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11th March 2015

“I think they might do that in Swansea”; the challenge of increasing breastfeeding when rates are very low.

Sally Tedstone

Overview

- Context
- Understanding more
- Thinking differently

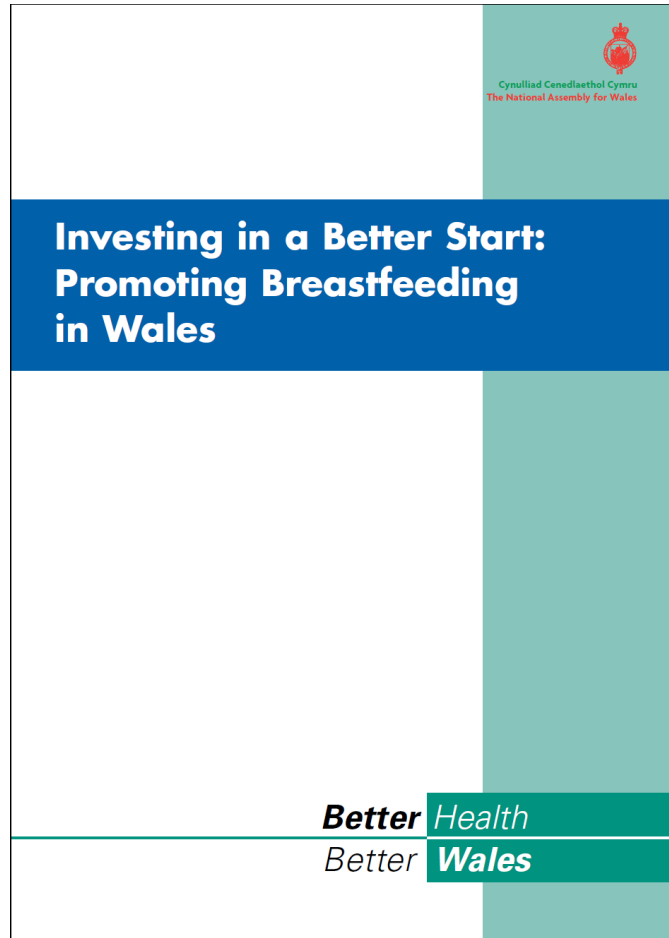
The challenge of increasing breastfeeding
when rates are very low



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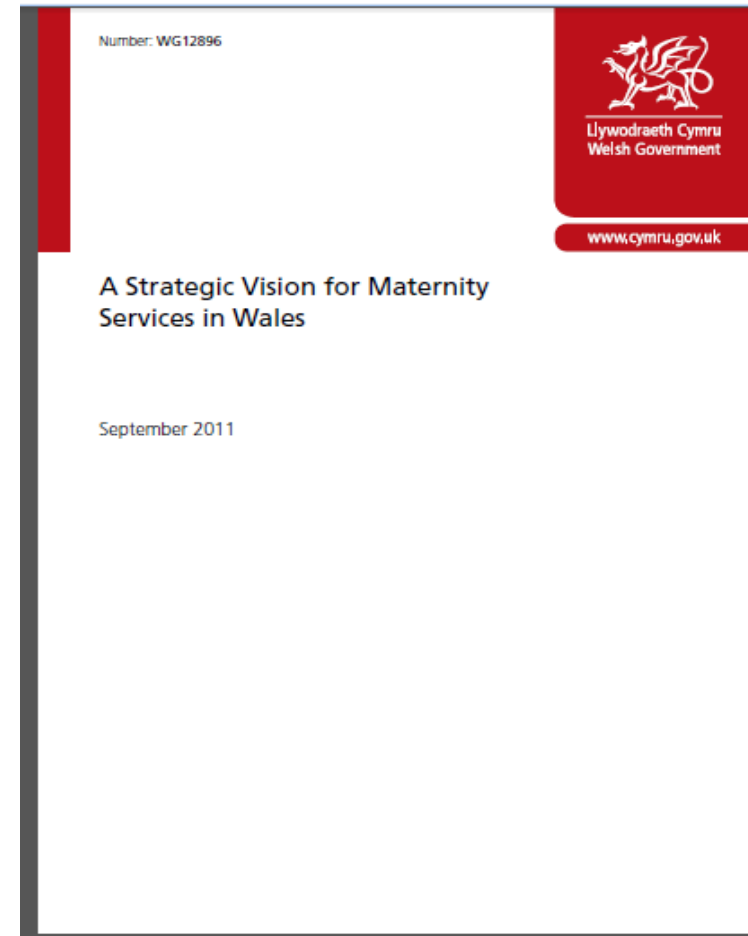
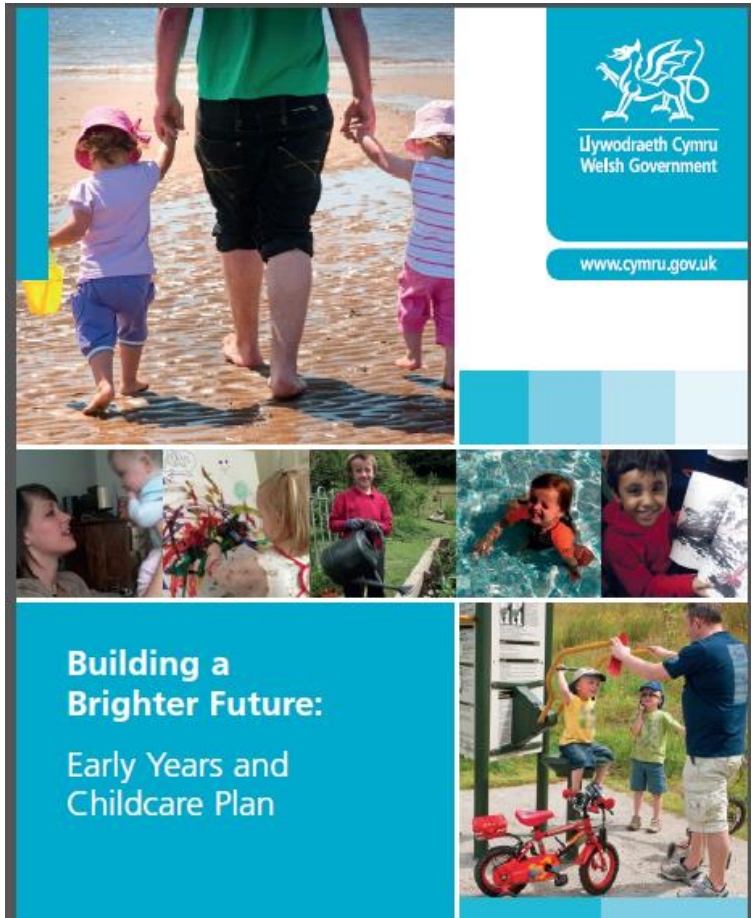
Policy Context



