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# Keeping abreast

## New breastfeeding skills DVD is a first for HPA

The Health Promotion Agency for Northern Ireland (HPA) and UNICEF UK Baby Friendly Initiative have joined forces to produce the first *Teaching breastfeeding skills* DVD available in the UK. The primary aim of the DVD is to assist health professionals in the implementation of best practice standards for breastfeeding and it will be an invaluable tool for anyone involved in providing breastfeeding skills training. The production of the DVD was a first for the HPA and this important new resource was launched by Janet Calvert, Regional Breastfeeding Coordinator, at the

UNICEF UK Baby Friendly Initiative 2007 conference, held in Belfast at the Waterfront Hall.

The *Teaching breastfeeding skills* DVD provides clear guidance on effective approaches to positioning and attachment, hand expression of breastmilk and supervised clinical practices. The skills section features Janet explaining and demonstrating how learners can be assisted to improve their practical skills in supporting mothers with breastfeeding. The three mothers who star in the DVD are from Northern Ireland and are featured with their babies in a variety of settings.

Support for the DVD was provided by healthcare staff from the Royal Jubilee Maternity Hospital, the Northern Health and Social Care Trust and the South Eastern Health and Social Care Trust.

This new teaching resource will be widely used throughout the UK and beyond, and will become an important aid to improving breastfeeding outcomes. The DVD can be obtained from the HPA free of charge to anyone providing breastfeeding training in Northern Ireland. If you would like more details about the DVD, please contact Janet Calvert on 028 9031 1611.



Front row (L-R) pictured are the three mothers and their babies who feature in the DVD: Traci Bettes and baby Ruby, Janice Surgenor and baby Robert and Julie Fitzsimmons and baby Thomas. Back row (L-R) Sue Ashmore, Programme Director UNICEF UK Baby Friendly Initiative and Janet Calvert, Regional Breastfeeding Coordinator.

# National Breastfeeding Awareness Week

As ever, many of you were involved in special events promoting breastfeeding in your communities during National Breastfeeding Awareness Week 2007. These are just a few of the events you organised.

## ABC balloon release



The members of the ABC volunteer breastfeeding support group release balloons in the Diamond, Castlederg.

The ABC volunteer breastfeeding support group in Castlederg held a fundraising day to celebrate NBAW. The event, which included a balloon release, aimed to promote the benefits of breastfeeding and diminish the stigma of breastfeeding in public places. The Castlederg group, formed just over two years ago, meets on Tuesday mornings in the Healthy Living Centre and offers breastfeeding advice and support to mums and mums-to-be.

## Partner support event in Dungannon Sure Start

Dungannon Sure Start held an event in the Children's Centre, Ballysaggart, which focused on the support dads can give to breastfeeding mums. Two new fathers spoke about their experiences and the practical things dads can do to help their partners. Prospective fathers and their partners found the event very useful and informative. The day finished with lunch and an opportunity for everyone to socialise and discuss what they'd heard.



Mums, dads and babies enjoyed the event organised by Dungannon Sure Start.



# Cullybackey High School

Pupils from Cullybackey High School took part in a competition to promote the health benefits of breastfeeding. In keeping with the HPA media campaign's recent focus on fathers, the theme of the competition was "what dads should know about breastfeeding".

Gillian Anderson, Breastfeeding Coordinator for Antrim Area Hospital, highlighted the importance of support and encouragement from dads when mums choose to breastfeed, and the other ways in which they can get involved with caring for the baby.



Pictured (from left): Home Economics teacher Heather McCloy, competition runner-up Sarah Irvine, Antrim Area Hospital Breastfeeding Coordinator Gillian Anderson and competition winner Stacey Boardman. Photo by John McIlwaine.

## "Yummy mummies" club

Yummy mummies from breastfeeding support groups within the Causeway area held coffee mornings in Armoyle, Ballycastle, Ballymoney, Bushmills and Coleraine during NBAW.

The cafés chosen to host the events were members of the *Breastfeeding welcome here* scheme, which supports and promotes a mother's right to feed her baby in public places.



Members of the Yummy Mummies Ballymoney group who supported breastfeeding awareness week at Coffee Capital, Ballymoney. Photo provided by the Coleraine Chronicle, photographer Paul Smith.

