

UC8 Hertsmere Children's Manual Breastfeeding Policy Issue 2

Content

The following procedure covers:

- Introduction
- Breastfeeding Awareness Training
- Information for parents
- Breastfeeding Friendly Centres
- Formula Feeding
- Dummies or artificial teats
- Review
- Internal forms
- Source of Information

Detail

Introduction

The policy sets out to improve the health of women and children across Hertsmere Leisure's 10 Children's Centre areas. It is based on the belief that:

Breastfeeding is the healthiest way for a woman to feed her baby and recognises the important health benefits now known to exist for both the mother and her child.

All mothers have the right to receive clear and impartial information to enable them to make a fully informed choice as to how they feed and care for their babies.

Hertsmere Leisure staff will not discriminate against any women in her chosen method of infant feeding and will fully support her when she has made that choice.

This policy applies to all staff employed to work in Children's Centre by Hertsmere Leisure and voluntary sector breastfeeding support workers who have contact with pregnant women and mothers. It is crucial that all staff adhere to this policy to avoid conflicting guidance and support internally but also with Hertfordshire Community NHS Trust staff.

It is the responsibility of all staff and volunteers to liaise with appropriate health care professionals should concerns arise about the baby's health. Hertfordshire Health Visitors and Midwives have the primary responsibility for supporting breastfeeding women and their families and for helping them to overcome related problems.

UC8 Hertsmere Children's Manual Breastfeeding Policy Issue 2

Breastfeeding awareness training

All Children's Centre teams should attend Breastfeeding awareness training in order that they feel competent in their role of promoting breastfeeding and signposting parents to appropriate support. This training should be provided by trainers who train in line with UNICEF UK Baby Friendly Policy. Update training will be offered when significant policy or best practice changes occur.

Information for parents

All Children's Centre will ensure accurate and contemporary information on the nutritional and health needs of infants and children is available to local parents and carers.

Breastfeeding Friendly Centres

All Children's Centres will ensure that a friendly welcoming atmosphere for breastfeeding families is provided in both the designated Children's Centre and in Community venues that Children's Centre services are run from. This is in order that a breastfeeding culture is developed throughout the local community.

Formula feeding

Children's Centre staff should support parents who have made an informed decision to artificially feed their babies, by providing the latest guidelines and practice for making up and storing formula feeds.

No advertising of formula milk and feeding bottles, is permissible in any of our Children's Centres. The display of manufacturers' logos on items such as calendars and stationary is also prohibited. No literature provided by infant formula manufactures is permitted.

Dummies or artificial teats

Children's Centre staff will not recommend the routine use of dummies or artificial teats for babies who are breastfed.

Review

This policy will be reviewed annually.

Internal Forms

Parent's guide to our Breastfeeding Policy
Breastfeeding drop-in register
Baby Café Local information flyer

UC8
Hertsmere Children's Manual
Breastfeeding Policy
Issue 2

Source of Information

Breastfeeding Policy in support of UNICEF Baby Friendly Community Initiative Seven Point Plan: CP51 1110 (November 2010)