

The UNICEF UK Baby Friendly Initiative Annual Conference (Virtual)



 **18-19 Nov 2026**  **Online only**  unicef.uk/bfconf

Day 1: Wednesday 18 November 2026

Chair: *Lara Strangwood, UNICEF UK Baby Friendly Initiative*

09.30	Introduction and housekeeping
09.35	Anna Kettley, UNICEF UK Welcome to day 1 of the conference
09.45	Shereen Fisher, UNICEF UK Baby Friendly Initiative Baby Friendly review of the year and accreditation celebration
10.30	Lee Urquart, Scottish Government and Janet Dalzell, UNICEF UK Baby Friendly Initiative Scotland's progress in increasing breastfeeding rates
11.00	Break and posters
11.15	Vivien Swanson, University of Stirling Neglecting the 'smellscape'? Implications for mother-infant communication, breastfeeding guidelines and practice
12.00	Professor Amy Brown, University of Swansea Why tackling high infant formula prices in the UK matters for infant health, parent wellbeing, and protecting breastfeeding
12.40	Q&A – Morning speakers
13.00	Lunch and posters
Chair: <i>Sarah Pickford, UNICEF UK Baby Friendly Initiative</i>	
14.00	Scott Mair, Fatherhood Solutions, Improving Performance in Practice (iPiP) The role dads play in breastfeeding: Building confidence, strengthening relationships and improving outcomes
14.30	Chantal Bayard, Université du Québec à Trois-Rivières Influencing infant feeding: The role of paid partnerships between infant formula brands and social media creators, influencers and celebrities
15.00	Break and posters
15.10	Smita Hanciles, UNICEF UK Baby Friendly Initiative Baby Friendly education and Qualification Framework Programme awards
15.25	Natasha Powell and Jo Nicholas, Department of Health and Social Care Findings of the 2024 Infant Feeding Survey
15.55	Q&A – Afternoon speakers
16.15	Close

Day 2: Thursday 19 November 2026

Chair: Karen Read, UNICEF UK Baby Friendly Initiative

09.30	Introduction and housekeeping
09.35	Jess Brown Fuller MP, Chair of Infant Feeding and Inequalities APPG Welcome to day 2 of the conference
09.45	Professor Helen Ball, Durham Infancy & Sleep Centre Bed-sharing and babywearing: Talking to parents about safe and responsive infant care
10.25	Doretta Caramaschi, University of Exeter Exclusive breastfeeding linked to long-term changes in marks on DNA
11.05	Break and posters
11.25	Leah Hazard, Midwife and Author Empowering staff in changing times: Integrating national reports into clinical practice
12.05	Dr Ellie Atkins, London Neonatal ODN Putting babies and families at the centre of neonatal care
12.35	Q&A – Morning speakers
13.00	Lunch and posters
<i>Chair: Smita Hanciles, UNICEF UK Baby Friendly Initiative</i>	
14.00	Professor Gill Thomson and Dr Victoria Hall Moran, University of Lancashire Update on the ATTUNE Study
14.30	Q&A and conversation with Professor Gill Thomson, Dr Victoria Hall Moran and the Baby Friendly team
14.50	Laurel Wilson, Mother Journey, LLC Maternal wellbeing, the infant microbiome, and emotional regulation
15.35	Q&A – Laurel Wilson
15.45	Anne Woods, UNICEF UK Baby Friendly Initiative Closing the conference
16.15	Close



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Tickets (£125pp) include access to the UK Committee for UNICEF (UNICEF UK) live event plus on-demand access. A £30 discount (£95pp) is offered to groups of 5+. Programme subject to change. Booking closes 5pm on 11th November. Learn more: unicef.uk/bfconf