# National Breastfeeding Awareness Week continued

## Castlewellan coffee morning

In Castlewellan, mothers, babies and toddlers attended a coffee morning in the Hillyard House Restaurant hosted by midwives Aine Maginn, Esther Hill and Teresa McDowell. The event included a raffle of prizes donated by local businesses, so that winning mums could enjoy pampering themselves a little.



Mothers and babies attending the coffee morning with midwives Esther Hill, Teresa McDowell and Aine Maginn.

## Magic Milk Club

Mums-to-be in North Belfast were invited to attend the Magic Milk Club run by community midwife Sinead Lynch and nurse Rhonda Wright. Situated in North Belfast, an area with low numbers of breastfeeding mums, the breastfeeding support group aims to increase the awareness of breastfeeding and highlight the benefits for health. The group meets every Wednesday at the Trauma Centre on the Cliftonville Road from 11am to 12.30pm and provides an opportunity for breastfeeding mums to share tips and support each other.



Mum Aisleen Clenaghan with community midwife Sinead Lynch and nurse Rhonda Wright

## Time to start planning for next year...

National Breastfeeding Awareness Week 2008 (12–19 May) will focus on the importance of effective support in encouraging mothers to stick with breastfeeding, particularly for mothers who are combining breastfeeding with working outside the home. The HPA will be producing new promotional

materials, including an information leaflet on how to combine breastfeeding with employment. The need for better support for mothers who are returning to work is highlighted by the results of the 2005 Infant Feeding Survey, which shows that more mothers in Northern Ireland

are returning to full-time work before their baby is six months old. Employers here are also less supportive in accommodating mothers who want to express and store breastmilk at work. The new leaflet and promotional materials will be distributed in April.



# Celebrating breastfeeding at Stormont

On 14 May 2007, a celebratory event for breastfeeding was held in the Long Gallery at Parliament Buildings. The aim was to highlight the importance of breastfeeding as a public health issue and to acknowledge the work of all those who support breastfeeding families.

The event was organised by the HPA and the DHSSPS Breastfeeding Strategy Implementation Group. The parliamentary sponsor was Ms Anna Lo, Alliance MLA for Belfast South, and speakers included Dr Brian Gaffney, Chief Executive of the HPA, Dr Michael McBride, Chief Medical Officer, and Mr Craig Masters, father of baby Holly, both of whom feature on a poster developed by the HPA for National Breastfeeding Awareness Week 2007.

There were over 100 guests including health commissioners, health professionals, voluntary breastfeeding counsellors, Sure Start workers, breastfeeding support workers and members of breastfeeding support groups, as well as a number of mums, dads and babies.



Front row: Natalie and Craig Masters with baby Holly. Middle row: Anna Lo, MLA and Dr Brian Gaffney, Chief Executive, HPA. Back row: Dr Michael McBride, Chief Medical Officer.

## New Chairperson for Breastfeeding Strategy Implementation Group

Since 1999, the DHSSPS Breastfeeding Strategy Implementation Group (BSIG) has been working to ensure ongoing implementation of the Breastfeeding Strategy for Northern Ireland. In recent years the Health Promotion Agency has become responsible for the administration and facilitation of BSIG. This year, Dr Elizabeth Reaney, Senior Medical Officer for Maternal and Child Health, has become the new chairperson of this group. Dr Reaney has

completed her specialist training in public health medicine to consultant level and previously worked in community paediatrics for 12 years. The strategy group is delighted to have a chairperson with such relevant experience and expertise. Janet Calvert, Regional Breastfeeding Coordinator, will be working closely with Dr Reaney to promote and assist the ongoing implementation of the Breastfeeding Strategy for Northern Ireland.

# Baby Friendly news

## Altnagelvin Area Hospital maintains Baby Friendly accreditation



John Doherty, Director of Women and Children's Services for Western Health and Social Care Trust is pictured here receiving the UNICEF UK Baby Friendly re-accreditation for Altnagelvin Area Hospital from Janet Calvert,

Regional Breastfeeding Coordinator. Altnagelvin was first accredited as Baby Friendly in 2000 and has managed to successfully maintain recognised best practice standards for breastfeeding since then. Also pictured

are Kate McDade, Assistant Director of Healthcare Women and Children's, Audrey Moore and Deirdre Gill, Breastfeeding Coordinators along with staff of maternity services and mum Sarah Webster with baby Finn.

