

## Acknowledgements

This DVD has been developed in partnership by the UNICEF UK Baby Friendly Initiative and the Health Promotion Agency for Northern Ireland. It aims to assist in the implementation of recognised best practice standards for breastfeeding by providing clear guidance on effective approaches to positioning and attachment, and the hand expression of breastmilk.

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## Use of the DVD

This DVD is intended for use by breastfeeding educationalists, health professionals and support workers who provide practical support to breastfeeding mothers. It is designed to assist with the implementation of the UNICEF UK Baby Friendly Initiative best practice standards for breastfeeding. Specifically, it constitutes a teaching resource for use in breastfeeding training programmes that contain a practical clinical skills element.

## Conditions of us

This DVD may be used for teaching purposes only, within the context of a staff training programme. It is NOT intended for use in a public forum, nor for viewing by expectant women, new mothers or their families. In obtaining this DVD, the user agrees to these conditions.

## Copyright

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An educational resource that provides clear guidance on effective approaches to breastfeeding skills training, this DVD is essential viewing for anyone involved in providing breastfeeding education.





