

Breastfeeding

More breastfeeding support is needed, clamours the headline of an article on the BBC News Channel*.

Sue Ashmore, programme director for Unicef UK Baby Friendly Initiative, states: "There is a great deal of evidence to show that mothers who receive support from someone who believes they can successfully breastfeed continue to breastfeed for longer."

I couldn't agree more. While wearing my other hat of Breastfeeding Support Helper, I was looking for a breastfeeding cafe to volunteer at in Rugby and only found one, launched by our Rosie, an NCT trainee Breastfeeding Counsellor.

I'm aware Rugby is smaller than

nearby Coventry, which boasts several cafes, but there are mums in and near Rugby who value this support. While attending sessions at the Rugby's Breastfeeding Cafe, I heard the same feedback I used to hear in London, where I was formerly volunteering: mums are getting mixed information about breastfeeding from health professionals and welcome a place where they can discuss their concerns and exchange information with other mothers.

Although there are many organisations offering support on the phone, it's really pleasant to get out of the house and meet other mums in an informal setting (see ad below for more info about the Rugby cafe).



Rugby
**BREAST
FEEDING
CAFE**



www.rugbybreastfeedingcafe.co.uk
support@rugbybreastfeedingcafe.co.uk
07772280302

Are you pregnant?
Are you breastfeeding?
Want more information about breastfeeding?

The Rugby Breastfeeding Cafe is held
at **Rugby Library**
every **Friday from 11am to 1pm**

It is a group run by mothers for mothers
Children of all ages welcome
One to one support available when necessary



Produced by Ruthy/101 101.co.uk 101 2000

support

BF SUPPORT IN THE UK

The government has created a National Breastfeeding Helpline (0844 209 0920), but there are also other organisations, usually charities, that can help you.

NCT (www.nct.org.uk)

The NCT is the leading charity for pregnancy, birth and parenting in the UK. Every year it supports thousands of people, offering evidence-based information, reassurance and support through its local branches, helplines and courses. It publishes *NCT Baby Feeding Policy****, where it cites three core principles (support for parents, informed decision making and promotion of breastfeeding).

Support is achieved through a national helpline (0870 444 8708) and local initiatives (our own counsellor, 01788 567702; breast pump hire: see p2 and p8). The NCT supports the WHO code*** and dedicated campaigns, such as the Baby Milk Action****, lobbies for breastfeeding issues and trains specialist workers.

Publications and breastfeeding products are on sale at www.nct.sales.co.uk (profits go to the NCT). ▶

Read more online

www.dh.gov.uk/en/index.htm; www.kellymom.com
www.beastar.org.uk; www.babycentre.co.uk/baby/breastfeeding/visualguide
www.babyfriendly.org.uk/pdfs/bfyb_english2.pdf
www.biologicalnurturing.com
www.breastfeeding.asn.au/bfinfo/bl.html



Keeping abreast

'Breastfeeding didn't come easy to me. I had sore nipples as my baby clamped on them and would not take more breast tissue in her mouth. I was experiencing pain so I resorted to mixed feeding for the first months (expressing and using bottles), experienced engorgement and had a scare because of dehydration (I had to rush to hospital - so drink lots of fluids).

I started attending a breastfeeding cafe, but when I addressed my attachment problem it was too late and my baby would not change her ways (ask for support as soon as you can). I kept saying to myself: "I will stop at three months", then "I will stop at six"... My daughter is 21 months and she's still breastfeeding, which is lovely.

The first three months were hard, it started to go better after that and she enjoys it so much I can't stop.

In 2008 I did a course with the BfN and trained as Breastfeeding Support Helper. After the course, I helped my tutor, Jo, who ran a group in east London. We saw babies who weren't thriving, premature babies, mothers who needed to recover their milk supply... It was rewarding to see mums relax and talk about their problems (and successes).

In 2008 I moved to Rugby and I'm happy and proud to help at the local breastfeeding cafe.'

Simone

Banking on breastmilk
The UKAMB (www.ukamb.org/home.htm), a charity that supports human milk banking, states: "The uses of donor breastmilk vary, but in the UK it is mostly fed to premature babies whose mothers are unable to provide enough breastmilk of their own."

Association of Breastfeeding Mothers (www.abm.me.uk)

Founded in 1980, it offers mother to mother support via its helpline (08444 122 949). This is open every day 9.30am-10.30pm and is manned by trained counsellors who have breastfed their children.

BfN (www.breastfeedingnetwork.org.uk)

Founded in 1997 with a constitution that ensures its total independence of commercial influence, it abides by the WHO and UNICEF's International Code of Marketing. It offers support via its helpline, and at drop-in groups.

Supporterline (0844 412 4664) is open 9.30am-9.30pm, 7 days a week, every day of the year.

The Bengali/Sylhetti line (0844 856 4003) is open 9:30 am to 9:30 pm, 7 days a week.

La Leche League (www.laleche.org.uk)

It was founded by a group of

STOP PRESS...STOP PRESS...
STOP PRESS...

Would you like to share your breastfeeding experience with other mums? Please get in touch and send us your story with a pic of your little one (see our email address, p3).

mothers who wanted to breastfeed and help their friends but experienced frustration and a sense of failure. It is a worldwide organisation contacted by health professionals and lactation consultants, but the focus is still mother to mother support.

It is also a consultant to UNICEF and the WHO, among many other organisations, agencies and alliances. Leaders help breastfeeding mothers by phone, email and at meetings. Leaders

are mothers who have breastfed for 12 months or longer, are trained in breastfeeding management, counselling and group management skills.

The national helpline (0845 120 2918) connects mothers directly to an accredited leader in her own home, while the website includes an online help form.



Breastfeeding in the UK

- 2005, breastfeeding initiation (at birth) rate was 76%.
- 48% of mothers were still breastfeeding at six weeks; 25% at six months*.

*www.ic.nhs.uk/statistics-and-data-collections/health-and-lifestyles-related-surveys/infant-feeding-survey/infant-feeding-survey-2005-early-results.