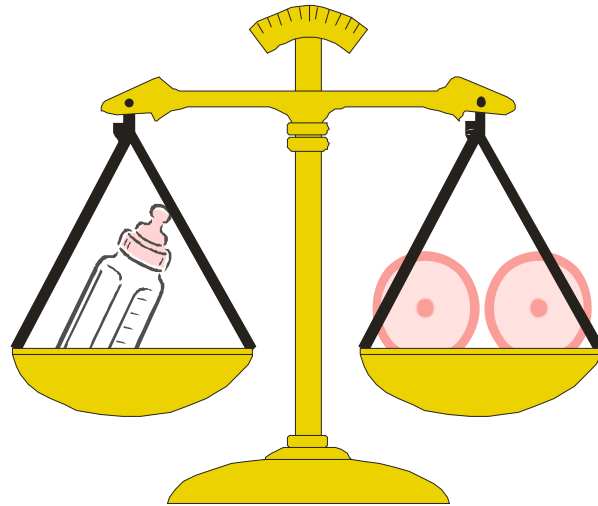


# A Big Welcome from the Infant Feeding Advisors




# WEIGHING THE BALANCE



# SHIFTING THE BALANCE



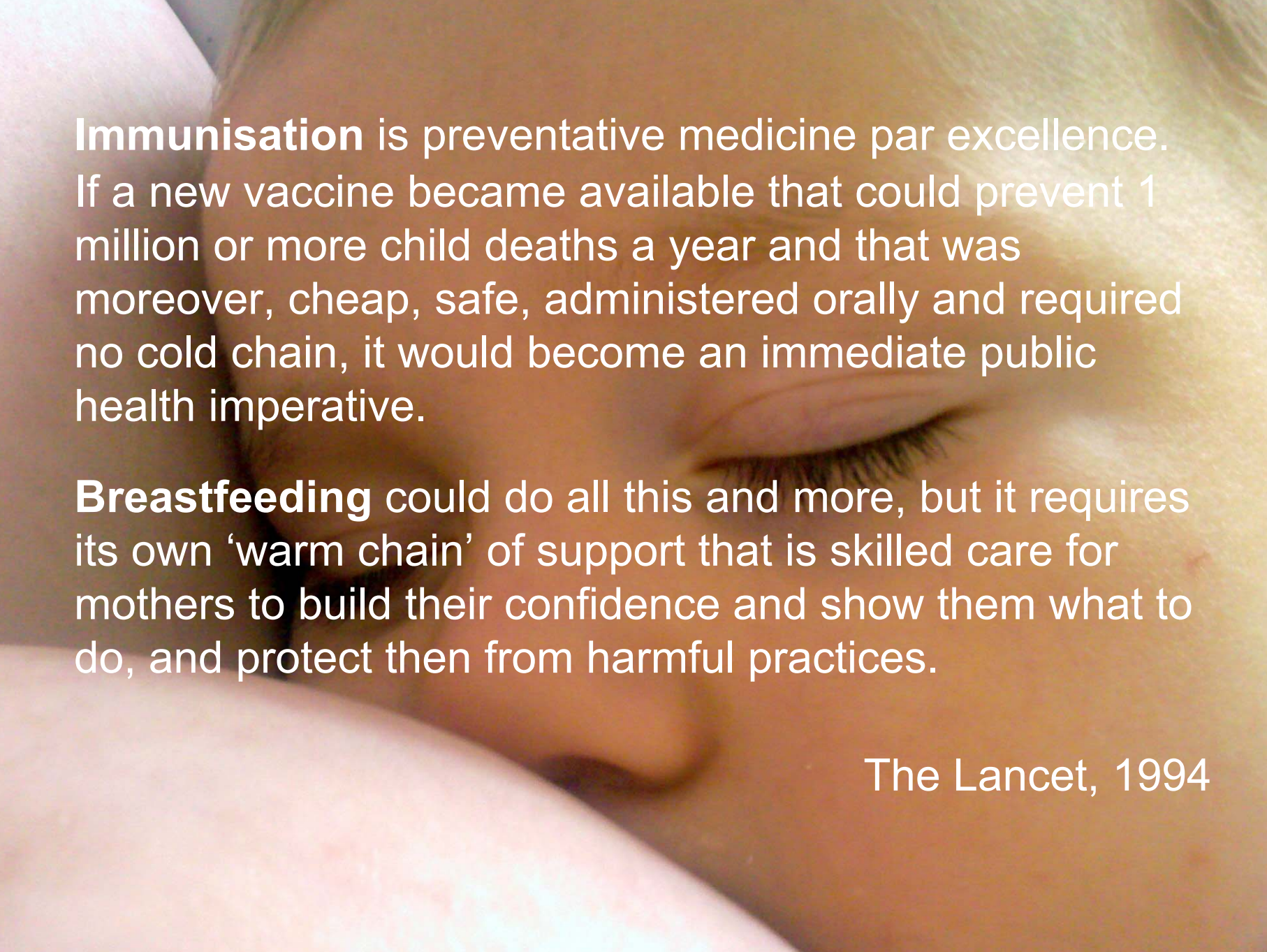
# HEAT Target

- 
- Increase the proportion of new born children exclusively breastfed at 6 – 8 weeks from 26.6% in 2006/2007 to 33.3% in 2010/2011

# Why Is Baby Friendly Important?

- Globally breastfeeding has been acknowledged as being the most important intervention in improving child health and is the key to reducing inequalities in socially disadvantaged groups.