- Investing in a Better Start: Promoting Breastfeeding in Wales (2001)
- Estimated initiation rates of 46% in Wales at the time
- Short, Medium and Longer Term goals
- Basis of current Breastfeeding Programme in Wales

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Policy Context – Early Years



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Key Achievements

- Breastfeeding rates at Wales level have increased by around 10 percentage points since 2001
- Good progress towards achieving Baby Friendly Status in Welsh Hospitals and Community Services
- Established peer support programme

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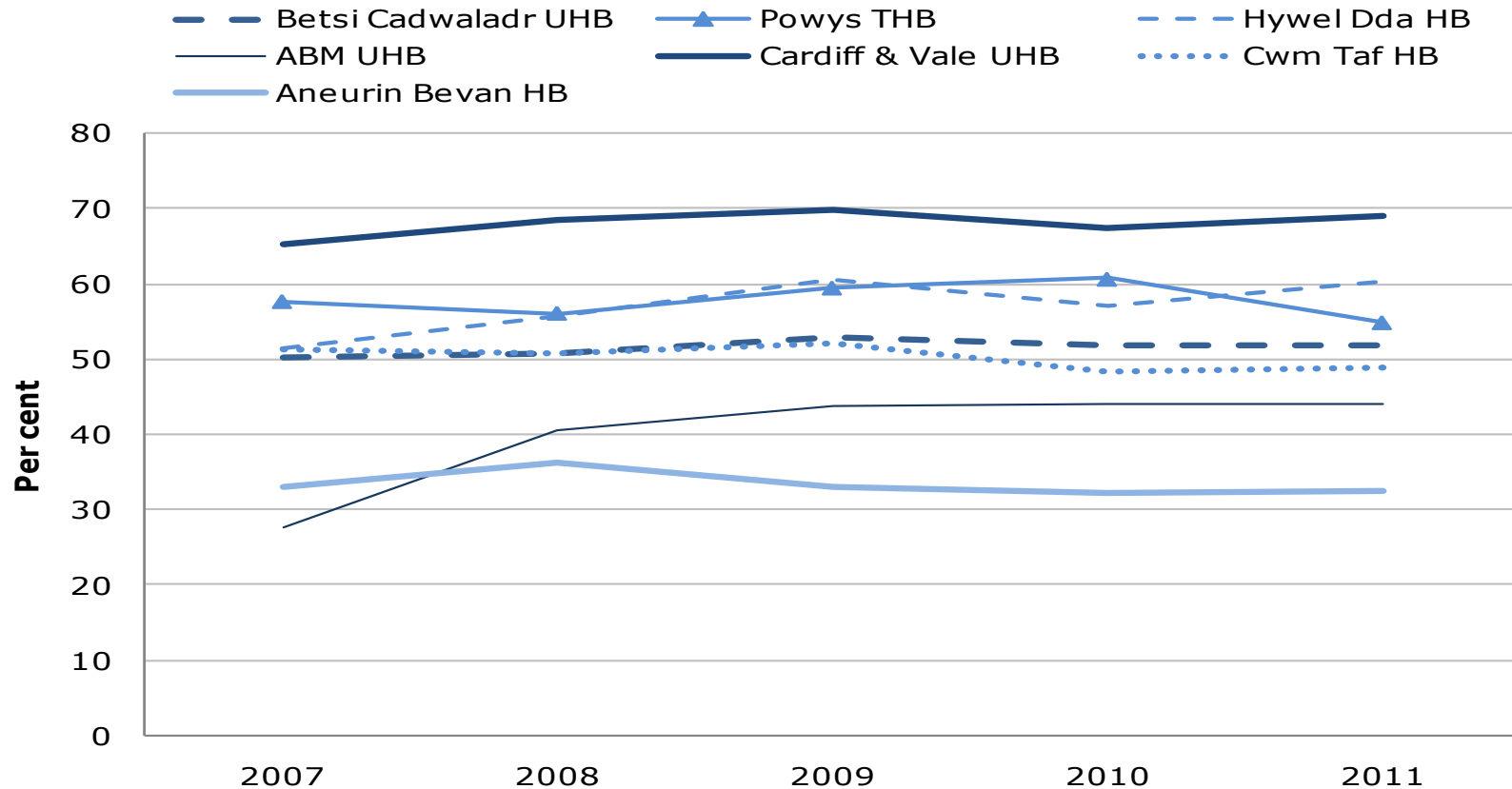
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Breastfeeding in Wales

