range of functions including his role as Director of Public Health. Other areas of leadership covered by his post are regulatory services (licensing, trading standards, environmental protection and food and commercial safety), emergency planning, community safety, economy and placemaking, climate emergency and planning. Matt has worked for almost 30 years in local government, the NHS and Department of Health & Social Care. Matt was appointed Director of Public Health in 2019. He is a member of the UK Public Health Register and the Faculty of Public Health. He is a visiting professor at the faculty of Public Health and Applied Sciences at the University of the West of England.

The ATTUNE Study: Assessing the evidence and impact of the UNICEF UK Baby Friendly Initiative

Dr Gill Thomson and Dr Victoria Hall Moran

The presentation will share early insights from the ATTUNE Study, which explores the evidence and impact of the UNICEF UK Baby Friendly Initiative. This study involves a series of integrative reviews and the collection of evidence at four NHS Trust case study sites. Presenters will provide an overview of the work being undertaken and some headline insights, as well as highlight some of the challenges and gaps in the evidence base.

Dr Gill Thomson currently works as Professor in Perinatal Health at the University of Lancashire in North West UK. She holds a BSc and MSc in Psychology, and a PhD in Midwifery. Gill leads the Maternal, Parental and Infant Nutrition and Nurture (MAINN) research unit. Her research focuses on maternal, parental, and infant health, with interests in infant feeding, perinatal mental health, and peer support models of care. Gill has expertise in a range of methodologies including process evaluations, mixed-methods studies, systematic reviews (scoping, qualitative, mixed-method, interpretive) and qualitative approaches.

Dr Victoria Hall Moran is a Reader of Maternal & Child Nutrition at the University of Lancashire and Editor-in-Chief of *Maternal & Child Nutrition*. Victoria is a nutritionist whose research has focused on breastfeeding support and micronutrient requirements and recommendations during pregnancy and lactation, and in particular during adolescence. Her methodological expertise lies in mixed methodologies and systematic review.

Final remarks

Anne Woods

Anne will close the two-day 2025 UNICEF UK Baby Friendly Initiative Annual Conference. During her presentation, Anne will announce the winners of the poster prize based on your votes.

Anne Woods is the Deputy Programme Director of the UNICEF UK Baby Friendly Initiative. She is responsible for the managing and oversight of the assessment process for maternity, neonatal, health visiting and early years services and universities. Anne also works as a lead assessor and facilitator of the various courses that Baby Friendly provides. With a background in midwifery spanning more than 30 years, Anne has a wealth of experience in all aspects of midwifery, including as an infant feeding coordinator and supervisor. Anne also represents the UK as a board member of the International Baby Friendly Hospital Initiative Network.

At the close of the conference, we kindly request that attendees share their feedback with us using the evaluation form at surveymonkey.com/r/bfconf2025



FIND OUT MORE

Subscribe to our email newsletter to keep up-to-date with Baby Friendly:

unicef.uk/bf-subscribe

Interested in going Baby Friendly? Learn more about our accreditation and assessment process:

unicef.uk/bf-accreditation

Access resources for health professionals and parents on a range of issues around caring for babies and families:

unicef.uk/bf-resources

Find out more: unicef.org.uk/babyfriendly



(c) UNICEF UK / JENNINGS



TRAINING, QUALIFICATIONS & RESOURCES

Course dates for early 2026 are now available, with more dates adding regularly. This includes dates for our newest course: **Breastfeeding and Relationship Building for Early Years**. Dates do fill up quickly, so find out more and learn how to book at unicef.uk/bf-courses

THE BABY FRIENDLY LEADER OF CHANGE QUALIFICATION PROGRAMME

New for 2026 - Applications now open!

The Leader of Change Qualification is an eight-month programme designed to enhance knowledge and capacity in infant feeding and very early child development. The programme emphasises a child rights focus and inclusive approach, welcoming anyone committed to making a positive impact for babies, mothers, parents, caregivers, and families as part of the Baby Friendly qualification journey. It is open to those leading the implementation of Baby Friendly standards in UK public services and universities, as well as advocates aiming to align their practice with these standards.

