

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
Breastfeeding Buddy Peer Support training programme Update of training package in line with UNICEF Baby Friendly
Brief Summary of the Project (no more than 100 words)
<p>The first Buddy training was delivered in April 2009, 72 mothers have now been trained as breastfeeding peer supporters across Dudley, as well as 16 key workers within Children's Centres to support and link Buddies to families.</p> <p>The Buddy training manual has been re developed in collaboration with NHS Walsall Community Health and Dudley PCT in line with UNICEF Baby Friendly Initiative curriculum requirements.</p> <p>The buddy training manual has been edited substantially by Dudley as a member of the WM IFC Network. The accompanying tutors guide has been re-edited largely by Walsall Community Health. The two resources reprinted in September 2010 are now utilised as the WM Breastfeeding Peer Support Handbook and Tutor's Guide and shared in the West Midlands as a best practice tool for localities who wish to deliver similar training.</p> <p>The course is delivered over 9 weeks, a total of 18 hours, in a participatory approach, with group discussion, interactive activities, exploring personal experiences and ideas, using DVDs and completing a practical skills exercise.</p>

What Did You Do/Background

The editors and tutors of the resource / course have completed the 3 day b/f management course (UNICEF) and Train the Trainer (UNICEF). The course was re designed on the UNICEF training I received at 'Train the Trainer'.

I was previously a Community Health Worker at a Children's Centre

Aims & Objectives (approx 100 words)

The Course timetable – Breastfeeding Buddy Peer Support

Title	Outline of course content
Week 1 (2 hours) Getting to know each other	Role of peer supporter, produce a tool to use as a peer supporter, the importance of breastfeeding
Week 2 (2 hours) How breastfeeding works	Anatomy & physiology of lactation, role of hormones and demand and supply, skin to skin, barriers to breastfeeding
Week 3 (2 hours) How we breastfeed	The principles of breastfeeding, recognising effective positioning and attachment, suckling patterns, what is in breast milk
Week 4 (2 hours) Common breastfeeding challenges	Understanding problems associated with ineffective positioning and attachment, cues for feeding
Week 5 (2 hours) Communication Skills	Effective communication, use of supportive language, listening skills, informed choice
Week 6 (2 hours) Expressing & storage of breast milk	Principles of hand expressing, reasons why it is useful, guidelines for safe storage of expressed breast milk
Week 7 (2 hours) Introducing solid food, WHO code, Baby Friendly Initiative	Benefits of breastfeeding beyond 6 months. Understand the signs of readiness for introducing solids, awareness of BFI, WHO International Code
Week 8 (2 hours) observation practice	Demonstrate effective teaching of positioning and attachment.

<p>Week 9 (2 hours) Referral pathways, working in your Children's Centre.</p>	<p>Awareness of referral pathways. Where to support mothers/families as a Buddy. Networking.</p>
<p>Where Does the Initiative/Activity Take Place</p>	
<p>Mainly within Children's Centres across Dudley,</p>	
<p>Who is the Target Audience/Group</p>	
<p>Mothers who have breastfed and live in the local area and one identified key worker at each Children's Centre.</p>	
<p>Which Organisations/Partners are Involved?</p>	
<p>Dudley PCT Children's Centres Midwives Health Visitors</p>	
<p>Outcomes and Benefits Raise awareness of the importance of breastfeeding and give Buddies information whereby they can support women ante and post natally in their local community</p> <p>What Has Been Achieved? <i>(Please attach copies of evaluation reports if available)</i></p>	
<p>50 Mothers and 4 fathers have been supported by Buddies April 09 – March 10</p>	
<p>Learning Points and Sustainability: How You Can Do It</p>	
<p>Strong links with Midwives, Health Visitors, hospital and Children's Centres. Costs of training resources e.g. manuals.</p>	

Date Initiative/Activity Began
January 2009
Finish Date (where applicable)
Ongoing
For Further Information Please Contact (if different to above)