## North and West Belfast Sure Starts make progress towards becoming Baby Friendly

In a presentation at Belfast Castle during National Breastfeeding Awareness Week, North and West Belfast Sure Starts were awarded the UNICEF UK Baby Friendly Initiative Certificate of Commitment. Clan Mor, Glenbrook, Shankill and Smile Sure Starts have been working together on improving breastfeeding support for several years now. This joint approach helps ensure resources are used efficiently and that support staff and health professionals in these areas are able to improve the care they provide to breastfeeding families.



Pictured at the presentation (front row L-R) are Margaret McClean, Clan Mor Sure Start, Irene Cooke, Shankill Sure Start, Mary McCormack, Smile Sure Start, Janet Calvert, Regional Breastfeeding Coordinator and Liz Fleming of Glenbrook Sure Start. Back row includes breastfeeding mothers and babies from North and West Belfast.



# Investigations for breast cancer during lactation

**Breastfeeding is shown to reduce the risk of both pre and post-menopausal breast cancer and for each total year a woman breastfeeds the risk of breast cancer is reduced by 4.3%.<sup>1</sup> Pregnancy associated breast cancer, defined as a diagnosis of breast cancer during pregnancy or up to one year following childbirth, is rare and occurs in one in every 3,000–10,000 pregnancies.<sup>2</sup>**

The normal physiological breast changes which occur during pregnancy and lactation can make clinical examination and interpretation of diagnostic procedures difficult. However, it is important that health care professionals do not ignore any breast lumps in lactating women. Most breast cancers in lactating women are detected as a palpable painless lump, which can be mistaken for a blocked milk duct.<sup>2</sup> If a breast lump has not resolved after three days of relief measures such as massage and expression of breastmilk, then medical referral is necessary.

It is distressing for both mother and baby to stop breastfeeding suddenly and it is also not always diagnostically beneficial, so this should be avoided prior to diagnosis and treatment.<sup>3</sup> All appropriate investigations as deemed necessary by breast care specialists, such as ultrasonography, mammography, needle aspiration or breast biopsies, should be used to investigate breastfeeding women within the usual timescales for non-lactating women.<sup>4</sup>

1. Collaborative Group on Hormonal Factors in Breast Cancer. Breast cancer and breastfeeding: collaborative reanalysis of individual data from 47 epidemiological studies in 30 countries, including 50,302 women with breast cancer and 96,973 women without the disease. *Lancet* 2002;360: 187-95.
2. Eedarapalli P and Jain S. Breast cancer in pregnancy. *Journal of Obstetrics and Gynaecology*. 2006; 26 (1): 1-4.
3. Swinford A et al. Mammographic appearance of the breasts during pregnancy and lactation, false assumptions. *Acad Radiol*. 1998; 5: 467-472.
4. Helewa M et al. Breast cancer, pregnancy, and breastfeeding. *Journal of Obstetrics and Gynaecology Canada*. 2002; 24 (2): 164-71.

## Breastfeeding in Northern Ireland

The UK Infant Feeding Survey 2005 was published online in May this year. This five yearly report enables us to make comparisons about infant feeding practices throughout the UK and specifically it allows us to track progress and identify priority areas for action. Responses from mothers living in Northern Ireland provide particularly useful insight into infant feeding practices here and the issues which impact on decision making.

Some facts about breastfeeding in Northern Ireland:

- Women in Northern Ireland remain the least likely to breastfeed in the UK, although there has been an increase in breastfeeding rates here over the past 10 years, from 45% in 1995 to 54% in 2000, rising to 63% in 2005.
- The prevalence of breastfeeding in Northern Ireland has also increased in babies up to the age of nine months. However, we still have a large number of mothers stopping breastfeeding early and by six months three quarters of those who started have stopped breastfeeding, compared to two thirds in England and Wales.
- Mothers in Northern Ireland were most likely to have received advice about the health benefits of

breastfeeding, 88% compared to 78% in England. The survey also showed that mothers here top the poll in knowing just how important breastfeeding is, with 83% being able to state an actual health benefit of breastfeeding.