Participants are recognised for their dedication and expertise through a prestigious qualification that serves as quality assurance for employers and the public. The programme aspires to drive cultural change in the UK by increasing leadership capacity to raise awareness of the importance of infant feeding and early child development for lifelong health and wellbeing.

Learn more about the Leader of Change Qualification: unicef.uk/bf-qualifications

Updated: **Guide to the Code for health workers**

Just released ahead of our conference, *The International Code of Marketing of Breastmilk Substitutes: A guide for health workers* is a tool to help health professionals to use the Code in daily practice and to negotiate some of the challenges and questions faced at work, enabling them to approach tricky situations with confidence and integrity.

Download the guide: unicef.uk/codeguide

Updated: **Theory of Change**

Launched in May 2025, Baby Friendly's new Theory of Change framework lays a road map to making an impact for babies and children and the vision for change in Baby Friendly accredited services. The framework consists of a diagram and narrative booklet which outlines the core activities undertaken to enable transformational change and provides a summary of available evidence around the impact of Baby Friendly and the programme's core components. Learn more: unicef.uk/theory-of-change



EXHIBITOR PROFILES

Ardo Medical Ltd

Stand 20



Ardo is a Swiss family-owned company which develops premium quality products in the medical technology sector. These products support premature babies and newborns in their development, accompany mothers through pregnancy and childbirth, through to breastfeeding and expressing. Ardo breastfeeding products are manufactured in Switzerland with the highest production, design, and environmental standards. Ardo is proud to be an approved supplier to the NHS, approved on several NHS frameworks for provision of our products to NHS hospitals. Ardo is your responsible partner when working with the WHO International Code. Adhering to the Code is a core part of our values.

www.ardomedical.co.uk / info@ardomedical.co.uk

Association of Breastfeeding Mothers

Stand 1



The Association of Breastfeeding Mothers (ABM) is a voluntary organisation founded in 1979 by a group of mothers who began by sending out leaflets from their kitchen table. We became a charity in 1980 and then a CIO in 2021. Through our training and support we're proud to have built a large, diverse, skilled and knowledgeable community of people who are able to support mothers and families to have a positive breastfeeding experience, and to help breastfeeding and lactation to thrive in the UK. As a volunteer-led organisation, we're nationally recognised for our deep expertise in breastfeeding and lactation, and the quality of training we provide to volunteers and professionals.

www.abm.me.uk / admin@abm.me.uk

Association of Tongue-tie Practitioners

Stand 10



The Association's purpose and aim is to ensure that instances of infant tongue-tie are swiftly identified, correctly diagnosed and appropriately treated, irrespective of whether the infant is bottle or breast fed. We help and support our members to provide safe and effective care through training and sharing knowledge and experience. The Association produces, publishes and maintains information about tongue-tie which is accessible to the general public. We support the care-givers of tongue-tie babies by providing access to care by our members who are trained healthcare professionals, appropriately registered, regulated and professionally insured.

www.tongue-tie.org.uk / treasurer@tongue-tie.org.uk

Baby Sleep Info Source (BASIS)

Stand 21



The Baby Sleep Info Source (BASIS) is a project of the Durham Infancy and Sleep Centre (DISC), and aims to provide evidence-based information about biologically normal infant sleep and safe infant sleep using language accessible to all parents, caregivers, and practitioners. In order to maximise our impact and outreach, alongside disseminating research-based information through the BASIS website, free Infant Sleep app, and BASIS social media platforms, we also provide evidence-based webinars on normal infant sleep and safe infant sleep to volunteers and practitioners across the UK and worldwide.

www.basionline.org.uk / basis.online@dur.ac.uk

Brazelton Centre UK CIO

Stand 23



Brazelton Centre UK is a national charity dedicated to bringing the baby's voice to the centre of care by helping parents and practitioners understand infant behaviour and communication. Part of a global network, we train professionals in the Brazelton Approach, embedded in many NHS services including neonatal, health visiting and perinatal, and in communities and cultures across the globe to help families recognise and respond to their baby's cues. Our work transforms care to be individualised and relationship-based, ensuring the earliest days of life lay the strongest foundations for the future.

