



### BCUHB Infant Feeding Strategic Plan

It is a comprehensive plan setting out a clear vision to create a supportive culture in North Wales to enable families to make informed decisions about how to feed their babies; which optimises their nutrition and helps develop close loving parent-infant relationships.

The Health Board aims to reduce health inequalities and support every child to have the best start in life. Optimal nutrition is a key contribution factor to this. A third of children in North Wales are now starting school at age 4 already overweight and obese. Breastfeeding, positive infant feeding practices and steady weight gain in the first year of life are vital building blocks towards ensuring children are a healthy weight.



### The launch Event (25 March 2019)

Over 120 people attended the launch of the Health Board's Infant Feeding Strategic Plan, the first of its kind in Wales. A wide variety of public sector and third sector staff as well as parents attended the event. It was a great opportunity to share learning to ensure families in North Wales are given the best advice and support on nurturing and feeding their babies.

Members of the Infant Feeding Strategic Group would like to thank everyone for making the launch of the strategic plan a success. Great feedback was received about the event and the plan which gives an excellent start in ensuring that families are supported in making informed decisions in relation to feeding and nurturing their child, leading to optimal nutrition and improvement in health and wellbeing.

### Your feedback

Your feedback showed that you felt that this plan is important. You valued the event to network with others from various disciplines and the opportunity to be part of the solution and take personal responsibility by pledging your commitment.



EXCELLENT ORGANISATION  
ENERGISING  
HIGH QUALITY PRESENTATIONS  
RELEVANT TO ALL DISCIPLINES  
EMPOWERING  
POSITIVE  
EVERYONE'S RESPONSIBILITY  
GOOD TRANSLATION SYSTEM  
INFORMATIVE  
INSPIRING





### Key priorities for you

- Review the quality and consistency of information and support to women and families at all stages of pregnancy to help families make informed decisions regardless of the method of feeding.
- Value Breastfeeding Peer Supporters
- Educate entire families and communities to normalise breastfeeding
- Actively promote Healthy Start across our communities to increase uptake and ensure those eligible can access with ease.
- Ensure that all health professionals, peer supporters have the knowledge and skills to support all parents to build a nurturing relationship with their baby.
- Promoting breastfeeding, safe responsive feeding and timely introduction of solid foods.
- Improve the support in hospital and within the first few days
- Ensure all women are given an opportunity for quality skin-to-skin contact after birth
- Ensure all neonatal units are conducive to facilitating skin to skin and establishment of breastfeeding
- Support staff to continue to Breastfeed when returning to work after maternity.



### Next steps...

Your contributions and feedback will be taken forward in the action plan, which the Infant Feeding Strategic Group will develop and manage. The group recognises the importance of having the views of everyone and will continue to share and seek opinions.

If you would like to contribute further, please contact: Sarah Hughes, Sarah.Hughes88@wales.nhs.uk



To view and download the plan, follow this link:  
<https://bit.ly/2u8SKr1> or click on the image above.