

Developing and sustaining peer support programmes for breastfeeding

10 May 2006



**Health
Promotion
Agency**



www.breastfedbabies.org

Health Promotion Agency for Northern Ireland

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Background

Northern Ireland has the lowest incidence of breastfeeding in the UK. At the time of birth around 54% of all mothers here will breastfeed, but by six weeks this figure has dropped to 26% and by six months only 10% will still be breastfeeding.

Breastfeeding has many substantial health benefits for children, including a reduction in gastroenteritis, ear, chest and urinary infections, childhood diabetes, asthma and eczema. Mothers who breastfeed have a reduced risk of breast and ovarian cancer, osteoporosis and type 2 diabetes. The longer breastfeeding continues, the more substantial the health benefits. Breastfeeding is less prevalent in disadvantaged families and research evidence shows that breastfeeding has potential to significantly reduce health inequalities.

Recent evidence from the National Institute for Health and Clinical Excellence outlines the need for multi-faceted interventions which include the development and maintenance of mother to mother breastfeeding peer support programmes.

Aims

- to share evidence of the effectiveness of breastfeeding peer support;
- to report on local approaches to encouraging breastfeeding through peer support;
- to explore the need to develop and sustain breastfeeding peer support programmes at local level.

Potential participants

This seminar is aimed at health and social services commissioners, Investing for Health Partnership managers, health promotion coordinators and key stakeholders working in health promotion and public health.

Date and time

Wednesday 10 May 2006, 10.00am-2.00pm, including lunch.

Venue

Ross Park Hotel, Kells

Cost

There will be no cost to participants for this seminar.

Closing date for applications

1 May 2006

Booking information

Further copies of this application form are available from www.healthpromotionagency.org.uk/breastfeeding

Programme

- 10.00am** Registration, scones, tea and coffee
- 10.15am** Welcome
- 10.30am** **Breastfeeding and peer support**
Gerry Bleakney, Health Promotion Commissioner, Eastern Health and Social Services Board
- 10.50am** **The 'Little Angels' project**
Sue Henry, Infant Feeding Coordinator, Blackburn
Kirsty Hymers, Peer Support Worker, Blackburn
- 11.35am** Tea and coffee
- 11.50am** **Breastfeeding peer support in North and West Belfast**
Mary McCormick, Midwife, Smile Surestart
- 12.05pm** **The Women's Health Initiative and breastfeeding peer support**
Donna Sloan, Project Coordinator, Mullaghbawn Community Centre
- 12.20pm** **Using the La Leche League Peer Support Programme**
Sandra Gordon, Health Visitor, Newtownabbey Surestart
- 12.35pm** **The role of community peer support breastfeeding coordinator**
Audrey Moore, Breastfeeding Coordinator, Altnagelvin Area Hospital
- 12.50pm** Questions and discussion
- 1.20pm** Lunch