www.brazelton.co.uk

Breastfeeding Twins and Triplets UK

Stand 11



Breastfeeding Twins and Triplets UK started out as a Facebook group supporting breastfeeding twin and triplet parents. At the end of 2019 we became a UK registered charity. As a charity we provide 1:1 videocall or home visit support for families who may not otherwise be able to access a lactation consultant. We love to train health care professionals and breastfeeding supporters to support multiple birth families in meeting their feeding goals. We run antenatal Preparing to Breastfeed Multiples Zoom workshops so families can learn what to look for and get valuable tips on how to establish breastfeeding.

www.breastfeedingtwinsandtriplets.co.uk

CBeebies Parenting / Tiny Happy People

Stand 3



BBC CBeebies Parenting builds on the great resources from BBC Tiny Happy People. The website is a one-stop-shop offering a wealth of free fun activities, expert advice and fascinating facts supporting children's development, from language and communication skills to tips on creating healthy routines. CBeebies Parenting creates content with experts working in the fields of Health, Education, Speech, Language & Communication and is aimed at parents and caregivers of children aged 0-6.

www.bbc.co.uk/tinyhappypeople

Essential Parent

Stand 17



Essential Parent provides digital supports which meet all DfE, government, and NHS requirements to midwifery, health visitors, early years, 0-19 years, family hubs, and woman's health services. Their tailored apps include over 2000 articles and videos on physical and mental health, wellbeing and safeguarding with resources in 100+ languages designed to support maternity, children, young people, families, and women, as well as automated delivery pathways for immunisations, midwifery, health visiting & school nursing content, data analytics, targeted public health alerts, and research surveys.

www.essentialparent.com
07890926924 / rebecca.chicot@essentialparent.com

Facts of Life Lactation Education

Stand 5



*facts of life*TM Lactation Education offers high-quality, evidence-based online education for health professionals seeking to enhance their breastfeeding knowledge or become an International Board Certified Lactation Consultant (IBCLC[®]). Our signature Examination Preparation Program is CERP-approved and consists of 13 self-paced courses aligned with the IBLCE Detailed Content Outline. Each course can be taken individually or as part of the complete program. Grounded in heutagogical principles, our learning approach supports autonomy, critical thinking, and professional growth. Whether you're preparing for the IBCLC[®] exam or pursuing continuing education, *facts of life*TM provide ethical, flexible, and robust lactation education tailored to your needs.

www.factsoflife.com.au
+61419955664 / info@factsoflife.com.au

Families and Babies

Stand 13



Families and Babies (FAB) has been providing evidence based infant feeding support and information for over 21 years. We provide accredited breastfeeding peer supporter training and our peer supporters offer antenatal education, hospital support, 1-1 support- face to face or virtually and community groups. We work closely with the Armed Forces, training serving personnel and their partners to offer breastfeeding support on military bases across the UK. In addition, we have recently been developing training for employers to enhance support for breastfeeding families in the UK workforce. Our aim is for every parent to have the information they need to make the best infant feeding choices for their family.

www.familiesandbabies.org.uk

iLactation**Stand 15**

Convenient and affordable online continuing education for lactation consultants, midwives, nurses and physicians. iLactation's online breastfeeding conferences start in March and September each year, with top international speakers, online for a full 3 months. View presentations on your computer or mobile in English, Dutch or Spanish. Our 28th online conference will be 4 March- 4 June 2026. Discounts available for groups of 6+ participants, seniors and students. Visit our booth for your iLactation Oxytocin temporary tattoo!

