



# Breastfeeding really matters

An all-island breastfeeding conference

17 May 2005 at the Waterfront Hall, Belfast

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On behalf of the Health Promotion Agency for Northern Ireland and the Health Promotion Unit of the Department of Health and Children, Republic of Ireland, we would like to invite you to attend the first all-island breastfeeding conference in the Waterfront Hall, Belfast.

Breastfeeding is now recognised as a significant public health issue, and research evidence is emerging which confirms just how important continued breastfeeding is to the health of both mother and baby.

The whole island of Ireland faces a particularly difficult challenge in relation to promoting, protecting and supporting breastfeeding. The all-pervading and entrenched nature of the bottle-feeding culture that prevails within Ireland, combined with the need for improved breastfeeding support within the health services and in society generally, has meant that we have the lowest breastfeeding rates in Europe.

This conference aims to inform health professionals, peer workers and voluntary breastfeeding counsellors of current best practice initiatives to enable them to offer the highest standards of care to breastfeeding families. In particular we will be highlighting the importance of keeping mothers and babies together.

We also aim to focus on the potential impact that breastfeeding can have on reducing health inequalities, as well as exploring the host of other reasons why 'breastfeeding really matters'.

**Mr Chris Fitzgerald**  
Principal Officer  
Health Promotion Unit  
Department of Health and Children

**Dr Brian Gaffney**  
Chief Executive  
Health Promotion Agency for  
Northern Ireland

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## KEYNOTE SPEAKER

We are delighted to have been able to secure Dr Nils Bergman as our keynote speaker for the first all-island breastfeeding conference.

Dr Bergman graduated at the University of Cape Town, and has worked in South Africa, Ciskei and Sweden, before going to work for seven years as Medical Superintendent and District Medical Officer at Manama Mission, Zimbabwe. Here, together with midwife Agneta Jurisoo, Dr Bergman developed and implemented Kangaroo Mother Care (KMC) for premature infants right from birth. This resulted in a five-fold improvement in survival of very low birth weight babies.

Dr Bergman introduced KMC to South Africa in 1995, and now, after five years, KMC has become official policy for care of premature babies in the hospitals of the Western Cape province. He has given keynote addresses on KMC at international conferences on six continents, and has published articles on a variety of subjects in medical journals. He continues to research and promote KMC.

Apart from his original degree, Dr Bergman holds a Diploma in Child Health, a Masters degree in Public Health, and a Doctoral degree in Clinical Pharmacology, on the effects of scorpion stings.

Dr Bergman currently lives and works in Cape Town, as Senior Medical Superintendent of the Mowbray Maternity Hospital (7,000 deliveries per year) and five Midwife Obstetric Units (11,000 deliveries per year).



## PROGRAMME

- |              |   |
|--------------|---|
| 9.00–10.00am | Registration and refreshments<br><br>Morning chairperson:<br><b>Mr Chris Fitzgerald</b> , Principal Officer,<br>Health Promotion Unit   |
| 10.15am      | Opening remarks   |
| 10.30am      | <i>Skin to skin contact part 1</i><br><br><b>Dr Nils Bergman</b> , Senior Medical Superintendent,<br>Mowbray Maternity Hospital, Cape Town  |
| 11.30am      | Coffee  |
| 12.00pm      | <i>Skin to skin contact part 2</i><br><br><b>Dr Nils Bergman</b>  |
| 1.00pm       | Lunch<br><br>Afternoon chairperson:<br><b>Dr Brian Gaffney</b> , Chief Executive,<br>Health Promotion Agency  |
| 2.15pm       | <i>SIDS, bed-sharing and breastfeeding</i><br><br><b>Dr Peter Blair</b> , Medical Statistician, Division of<br>Child Health, University of Bristol                                    |
| 3.00pm       | <i>Implementing routine skin to skin contact</i><br><br><b>Margaret O'Leary</b> , Clinical Midwife Specialist<br>Lactation, Limerick hospital   |
| 3.20pm       | <i>Achieving Baby Friendly status in the community</i><br><br><b>Bridget Dougan</b> , Clinical & Social Care Governance<br>Facilitator, Homefirst Trust                               |
| 3.45pm       | <i>Breastfeeding reduces health inequalities<br/>during childhood</i><br><br><b>Prof Stewart Forsyth</b> , Consultant Paediatrician,<br>Ninewells Hospital and Medical School, Dundee |
| 4.30pm       | Evaluation and closing remarks  |

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## APPLICATION FORM Breastfeeding Conference

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Please complete all details in BLOCK CAPITALS. Please photocopy this form for each individual who wishes to attend.

First name

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Surname

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Job title

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Organisation

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Type of organisation

☐

Statutory

☐

Voluntary

☐

Community

Work address

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Work tel

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Email

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Please specify any dietary or access requirements

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Breastfeeding mothers are welcome to bring their babies.

## CONFERENCE FEES

Health Professionals £30 or €45

Voluntary Breastfeeding Support Workers £15 or €25

## PAYMENT

Please tick as appropriate:

- ☐ I enclose a cheque for the conference fee  
(Cheques should be made payable to the **Health Promotion Agency for Northern Ireland**)
- ☐ I wish to be invoiced  
(Please indicate who should receive the invoice)

**Name/Department**

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**Address**

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**Postcode**

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**Email**

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**Signature**

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**Date**

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## BOOKING

Please return this form by 6 May 2005 together with your payment details to:

Janet Stanage  
Support Services Administrator

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

Tel: 028 9031 1611 (voice/minicom)  
Fax: 028 9031 1711  
Email: [j.stanage@hpani.org.uk](mailto:j.stanage@hpani.org.uk)

Your booking will be confirmed upon receipt of conference fee, and a letter confirming your place with further details, location of the conference and suggested accommodation will be sent to you.

## CANCELLATION

75% of the conference fee will be reimbursed up to 14 days prior to the conference. Fees are non-refundable after this date.