- There is still a lot of work to do to ensure mothers are well supported to continue with their decision to breastfeed. As in the 2000 Infant Feeding Survey, this 2005 survey shows that throughout the UK nine out of 10 mothers gave up breastfeeding before they wanted to and the main reason why women give up in those early weeks and months is because they are concerned they don't have enough milk.
- Mothers in Northern Ireland are least likely to breastfeed their baby in public, with only 40% reporting they have breastfed outside their home, compared to 55% in Scotland.
- The survey also shows that here in Northern Ireland more mothers are returning to full-time work before their babies are six months old and fewer have supportive work environments to enable them to express breastmilk at work.

The full report can be viewed on [www.dh.gov.uk](http://www.dh.gov.uk)

# Research in brief

## New evidence confirms the importance of breastfeeding

### Evidence on the long-term effects of breastfeeding. Systematic reviews and meta-analyses

While evidence shows that breastfeeding brings clear short-term benefits for child health by reducing mortality and morbidity from infectious diseases, the evidence on long-term effects of breastfeeding is important in the further promotion of breastfeeding.

The World Health Organization commissioned a series of systematic reviews to assess the long-term effects of breastfeeding on blood pressure, diabetes, serum cholesterol, overweight and obesity, and intellectual performance.

The review on the effect of breastfeeding on blood pressure included 30 and 25 estimates for systolic and diastolic blood pressure. In a random-effects model, both systolic (mean difference: -1.21 mm Hg; 95% confidence interval (CI): -1.72 to -0.70) and diastolic (mean difference: -0.49 mm Hg; 95% CI: -0.87 to -0.11) blood pressures were lower among breastfed subjects.

Evaluation of studies on the effect of breastfeeding on total cholesterol suggests that the association varies with age. While no significant effect was observed for children or adolescents, mean cholesterol levels among adults (>19 years) who were breastfed were lower than for subjects who had not

been breastfed (mean difference: -0.18; 95% CI: -0.30 to -0.06 mmol/L).

Results from a meta-analysis of 39 studies on the effect of breastfeeding on prevalence of overweight/obesity showed that breastfed individuals were less likely to be considered as overweight and/or obese (pooled odds ratio of 0.78; 95% CI: 0.72–0.84).

The review investigated the relationship between breastfeeding and risk of type 2 diabetes. The meta-analysis included five studies and reported a protective effect for breastfeeding with a pooled odds ratio of 0.63 (95% CI: 0.45–0.89) in breastfed compared to non-breastfed subjects. However, the authors concluded that at this stage it is not possible to draw firm conclusions about the long-term effects of breastfeeding on the risk of type 2 diabetes.

The effect of breastfeeding on intellectual performance was investigated using eight studies which controlled for intellectual stimulation at home and recorded information on feeding in infancy in which the duration of breastfeeding was of at least one month. Results from the meta-analysis showed that breastfeeding is associated with increased cognitive development in childhood. Performance in intelligence tests was higher among those subjects who had been breastfed (mean difference: 4.9; 95% CI: 2.97–6.92). Evidence from studies on school

performance in late adolescence or young adulthood also suggests that breastfeeding is positively associated with educational attainment.

The available evidence suggests that breastfeeding may have long-term benefits. Subjects who had been breastfed were found to have a lower mean blood pressure and lower total cholesterol, and showed higher performance in intelligence tests. Furthermore, the prevalence of overweight/obesity and type 2 diabetes was lower among breastfed subjects.

*Horta BL, Bahl R, Martines JC, Victora CG. Evidence on the long-term effects of breastfeeding. Systematic reviews and meta-analyses. Geneva: World Health Organization (WHO), 2007.*

[http://www.who.int/child-adolescent-health/New\\_Publications/NUTRITION/ISBN\\_92\\_4\\_159523\\_0.pdf](http://www.who.int/child-adolescent-health/New_Publications/NUTRITION/ISBN_92_4_159523_0.pdf)





## Breastfeeding and maternal and infant health outcomes in developed countries

A recent report prepared for the Agency for Healthcare Research and Quality (USA) reviewed the evidence on the effects of breastfeeding on short- and long-term infant and maternal health outcomes in developed countries. This adds weight to the argument that breastfeeding is vitally important for healthy outcomes outside of the developing world.