www.iLactation.com / info@iLactation.com

La Leche League GB**Stand 9**

La Leche League GB (LLLGB) is a breastfeeding support charity that provides mother-to-mother, parent-to-parent breastfeeding support across Great Britain. Our work is facilitated by our trained breastfeeding counsellors, who have all breastfed their own babies. We support all families at every stage of their breastfeeding relationship, in ways that work best for them. Our LLL Leaders (accredited breastfeeding counsellors) are volunteers who provide a variety of support options including local groups, local calls, a national Callback service, emails and social media. Along with one-to-one support and group meetings we also offer our four-hour Beginning Breastfeeding interactive online course for pregnant mothers and their partners/supporters who want to learn how to get breastfeeding off to a good start.

www.laleche.org.uk / laleche.org.uk/contact/

Lactation Consultants of Great Britain**Stand 19**

LCGB is a volunteer-run registered charity, with national and international representation. We work to improve the health and wellbeing of families through advocacy and expert IBCLC breastfeeding care. As a professional association for International Board Certified Lactation Consultants (IBCLCs) and aspiring IBCLCs, we support and provide educational opportunities to all through our membership, conference and IBCLC exam scholarships. We welcome membership applications from all with our shared commitment and interests. Visit our stand to find out more.

www.lcgb.org / info@lcgb.org

Lactation, Infant Feeding and Translational research (LIFT)**Stand 12**

The centre for Lactation, Infant Feeding and Translational research (LIFT) at Swansea University conducts research into better understanding how we can support families practically and emotionally with infant feeding, including how to create inclusive environments to support breastfeeding, how to safely and responsively use infant formula, and the psychological impacts of milk donation. Visit the stall to learn more about our research from Prof Amy Brown, explore numerous free resources for supporting breastfeeding in the paediatric setting with Dr Lyndsey Hookway, and view paintings from Leanne Pearce, whose unique artwork tells the stories of breastfeeding, donor human milk, and sick children.

www.swansea.ac.uk/health-social-care/research/lift/

Medicare Colgate (SteriFeed) Ltd**Stand 18**

For over 30 years, SteriFeed has led the way in delivering safe, innovative solutions for donor milk handling and breastfeeding support. Trusted by hospitals and milk banks in over 66 countries, our evidence-based equipment and customer-first approach help healthcare professionals, mothers, and babies thrive. Our commitment to innovation and quality drives us to develop products that truly meet the needs of both clinical settings and families. Our range also includes breastmilk storage bottles, colostrum collectors and containers, SteriFeed Milk Safe, and the MIRIS Breast Milk Analyser. At SteriFeed, we're more than a supplier — we're a partner in care, passionate about supporting the professionals who care for mothers and babies every day.

www.sterifeed.com / info@sterifeed.com

Ready to Relate

Stand 22



Changing the narrative for our babies – Ready to Relate reminds us how amazing babies really are, communicating all the time. Babies are born ready to relate. The award winning Ready to Relate resource offers an evidence based, interactive and meaningful tool for both practitioners and families to better understand babies. Ready to Relate consists of a visual card set, a digital companion (website) for ongoing support, and an accredited training programme. Support is also available for organisations to implement Ready to Relate and ensure the resource is used in the most meaningful way.

www.readytorelate.bdct.nhs.uk
jane.dickens@bdct.nhs.uk / lisa.milne@bdct.nhs.uk

Savant

Stand 2



Li-LAC is a suite of applications developed by Savant to manage all aspects of donor breast milk administration in a milk bank or where mother expresses her own breast milk for the sole purpose of feeding of her baby. The Li-LAC suite comprises of four products: **Li-LAC MB** (Milk Bank), a process control system to manage all aspects of a donor milk bank; **Li-LAC MMC** (Maternity Milk Checking) a smart device app that labels, checks and records baby feeds; **Li-LAC FLM** (Feed Log Management) an analysis and reporting application for feed records; and **Li-LAC FLA** (Feed Log Administration) an interface application to extract and upload feed information into a central database.

