

Department of Health West Midlands

Obesity Programme

**Examples of Good Practice/Case Study (Breastfeeding / Infant feeding /
Introduction to Solid Foods / Antenatal parenting approaches)**
Template for Submission

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Initiative/Activity Title		
Dudley 2 Day Breastfeeding Management (based on UNICEF 3 day course) Introduction to Solid Foods		
Brief Summary of the Project (no more than 100 words)		
<p>I completed the first 2 day management course on 13th and 14th October to 10 candidates, (2 HVs, 1 NNEB and 7 Family support Workers). The course evaluated well. The course was interactive and included practical skills, DVD's, participation by candidates.</p> <p>I am undertaking a ½ day course 'Healthy Eating and Introducing Solid Food' with a colleague in the nutrition team. It will be powerpoint, DVDs and participation by candidates.</p>		
What Did You Do/Background		
<p>I have completed the 3 day b/f management course (UNICEF) and Train the Trainer (UNICEF). I was a HV and Community Practice Teacher. The course was designed on the UNICEF training I received at 'Train the Trainer'.</p> <p>The introducing solids is based on the talk given by Carol Williams in Dudley on 4th May 2010.</p>		
Aims & Objectives (approx 100 words)		
The course timetable - In house breastfeeding		
Introduction to breastfeeding		
<i>Time</i>	<i>Title</i>	<i>Outline of content</i>
09.15	Welcome and introductions	Welcome and introductions. Housekeeping

		arrangements. Overview of course structure and materials.
09.45	Setting the scene (session 1)	Where we are in the UK with regard to breastfeeding. Ethos of the Baby Friendly Initiative and what to expect during this course.
10.15	Why breastfeeding is important (1) (session 2)	Health outcomes associated with infant feeding.
11.00	Tea / coffee	
11.15	Why breastfeeding is so important (session 2)	Key differences between breastmilk and artificial milks
11.45	How breastfeeding works (session 3)	The anatomy and physiology of lactation and mothering.
12.30	lunch	
13.30	Keeping mothers and babies together (session 4)	Facilitating mothering and breastfeeding. Skin-to skin contact. Rooming-in and bed sharing
14.15	Attachment at the breast (session 5)	Effective attachment and how to recognise it.
15.00	Tea / Coffee	
15.15	Positioning for breastfeeding (session 6)	The principles of positioning. Recognising effective positioning.
16.00	Hand expression of breastmilk (session 7)	The technique, and why all breastfeeding mothers should be taught it.
16.30	Close	

Day 2 Effective breastfeeding

<i>Time</i>	<i>Title</i>	<i>Outline of content</i>
09.15	Teaching practical skills (session 8)	Helping mothers to learn new skills. How to teach effectively.
10.00	When babies come early (session 9)	Initiating & maintaining lactation and supporting mothering when breastfeeding isn't possible.
10.30	Tea / coffee	
10.45	Giving mothers the information they need (session 10)	How to provide information that is accurate and unbiased, in a non-threatening way.
11.30	Assessing breasts and breastfeeding – detecting problems (session 11)	Looking at breasts. Recognising effective and ineffective positioning and attachment. Recognising and treating common breast conditions
12.15	lunch	
13.00	Challenging situations (session 12) – the early period	Care of healthy term babies, reluctant feeders, breast refusal; 'at risk' babies, introduction of solids.

13.30	Insufficient milk	Real and perceived milk insufficiency. Causes of insufficient milk. Diagnosis and history-taking. Remediating the problem.
13.45	Challenging situations (session 12) – the later period	Jaundice; hypoglycaemia; weighing; weight gain
14.30	Tea / coffee	
14.45	Sharing information (session 13)	Planning for the clinical practices. Influencing colleagues and improve practice
15.30	Practical skills assessment	DW and Helen Fidgeon
16.15	Evaluation	
16.30	Close	

Weaning

To raise participants' awareness of the importance of continued breastfeeding for the first year and beyond, to enable participants to give parents appropriate information about the introduction of solid food alongside breastfeeding,

Where Does the Initiative/Activity Take Place

“ Day Dudley course, took place at King's house (training area)
Weaning will take place in the same building

Who is the Target Audience/Group

For both groups it is and will be HVs, NNEBs and Family Support Workers

Which Organisations/Partners are Involved?

Dudley PCT
Children's Centres

Outcomes and Benefits

Raise awareness of the importance of breastfeeding and give health professionals information whereby they can support women ante and post natally in the community

What Has Been Achieved?

(Please attach copies of evaluation reports if available)

Learning Points and Sustainability: How You Can Do It

Resources, planning, access to training facilities

Date Initiative/Activity Began

13th And 14th October and weaning is planned for 8th and 29th November 2010

Finish Date (where applicable)
The training will be ongoing.
For Further Information Please Contact (if different to above)