

Northern Ireland Breastfeeding Coordinators Forum Annual training seminar

3 March 2009

Speakers

Dr Magda Sachs is a breastfeeding researcher and author. She is also an experienced Breastfeeding Supporter for The Breastfeeding Network. She is currently a member of the UK-WHO Growth Chart Working Group.

Carmel Duffy's background is in health visiting and she is presently employed as a Deputy Programme Director with UNICEF UK Baby Friendly Initiative. This role involves developing new tools and resources to support best practice, leading assessments and facilitating courses.

Booking

Please confirm your attendance by returning the enclosed booking form by post or fax. Booking forms are also available to download or submit online at www.healthpromotionagency.org.uk/breastfeeding

Confirmation of a place will be sent on receipt of your application. Places are limited and will be issued on a first come first served basis.



**Health
Promotion
Agency**



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Northern Ireland Breastfeeding Coordinators Forum

Annual training seminar

The UK Infant Feeding Survey 2005 findings confirm that breastfeeding initiation rates are increasing in Northern Ireland. However, helping women sustain a decision to breastfeed continues to represent a significant challenge for health professionals and voluntary breastfeeding supporters. This includes building a mother's confidence in her ability to breastfeed and assessing growth and wellbeing of the breastfed infant.

The World Health Organisation (WHO) has published new WHO Child Growth Standards. These growth reference charts have been piloted in England in the last year and will eventually be used in Northern Ireland. In the past, health professionals have been concerned that our existing UK90 weight charts do not match the growth of exclusively breastfed babies. The new growth reference charts have implications for practice which may still present a challenge to health professionals and breastfeeding mothers.

The seminar will provide insight into managing poor weight gain in the breastfed baby and how the new growth reference charts can be used to monitor growth.

The UNICEF UK Baby Friendly Initiative (BFI) has recently undertaken a review of best practice standards for community settings. The review recognised the need to develop effective antenatal and postnatal breastfeeding interventions to support breastfeeding. The new changes to the BFI community standards have been made in line with the National Institute for Health and Clinical Excellence (NICE) Maternal and child nutrition guidelines.

The seminar also aims to support health professionals to adopt the changes which will be required to fully implement UNICEF UK Baby Friendly Initiative in community settings.

Potential participants

Places are open to members of the Breastfeeding Coordinators Forum, midwives, health visitors, paediatric nurses, Sure Start staff and voluntary breastfeeding supporters.

Date and time

3 March 2009, 12.30pm to 4.30pm, including lunch

Venue

Lough Neagh Discovery Centre, Oxford Island, Craigavon

Cost

There is no cost for this seminar.

Closing date for applications

23 February 2009

Seminar programme

12.30 Lunch

13.00 Welcome and overview

Janet Calvert

13.10 WHO Child Growth Standards – what you need to know

Dr Magda Sachs

14.00 Changes to BFI in the community

Dr Carmel Duffy

14.45 Tea and coffee

15.00 Assessing effective growth in breastfed babies – case studies

Dr Magda Sachs

15.45 Antenatal and postnatal breastfeeding interventions

Carmel Duffy

16.30 Evaluations and close