www.savant.co.uk/li-lac/

seca

Stand 4



seca UK is a leading provider of precision baby scales, supporting neonatal and paediatric care with highly accurate, easy-to-use weighing solutions. Designed for hospitals, clinics, and community use, seca's baby scales ensure reliable weight monitoring for newborns and infants, crucial for early health assessments. seca contributes to global child health initiatives, aiding in malnutrition prevention and growth monitoring programs worldwide. Their innovative, durable scales help healthcare professionals track infant development with confidence. Committed to quality and precision, seca UK plays a vital role in improving child health outcomes across diverse healthcare settings.

www.uk.secashop.com / info.uk@seca.com

The Breastfeeding Network

Stand 16

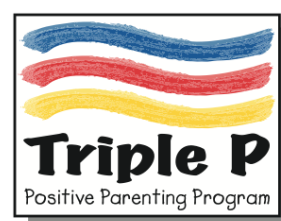


The Breastfeeding Network are a National Charity who offer independent, evidence-based information and support to help build awareness of breastfeeding to individuals and organisations and to support a parent in their choice to breastfeed. The National Breastfeeding Helpline, run by BfN in partnership with the Association of Breastfeeding Mothers, offers evidence-based, friendly support and information from our team of volunteers and staff. The National Breastfeeding Helpline is open 24 hours per day, 365 days per year and is available via the phone 0300 100 0212, on social media, and webchat.

www.nationalbreastfeedinghelpline.org.uk

Triple P UK & Ireland

Stand 8



The Triple P – Positive Parenting Program® is one of the most well-evidenced parenting systems worldwide. It offers a suite of programmes for parents of children aged 0–16, providing simple, practical strategies to build strong, healthy relationships, support children's development, and prevent problems from arising. Triple P for Baby extends this evidence-based approach to the perinatal period and first year of life. It prepares parents for a positive transition to parenthood by promoting sensitive and responsive care, fostering positive relationships, supporting early development, and strengthening coping skills to reduce risks of parental mental health difficulties.

www.triplep.uk.net / +44207 9872944 / contact@triplep.uk.net

UK Drugs In Lactation Advisory Service

Stand 14



The UK Drugs In Lactation Advisory Service (UKDILAS) are an NHS, pharmacist-led national specialist service for use of medicines during breastfeeding, established for 50 years. We provide individualised advice to enquiries, online advice to healthcare professionals and patients, education and training, and work with national strategic organisations and policy makers. We specialise in clinically complex enquiries including premature infants, multiple medications, milk donation, and overdosing. Our aim through our work is to ensure that medicine use is not an unnecessary barrier to continued breastfeeding, and allowing breastfeeding women equitable access to medicines where this is safe to do so.

www.sps.nhs.uk/home/guidance/safety-in-breastfeeding/
www.nhs.uk/medicines/

UNICEF UK Baby Friendly Initiative

Stand 7



During the conference, stop by our stand to meet members of the Baby Friendly team. Bring questions about going Baby Friendly, the accreditation and assessment process, upcoming training courses, accessing our suite of health care professional resources, the review of the community standards, or just come to say hello.

www.unicef.org.uk/babyfriendly / bfi@unicef.org.uk

Wilkes

Stand 6



Wilkes is your legal partner for times in need. Our team of Legal 500 recognised highly qualified medical negligence solicitors based in the Midlands represent injured clients throughout the UK, helping them recover damages caused by medical negligence and supporting them in their recovery. All of our clients receive our partner-led service and an experienced solicitor who manages every claim, working closely with independent medical experts and charity/rehabilitation services. Our dedicated specialist medical negligence solicitors can assist in making a claim for wrongful birth, delays in delivering a baby, pregnancy related injuries, injuries resulting from an avoidable instrumental delivery, Erb's Palsy, cerebral palsy and failings in the mother or baby's care after birth.

www.wilkes.co.uk





ABOUT THE BABY FRIENDLY INITIATIVE

The Baby Friendly Initiative is working to transform healthcare for babies, their mothers, parents, primary caregivers and families in the UK.

Introduced to the UK in 1994, the Baby Friendly Initiative has worked with UK public services for 30 years to support families with infant feeding and developing close and loving relationships so that all babies get the best possible start in life.