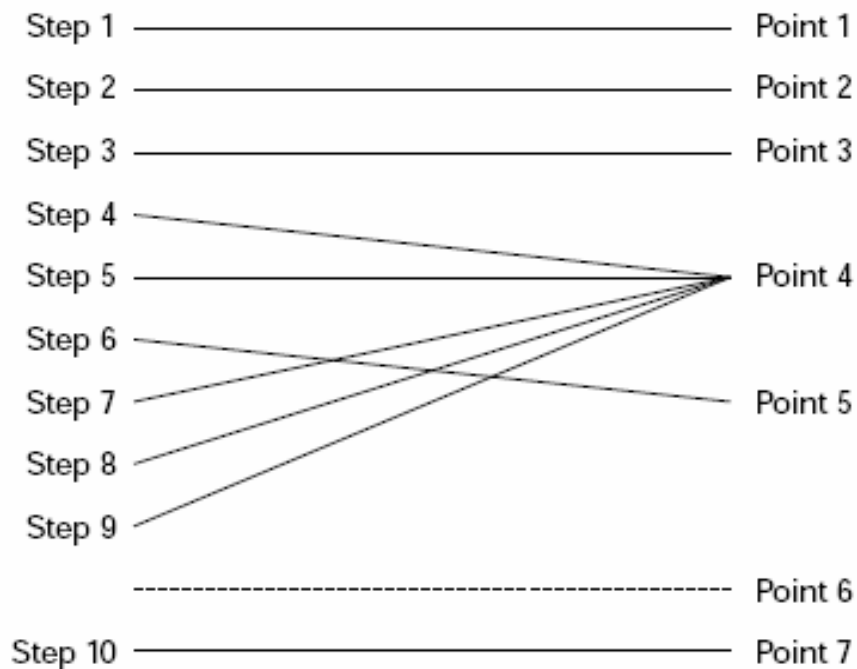


**Immunisation** is preventative medicine par excellence. If a new vaccine became available that could prevent 1 million or more child deaths a year and that was moreover, cheap, safe, administered orally and required no cold chain, it would become an immediate public health imperative.

**Breastfeeding** could do all this and more, but it requires its own 'warm chain' of support that is skilled care for mothers to build their confidence and show them what to do, and protect them from harmful practices.

The Lancet, 1994

## Relationship between the 10 steps and the 7 points





**Breastfeeding  
Trainers Network**

# Raigmore – has maintained BFI status

Christine Paul  
Fiona Cargill  
Etta Mackay  
Margy Macdonald



# Caithness General has achieved Stage 1 of BFI

Avril Andrews  
Margaret Hart



A scenic landscape featuring a paved road that curves through lush green fields. In the background, a small village is visible, followed by rolling hills and mountains under a dramatic, overcast sky. The overall atmosphere is serene and rural.

**North CHP have registered their intent**

Pam Macbeath

Caroline Steven

Frances Arrowsmith

Rosie James

# Mid CHP have registered their intent

Christine Coll  
Alison Cook  
Debbie Law  
Mary Macdonald  
Jennifer Ord  
Susan Pollock  
Arlene Rollo  
Fiona Shillaker  
Jennifer Stariski  
Roslyn Stewart





**SE CHP have registered their intent**

Ann Graham

Shona McCulloch

Donella Rush

Joanna Smith

# Argyll & Bute CHP have registered their intent

Joanne Thorpe  
Elaine Macintyre  
Isabel Cook  
Liz Crawford  
Catriona Dreghorn  
Alison Guest  
Andrea Lines  
Katie Mclellan  
Karen Malloy  
Fiona Manwell  
Linda Ruthven- Tyers  
Susan Telfer  
Liz Wallace



# Baby Friendly accreditation

## A staged approach

Following these steps will ensure that the Baby Friendly standards are implemented logically and efficiently.

no time limit  
– as soon  
as possible

### Register of intent

The facility registers with UNICEF to establish its intention and receive the latest information

### Action planning visit

A UNICEF assessor visits to assist the facility to plan how they are going to achieve accreditation

up to 1 year

### Certificate of commitment

The first award, given when there is a breastfeeding policy, an action plan and signed commitment from senior staff

up to 1 year

### Stage 1 assessment

Assesses the mechanisms that have been developed to enable the standards to be implemented and maintained

up to 2 years

### Stage 2 assessment

Staff knowledge and skills are assessed

up to 1 year

when all stages are passed

### Stage 3 assessment

The care provided to pregnant women and new mothers is assessed

### Full accreditation

This lasts for 2 years, after which a reassessment of all the standards is carried out over a 3-day period



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

UNICEF UK Baby Friendly Initiative:  
Education, advice and audit to  
improve NHS support for breastfeeding.

unicef 

Registered Charity No: 1072612

# Where are we on the road to baby friendly?

- Caithness general – continue to work towards stage 2 – huge stage in assessing staff knowledge and skills – probably after January 2009 due to UNICEF workload
- Raigmore Hospital – Did really well in April during re-assessment – couple of points required to meet standards for re-assessment certificate – planned for August 2008



# Joint BFI Awards

- UNICEF are in the process of finalising costs for the Mid Highland CHP – we await final staffing levels and geographic areas of other CHPs prior to sending to UNICEF.
- UNICEF are also in the process of reviewing their community Initiative – consultation document available on [www.babyfriendly.org.uk](http://www.babyfriendly.org.uk)
- First step to community award is the action planning visit UNICEF have confirmed that one joint action planning visit for the whole of NHS Highland would be necessary. Key staff would travel to a central point.
- Stage 1 again could be carried out jointly for the whole of NHS Highland costing us only £990.