The authors concluded that a history of breastfeeding was associated with a reduction in the risk of acute otitis media, non-specific gastroenteritis, severe lower respiratory tract infections, atopic dermatitis, asthma (young children), obesity, type 1 and type 2 diabetes, childhood leukaemia, sudden infant death syndrome and necrotizing enterocolitis.

There was no relationship between breastfeeding in term infants and cognitive performance. The relationship between breastfeeding and cardiovascular diseases was unclear. The relationship between breastfeeding and infant mortality in developed countries was also unclear.

For maternal outcomes, a history of lactation was associated with a reduced risk of type 2 diabetes, breast and ovarian cancer. Interestingly the effect of breastfeeding in mothers on return to pre-pregnancy weight was negligible and the effect of breastfeeding on postpartum weight loss was unclear. Early cessation of breastfeeding or not breastfeeding was associated with an increased risk of maternal postpartum depression.

*Ip S, Chung M, Raman G, Chew P, Magula N, DeVine D, et al. Breastfeeding and maternal and infant health outcomes in developed countries. Rockville: Tufts-New England Medical Centre Evidence-Based Practice Centre, 2007.*

<http://www.ahrq.gov/downloads/pub/evidence/pdf/brfout/brfout.pdf>



## Landmark report recommends breastfeeding to prevent cancer

The World Cancer Research Fund and the American Institute for Cancer Research have published the most comprehensive report ever on the link between cancer and diet, physical activity and weight.

One of only ten recommendations outlined in the report, is that women should aim to breastfeed their baby exclusively for six months, and then continue with complementary breastfeeding after that. The authors state that 'there is convincing evidence that breastfeeding protects against pre-menopausal and post-menopausal breast cancer. There is also limited evidence that it protects against cancer of the ovary. There is also evidence that being breastfed probably protects babies from

becoming overweight or obese in later life.'

This is the first major report concerned with the prevention of cancer to make a recommendation specifically on breastfeeding, to prevent breast cancer in mothers and to prevent overweight and obesity in children. This recommendation, derived from the evidence on being breastfed, has also a special significance, indicating that policies and actions designed to prevent cancer need to be directed throughout the whole life course, from the beginning of life.

Searches at nine academic institutions across the world for studies published since records began in the 1960s

initially found half a million – 7,000 of which were judged to be the most relevant and robust for inclusion in the report. It includes 10 recommendations from a panel of 21 world-renowned scientists, representing the most definitive and authoritative advice that has ever been available on how the general public can prevent cancer. UNICEF and the World Health Organization were among the official observers of the report's process.

*World Cancer Research Fund, American Institute for Cancer Research. Food, nutrition, physical activity and the prevention of cancer: a global perspective. Washington DC: AICR, 2007.*

[http://www.dietandcancerreport.org/downloads/Second\\_Expert\\_Report.pdf](http://www.dietandcancerreport.org/downloads/Second_Expert_Report.pdf)

# Baby Friendly conference a great success in Belfast

The 10th UNICEF UK Baby Friendly Initiative conference was held in Belfast for the first time on 11-12 October. This event attracted 675 delegates from the UK and Ireland, as well as international visitors. A number of voluntary breastfeeding support workers and health professionals from here were supported to attend the conference which meant that in total almost 300 delegates from Northern Ireland were able to benefit from the most important and prestigious event on the breastfeeding calendar.

In a varied conference programme, international, national and local speakers delivered presentations on current research, practice and topical issues in the area of breastfeeding.

Professor Peter Hartman and Donna Geddes reported on the research being undertaken within the Human Lactation Research Group at the University of Western Australia on the physiology and mechanisms of breastfeeding. They highlighted how a greater understanding of the control of initiation and establishment of lactation in women who deliver pre-term, and investigations into infant sucking during breastfeeding using ultrasound and intra-oral vacuums, can help in the diagnosis of feeding difficulties and in the development and monitoring of clinical interventions.