The Baby Friendly programme operates as part of a wider global partnership between the World Health Organization and UNICEF. In the UK, the programme supports maternity, neonatal, community and hospital-based children's services to transform their care and with universities to ensure that newly qualified midwives and health visitors have the strong foundation of knowledge needed to support families.

ABOUT UNICEF

UNICEF exists to build a better world for every child.

As the world's leading children's organisation, UNICEF delivers life-saving essentials and long-term solutions that transform futures. From clean water, nutritious food and vaccines to education and protection from violence, we reach more children than any other organisation.

Our work is powered by collaboration — with families, communities, partners and governments in over 190 countries — because real change happens when we act together. Every initiative, whether immediate relief or system strengthening, is guided by one principle: putting children first.

With nearly 80 years of proven expertise, a global network, and a commitment to innovation, UNICEF combines urgency with sustainability. We act fast in emergencies and invest in lasting progress, ensuring every penny counts. Impartial and non-political, we are unwavering in defending children's rights and safeguarding their futures. Together, we are building a better world for every child.

UNICEF IN THE UK

The UK Committee for UNICEF (UNICEF UK) is a registered charity dedicated to raising vital funds for UNICEF's emergency response and long-term development work worldwide, while championing lasting change for children everywhere.

Our mission goes beyond fundraising. We advocate for policies that protect child rights, challenging practices that harm children both in the UK and internationally. And as one of 33 UNICEF national committees, we bring global expertise to local impact.

In the UK, we work where childhood begins and grows — in hospitals where babies are born and in schools where children learn and thrive. Every effort is focused on one goal: ensuring every child has the same chance to shine.

POSTERS

During break times you can view a selection of posters in the foyer, showcasing exciting and innovative examples of improving care for mothers and babies. Descriptions of the posters can be found below.

Download a booklet with abstracts for all posters at unicef.uk/bfi-posters

Vote for your favourite poster at surveymonkey.com/r/postervote25



- 1 “Empowering NICU Parents: The Development of a Breast Milk Expressing Journal”**
Frances Pickering - East Lancashire Hospitals NHS Trust
- 2 Mamazing Media Campaign**
Fiona Malyan Jacques - Middlesbrough 0 – 19 team and Middlesbrough Family Hubs
- 3 Koala Cuddles: Embedding Skin-to-skin Care in a Cardiac Unit**
Rachel McConnell - Newcastle-upon Tyne NHS Foundation Trust
- 4 FOREST (Giving Families, Opportunities, Resources, Early Years Support Together Optimising Early Health Outcomes for Children and Families)**
Catherine Bray and Amber Austin - Somerset Council
- 5 Infant Feeding Workshop for Interprofessional Learning**
Sheryl Halliday and Hayley Carr - University of Greater Manchester
- 6 The Infant Feeding Team**
Ashley Ferguson and Brona McSorley - Western Health & Social Care Trust
- 7 The availability of breastfeeding and lactation support for families whose children are receiving palliative care in the United Kingdom**
Laura Thomas - Cardiff University
- 8 Maternal dietary changes during breastfeeding: a mixed method study.**
Anna Gilbertson, Jonathan Banks, Matthew J Ridd, Raquel Granell and Robert J Boyle - University of Bristol
- 9 Maternity BFI standard 1 & 5: Enhancing staff confidence and parental understanding of early relationships**
Lynethia Geppert - Chelsea and Westminster Hospital NHS Foundation Trust
- 10 Building a Breastfeeding Friendly Lanarkshire**
Susan Short and AnneMarie Bruce - NHS Lanarkshire
- 11 Pumping through separation- supporting the most vulnerable families on their infant feeding journey**
Sophie Thompson-Hyland, Dr Karen Kinloch, Dr Lauren Wolfenden - Better Start, NSPCC
- 12 A Flange-tastic Project! Improving access to appropriately fitted equipment to support mothers expressing breastmilk.**
Amber Clark, Holly Green - University Hospital Southampton NHS Trust & Health Innovation Wessex
- 13 Plain label infant formula milk for NHS settings: understanding acceptability, feasibility and impacts on feeding and purchasing decisions**
Amy Brown, Vicky Sibson, Aimee Grant, Karen Hall, Sara Jones, Catrin Griffiths, Holly Morse, Sharon Breward, Nick Rich - Public Health Wales, Children’s Nutrition and Healthy Weight Team, Swansea University

