



THE FEEDING EXPRESS

BABY WEEK SPECIAL

NOV 2020



Bradford District Care
NHS Foundation Trust

National
Breastfeeding
Helpline –
0300 100 0212

Hello and welcome to the 3rd edition of The Feeding Express.

For Baby Week we decided to share the newsletter more widely with professionals (this letter usually sits within the 0-19 service).

This month we are celebrating Baby Week and Why Baby Wellbeing matters. Can you imagine being a new mum while in the middle of a pandemic...how scary!!! With babies' wellbeing in mind remember that the parent infant relationship is key to a babies' wellbeing, however the baby is fed.

The pandemic has brought many different challenges to us all but especially to new mums and babies being born during this time.

This edition is packed full of information which highlights feeding in the pandemic and hopefully inspires you to share this knowledge.

Let's introduce the champions:

- ❖ Annu Kataria – HV East
- ❖ Sarah Chisnall – HV East
- ❖ Caroline Musgrove – HV East
- ❖ Rebecca Webster – HV West
- ❖ Sarah Loxam – HV West
- ❖ Joanna Bradbury – CNN West
- ❖ Lesley Anne Bellamy – HV Keighley/Shipley
- ❖ Nicola Rankin – HV Keighley/Shipley
- ❖ Rachel Fletcher – HV South
- ❖ Sharon Haigh – HV South



Please send feedback or any suggestions for next time to:

Joanna.Bradbury@bdct.nhs.uk

It would be great to hear what you would like to see in the newsletter.

Useful Links

Unicef staff information : [CLICK HERE](#)

Covid-19 breastfeeding advice: [CLICK HERE](#)

Tongue Tie information: [CLICK HERE](#)

Bradford District Breastfeeding and

Covid-19 information: [CLICK HERE](#)

Breastfeeding strategy : [CLICK HERE](#)

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What's been happening in the last 6 months?

Breastfeeding at 6-8 weeks stats across Bradford district for quarter 1 and quarter 2 (April to June, and July to Sept) are over 46%, which is an increase from last years stats which were around 43% at each quarter.

We have had lots of feedback from women stating that they feel they have had more time at home with less visitors and less pressure to go out, so more time to establish feeding.

Families are perhaps also more aware of the importance of babies having colostrum and breastmilk to protect their immunity due to covid-19. Mum's milk continues to protect baby by producing antibodies which cannot be added to formula milks. These are live and made in mum's body in response to pathogens in the immediate environment.

Breastfeeding and Covid-19 facts for Mums

If you are able to breastfeed, help keep your baby safe by breastfeeding or giving your milk. It may be possible that mum's body will produce antibodies to covid-19 to help protect baby. Emerging evidence suggests that the milk from mother's who are covid-19 positive may contain specific antibodies to help their infants fight the disease.

Mum and baby should stay together as normal following birth and throughout their early weeks. Separation is only necessary if medically indicated. This supports both initiation of breastfeeding and early bonding. If mum is covid-19 positive evidence supports baby staying with mum and continued breastfeeding. There is no evidence of covid-19 being passed to baby from mum before birth or in breastmilk. The amazing properties of colostrum are hugely important in supporting baby's immune system.





Findings regarding mother's experiences of breastfeeding during the covid-19 pandemic:

- Mothers survey feedback between May and June 2020 (in the UK), - key findings including that the most common reasons for stopping breastfeeding were insufficient professional support, physical issues such as difficulties with latch, exhaustion, insufficient milk and pain.
- Seventy per cent of respondents said a lack of face to face support led to their decision to stop breastfeeding and 21% had been worried about the safety of breastfeeding during the pandemic. A further 4% had been told by a health professional that breastfeeding may not be safe during COVID-19.
- Another article explores the effects of the Covid-19 pandemic on women's breastfeeding experiences in the UK. An online survey of 1219 breastfeeding mothers in the UK with a baby 0-12 months old showed varying results: 41.8% (**nearly a half**) of mothers felt that breastfeeding was protected due to lockdown, however 27.0% (**over a quarter!!**) of mothers struggled to get support and had numerous barriers stemming from lockdown, with some stopping breastfeeding before they were ready. Mothers reported certain challenges, including lack of support, feelings of isolation and being confined to home. **Additionally**, mothers with a lower education, with more challenging living circumstances and from Black and minority ethnic backgrounds were more likely to find the impact of lockdown challenging and stop breastfeeding.

Resources re the science of breastmilk: <https://www.human-milk.com/download-resources>

The Dream Team (Breastfeeding support across the district).



My name is Rebecca Webster and I have been one of the breast feeding champions for Bradford West for around 4 years and a health visitor for 10.

Prior to this I worked in the surgical directorate at BRI.

My message to mums for baby week is:

"Remember that your baby is at their happiest when they are with you, when you are talking, stroking, feeding and responding to their cues and that breast feeding should not only be a response to hunger, but a way of decreasing your child's stress and discomfort"



**My name is *Lesley-Anne Bellamy*
*Health visitor/BDCFT Breastfeeding champion***

Keighley & Shipley health visiting team

"There is nothing better than time spent nourishing your baby" and I take great pride in supporting mother's to feel this within their breastfeeding journey.