In terms of the Baby Friendly Initiative, presentations provided positive updates on the staged approach which has been in use since January 2007 and recent facilities which have been successful in obtaining Baby Friendly accreditation. Sally Tedstone from St Michael's Hospital, Bristol, reported on how the staged process had enabled them to manage and implement the process successfully within a large unit, and how the simplified process and clearer pathway enabled them to work systematically through stages and undertake the assessment in 'bite-sized

chunks', building staff confidence and creating momentum for change.

The University of Paisley was one of the first higher education institutes to receive Baby Friendly accreditation for the three year pre-registration Bachelor of Science in Midwifery course. Maria Cummings highlighted the importance of providing students with the knowledge and skills to support breastfeeding mothers and to protect, promote and support breastfeeding, and discussed how the course curriculum had been developed to incorporate Baby Friendly standards.

Karin Cadwell and Cindy Turner-Maffei from the USA had delegates up on their feet during an engaging presentation on how the perceptions and representation of breastfeeding in art and media has changed through history, from *Madonna Lactans* in the 14th and 15th century up to modern day episodes of the Simpsons and Little Britain.

In a thought-provoking presentation, Professor Mary Renfrew from the

University of York examined the concept of breastfeeding rights in relation to the issues of poverty, inequality and the disempowerment of women, and highlighted the need to recognise low breastfeeding rates as an issue which must be addressed at a societal level and not at that of the individual.

In terms of practice, Dr Wendy Jones highlighted a need for a greater understanding among practitioners of the risks and benefits of prescribing for the breastfeeding mother, while Gill Rapley emphasised the importance of clear and consistent messages in promoting the introduction of solid foods from six months in line with WHO recommendations.

Lunch and breaks provided opportunities for delegates to network and visit exhibition stands, where they were encouraged to give their support for the UK Breastfeeding Manifesto and for the full implementation of the WHO International Code of Marketing of Breastmilk Substitutes in the UK.



Front row (L-R): Dr Liz Reaney, Senior Medical Officer, Dr Liz Mitchell, Deputy Chief Medical Officer, and Janet Calvert, Regional Breastfeeding Coordinator, with some of the local delegates at the UNICEF UK Baby Friendly Initiative conference.





# Breastfeeding matters

by Kristy-Lee Greene

I took up my post as breastfeeding advocate with Causeway Trust in July 2005. The post was initially funded by the Northern Investing for Health Partnership for two years. The breastfeeding advocate post was unique not only by name but also in that it would involve working on the interface between statutory, community and voluntary projects. The outcome would hopefully be an increase in breastfeeding initiation and duration rates within Sure Start and Health Action Zones in the area and a more cohesive, sustainable approach to breastfeeding promotion both practically and strategically among the three sectors.

Shortly after coming into post I asked a local Sure Start coordinator what they were doing for breastfeeding mothers to be told that they didn't really exist in their area! I soon learned that this incredible statistic was almost true. The breastfeeding rate in that local estate for the three months before I came to post was 8%. Sure Start staff made contact with the family when the babies were four weeks old and of course by then the precious few that had initiated breastfeeding had given up at the first hurdle. I braced myself for an uphill climb and knew that a dynamic, innovative, imaginative and collaborative

approach would be essential. A joint approach between that Sure Start project and the breastfeeding advocate has brought about a breastfeeding action group with user representation, a breast pump loan scheme, training for family visitors, breastfeeding sessions at antenatal and teen antenatal programmes, development of breastfeeding groups within the Sure Start area and fun events such as Baby Fairs. The most recent breastfeeding initiation rate for that same estate is 57%. What a great feeling!

We have just celebrated the launch of Causeway locality's (NHSCT) breastfeeding peer support scheme (HUNNI - Helping U Nurse as Nature Intended). Eleven mums have successfully completed a 40 hour training programme and are ready to provide the much needed support for breastfeeding mothers alongside the statutory and community sector. Over 50% of the volunteers are from Sure Start areas.

Having given birth to my third daughter in December 2006, I believe passionately in the importance of breastfeeding. I worked in the neonatal unit in the Royal for four years which allowed me to see at first hand the



impact breastmilk had on the wellbeing of premature and vulnerable babies. However, experience as a health visitor encouraged me to address the realities of continued breastfeeding in our culture and ways of supporting women in discovering the skills and knowledge required for successful breastfeeding. I find many women that I talk to are still fascinated by this notion that breastfeeding offers so much more to the mother child relationship than just 'feeding'. For many that is a new phenomenon. It allows the mother to 'be' with her baby. I find that when comforting, protecting and soothing my baby breastfeeding seems to play such a huge role in that too.