14 The Breastfeeding Journey - Celebrate every milestone

Louise Shafei and Alison Greaves - Humber Teaching NHS Foundation Trust (East Riding ISPHNS) and East Riding of Yorkshire Council Family Help Service

15 Empowering communities: Partnership approach to enhancing breastfeeding awareness and culture in low-prevalence socially deprived areas.

Rachel Evans (Public Health Wales), Eleanor Johnson, Bronwen Clatworthy (The Breastfeeding Network), Rosy Phillips, Fay Fear, Claire Turbutt, Sarah Jenkins (Cwm Taf Morgannwg University Health Board), Carla Baldwin, Florence Beach, Joanne Foley, Bethan Thorn (Aneurin Bevan University Health Board)

16 Medicines in breast milk enquiries: an opportunity to provide safer sleeping advice

Devisha Joshi, Laura Kearney, Emma Wigmore, Maame Adusei - UK Drugs in Lactation Advisory Service

17 A river metaphor for protecting and supporting breastfeeding

Patricia Wise, Helen Gray, Clare Meynell, Alison Spiro - WBTi UK

18 Developing the Action4Breastfeeding toolkit to support implementation and evaluation of evidence-based breastfeeding support in the NHS

Alison McFadden, Albert Farre, Sara Cumming, Gillian McMillan, Kimberley Davidson - University of Dundee

19 Infant feeding videos: A collaborative approach

Rachael Callow, Ruth Preece, Michelle Bailey - Bedfordshire and Luton Community Services, with Bedford and Luton Family Hubs

20 Infant Feeding and Emotional Wellbeing- A Joint Approach to Training Health Visitors

Elisabeth Rolls, Gill McCavana, Jane Richardson, Vicky McKie, Fiona James - Derbyshire Family Health Service

21 An Emergency Feeding Pathway - Supporting families with young babies in food poverty – a collaborative approach across two local authorities.

Katy Coles and Emma Goulding - NHFT Infant Feeding Team, in partnership with West Northamptonshire Council and North Northamptonshire Council

22 Increasing access to social parenting groups for an underserved group

Vicky Wilkinson and Debbie Ellis - Rotherham NHS Foundation Trust

23 Please Follow My Cue, Aye? Clinical Application of Cue Based Feeding Scores within the BadgerNet Electronic Patient Record

Lorna McKerracher and Hayley McDonald - NHS Tayside

24 Providing Breastfeeding Peer Support During The Night

Hester Schofield and Beth Harrison-Little - The Breastfeeding Network

25 Feeding the Future: Do Environmental Concerns Influence Infant Feeding Decisions?

Darcy Neilson, Ernestine Gheyoh Ndzi, Olalekan Adekola, Sally Goodwin-Mills - York St John University

26 Protecting families living in temporary accommodation from the harmful impact of marketing by commercial milk formula companies.

Katie Wharton, Nicola Royds, Annie Wong - Lancashire Healthy Young People and Family Service, (HCRG Care Group 0-19 team)

TIMETABLE

DAY 1: WEDNESDAY 12 NOV

Chair: Alison McFadden – Mother, Infant and 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, BFIQL, Programme Director, UNICEF UK Baby Friendly Initiative

10.30 From Ravines to Relationships:

Building bridges with Baby Friendly

Anna Byrom, Director and CEO, All4Maternity and Senior Lecturer, University of Huddersfield

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), BFIQL, 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 – Great North Children's Hospital and Children's Heart Unit Freeman Hospital

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
Illiyin 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 role and value of being a Baby Friendly Guardian

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

*presenting virtually

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