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** From possibility to progress: Supporting a Scotland where breastfeeding can flourish
11.00	Break and posters
11.15	**Professor Vivien Swanson, University of Stirling** Neglecting the 'smellscape'? Implications for mother-infant communication, breastfeeding guidelines and practice
12.00	**Professor Amy Brown, Swansea University** 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: *Sarah Pickford, UNICEF UK Baby Friendly Initiative*

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	**Dr Justice Reilly, Spectrum Lactation** Spectrum Lactation – A diverse image library of the lactating breast
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	**Dr 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

Chair: *Smita Hanciles, UNICEF UK Baby Friendly Initiative*

14.00	**Professor Gill Thomson and Dr Victoria Hall Moran, University of Lancashire** Sharing the insights from 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
16.00	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