My aim as breastfeeding advocate remains to bring real feeding choices to mothers as there is still so much to learn about breastfeeding within our local communities and many myths still to dispel!

## UNICEF audit and education workshops held

The HPA continues to support those who are involved in leading breastfeeding initiatives and providing breastfeeding training by helping to ensure they can benefit from the UNICEF audit and education workshops. Bringing

these workshops to Northern Ireland means trusts do not have to send staff to England for these important workshops and thus helps to reduce training costs. Breastfeeding coordinators and project leaders from each of our

five health and social care trusts and some Sure Start projects were able to take up the opportunity to attend these very useful workshops which were held on 19 and 20 September in Clotworthy Arts Centre, Antrim.

## Conferences and courses

### All Island Breastfeeding Conference 2008

21 October 2008

Organised by the HPA and the HSE, venue to be confirmed.

For further details email Janet Calvert on [j.calvert@hpani.org.uk](mailto:j.calvert@hpani.org.uk)

### La Leche League of Ireland Conference 2008

8–9 March 2008

The West County Hotel, Ennis, County Clare

For more information contact Maire Morrissy on 00353 1494 4429

or Jan Cromie on 00353 74913 2003.

### Lactation Consultants of Great Britain Conference, Master

#### Classes and AGM

28–29 March 2008

Village Hotel and Leisure Centre, Leeds

Further details are available from [www.lcgb.org/study.htm](http://www.lcgb.org/study.htm)

### Association of Breastfeeding Mothers Conference 2008

21 June 2008, London

Key speaker: Suzanne Colson

For more information contact Karla Mercy on 08444 122 948

### UNICEF UK Baby Friendly Initiative Annual Conference 2008

26–27 November 2008

Glasgow Exhibition Centre

Further details will be available from [www.babyfriendly.org.uk](http://www.babyfriendly.org.uk)

### Breastfeeding update

12 June 2008

Beeches Management Centre, Craigavon

For details contact Liz McGourty or Fiona Bradley on 028 9056 1353,

or email [enquiries@cladybmc.n-i.nhs.uk](mailto:enquiries@cladybmc.n-i.nhs.uk)

### Successful breastfeeding: the evidence and the practice

23–24 January 2008

Beeches Management Centre,  
Craigavon

14–15 May 2008

Beeches Management Centre,  
Craigavon

24–25 September 2008

Knockbracken Health Care Park,  
Belfast

For details contact Liz McGourty or Fiona Bradley on 028 9056 1353,

or email [enquiries@cladybmc.n-i.nhs.uk](mailto:enquiries@cladybmc.n-i.nhs.uk)



**Health  
Promotion  
Agency**



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#### Editorial office

Health Promotion Agency for Northern Ireland, 18 Ormeau Avenue, Belfast, BT2 8HS.

Telephone: 028 9031 1611  
(Voice/Minicom)

Fax: 028 9031 1711

[www.healthpromotionagency.org.uk](http://www.healthpromotionagency.org.uk)

## Breastfeeding welcome more places than ever



Now entering into its third year, the **Breastfeeding welcome here** scheme is going from strength to strength! The scheme now has 125 fully registered members and a further 14 are currently going through the accreditation process. Membership is drawn from a wide range of premises including restaurants and coffee shops, community, leisure and civic centres, town halls, libraries and country parks. All businesses open to the general public are eligible to apply. Recent additions to the scheme include Shakers

Gourmet Sandwich and Catering Company, Ballymoney Library, Jazz Hair and Loughgall Country Park.

The scheme is run in partnership with breastfeeding support groups throughout Northern Ireland and we would like to express our thanks to all those mothers and health professionals who continue to work hard to promote the scheme in their local areas.

Details of the scheme and the full list of members can be found at [www.breastfedbabies.org](http://www.breastfedbabies.org). If you are interested in promoting the scheme in your area, please call Janet Calvert at the HPA on 028 9031 1611.