

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 as part of everyday life.
Brief Summary of the Project (no more than 100 words)
<p>To provide and display images that presented breastfeeding as the normal way to feed a baby, as a normal every day activity that is part of life.</p> <p>Local mothers volunteered to model for the pictures that were taken at various places across the City including the Art Gallery and maternity unit delivery suite. Many of the mother's are also involved as breastfeeding peer support volunteers supporting pregnant women and mothers either in the maternity unit or at breastfeeding support groups across the City.</p> <p>The pictures are now displayed around the maternity unit and as a pdf poster.</p>
What Did You Do/Background
Worked alongside Angela Tombs Head of Learning and Outreach at the Arts and Heritage Service from Wolverhampton Art Gallery to develop a brief and then advertised for, interviewed and then appointed a photographer / project facilitators
Aims & Objectives (approx 100 words)
To provide images where breast feeding was almost incidental.

Where Does the Initiative/Activity Take Place
Throughout Wolverhampton
Who is the Target Audience/Group
Pregnant women and their families
Which Organisations/Partners are Involved?
Royal Wolverhampton NHS Trust Wolverhampton Art Gallery Wolverhampton PCT Breastfeeding Network
Outcomes and Benefits
What Has Been Achieved? <i>(Please attach copies of evaluation reports if available)</i>
Please see NHS Wolverhampton document poem and Artwork photographs http://www.infantfeedingwm.org.uk/documents/Wolverhampton_Breastfeeding_poem_Mi_277310.pdf
Learning Points and Sustainability: How You Can Do It
Date Initiative/Activity Began
June 2009
Finish Date (where applicable)
June 2010
For Further Information Please Contact (if different to above)