I'm Rea, the Infant Feeding Coordinator (and Midwife) at BRI. It's my role to facilitate and support women face to face in how they choose to feed their babies as well as supporting health professionals. My mission is to make sure new families understand how important it is to build a relationship with their baby and that infant feeding plays a really strong role in this. Managing new parent's expectations of life with a newborn improves the care a new family gives – when they understand that babies wake at night, feed often and can only communicate their immediate needs through crying. I love myth-busting and educating people with mind-blowing facts about brain development of a baby and how incredible human milk is!



Hello, I'm Jane Dickens, strategic breastfeeding lead for Bradford District. We are working collaboratively across the district to **PROTECT PROMOTE SUPPORT AND NORMALISE breastfeeding!**

Less than half of babies in the UK at 2 months have any breast milk at all. There are barriers women encounter when choosing to breastfeed – we aim to remove these barriers by raising awareness and supporting all women to achieve their infant feeding goals whilst supporting the parent infant relationship.

Would you or your team like to come on some simple Breastfeeding Basics training? Please email me – jane.dickens@bdct.nhs.uk

Breastfeeding Buddies Peer Support Service



Julie Newbold Service Delivery Manager for Bradford Breastfeeding Buddies and Team Leader Judith Nevin

We are now running 2 online support groups each week via virtual platform Zoom and provide support to mothers via telephone and Facebook messenger.

We have conversations with pregnant women and provide follow on support after the baby is born for as long as they need. This last 3 months we made 247 phone calls and had 150 conversations over Facebook messenger. 95% of the women we supported were still giving their babies breastmilk at 10 days and 82% at 6 weeks.

We will shortly be running Walk & Talk events too, so peer supporters can meet with mothers safely in outdoor spaces. I am a big advocate for the healing power of being outdoors, in nature, so I am particularly excited to be a part of that. I also have my fingers crossed for a mild Yorkshire winter!

Social isolation and lack of support, especially during the early weeks and months of parenting can have such a detrimental impact on mental health. We know that not being able to meet their feeding goals can have negative consequences for both mother and baby. I think it's vital that infant feeding support is given the priority it deserves and all families have access to timely, skilled support.

We recently received the good news that we are to be commissioned for another year in Bradford, into 2022.

It's been really heartwarming to read some of the feedback we have received from families recently.

Despite the situation we have found ourselves in 2020, it is great to hear we are still making a positive difference.

Some of the feedback we received :

It enabled me to make choices without feeling judged. Gave me confidence in my decisions and boosted my morale when I was feeling low.

At a time where there was no face to face breastfeeding support for me, the Buddy talked me through my problem on the telephone and linked me in with some other mums that I could meet virtually too. I received follow up support. Overall the service was just invaluable at a time when I was considering abandoning breastfeeding. With their help I managed to keep going and now love it. I know they are always at the end of the phone if I need them. I felt quite alone in my breastfeeding journey and the buddies made that go away.



Who are we?

The Bradford Breastfeeding Buddies are **mums who have breastfed** themselves, and undergone a really **high standard of breastfeeding training** in order to offer mother-to-mother support to other women with their breastfeeding. The peers are very dedicated and have a strong ethos in being alongside mothers to give moral support.

How can women find us?

Health visitors and any other professional can refer a mother if she has given verbal consent – by emailing her name and phone number.

- ✓ Find **BRADFORD BREASTFEEDING BUDDIES** on Facebook
- ✓ Text FEED to 66777 with your name, postcode, baby's D.O.B/due date, a local peer support will call you back
- ✓ E-mail Bradford.Peers@nct.org.uk
- ✓ Facebook – Bradford Breastfeeding Buddies, you can also message for 1-2-1 support

When can women get in touch?

From the antenatal period – if women receive good antenatal support about breastfeeding, they are more likely to get off to a good start, and know who to contact for ongoing support. Any time a woman wishes for some support – **please promote at a/n contact!**

Virtual support groups
3-4.30pm on Tuesday
10-11.30am on Friday
message us
for more information.

Better Start Bradford Breastfeeding Team

- Supporting you and your baby from 0-6mths with any breastfeeding or mixed feeding queries.
- We can also provide language support for those in the Better Start area.
- Support via telephone or zoom, whichever you prefer, with a keyworker designated to you.

We are still here for you during this time, you're not alone in this, please see below for contact details



Breastfeeding Support



Have you had a baby recently and need some feeding support or just want someone to talk to?

We are here for you during this time. Babies still need feeding, families need supporting.

We can help.

Alternatively call the numbers below:
Mon-Fri, 8am-5pm
01274 287968
Mon-Fri, 5pm-8pm
07903 174429
Saturday, 9am-5pm
07903 174429

TEXT your name to
07903 174154
or **EMAIL** details to:
breastfeedingadmin@healthforall.org.uk

We will get back to you within 48 hours.

Additional languages spoken in the team