Percentage of live births (where breastfeeding status recorded) breastfed at birth, 2007-2011

Produced by Public Health Wales Observatory, using StatsWales (WG)



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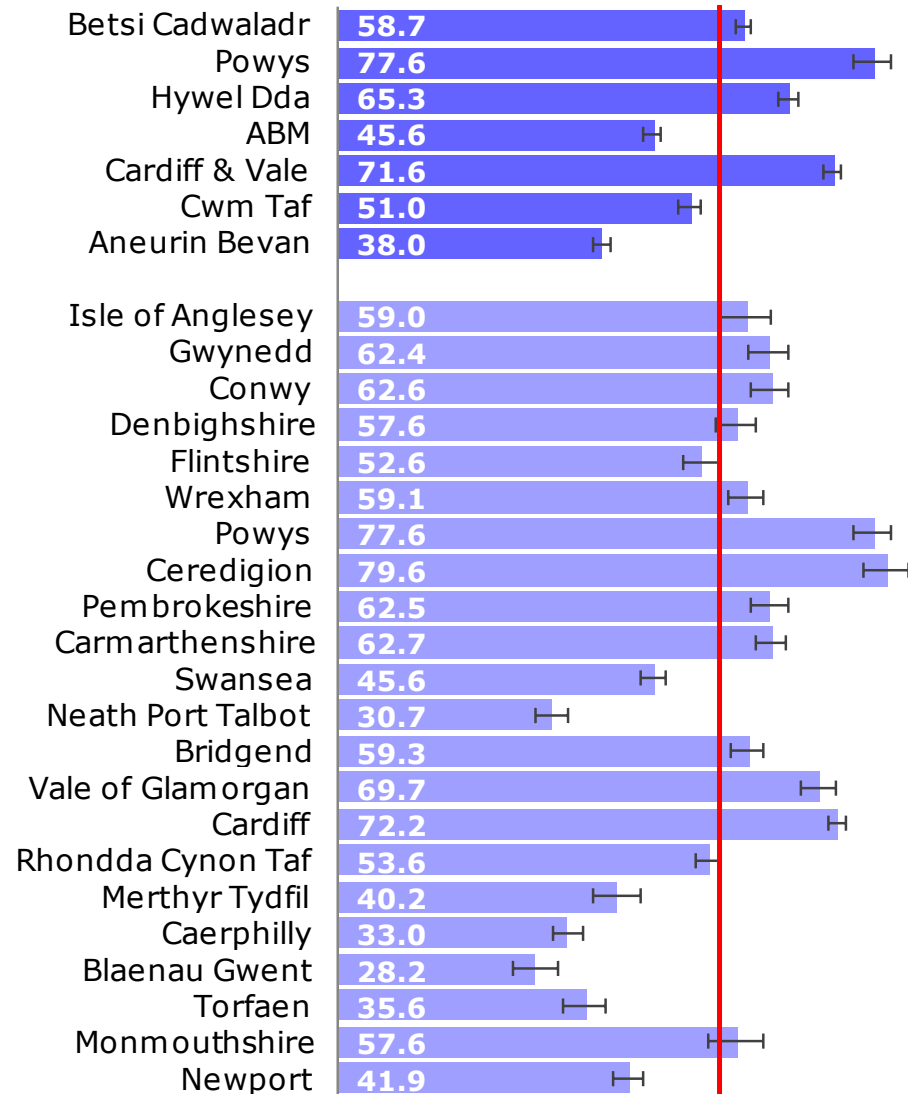


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Breastfeeding at Birth 2011

Wales = 55.5%



Produced by Public Health Wales Observatory, using NCCHD (NWIS)

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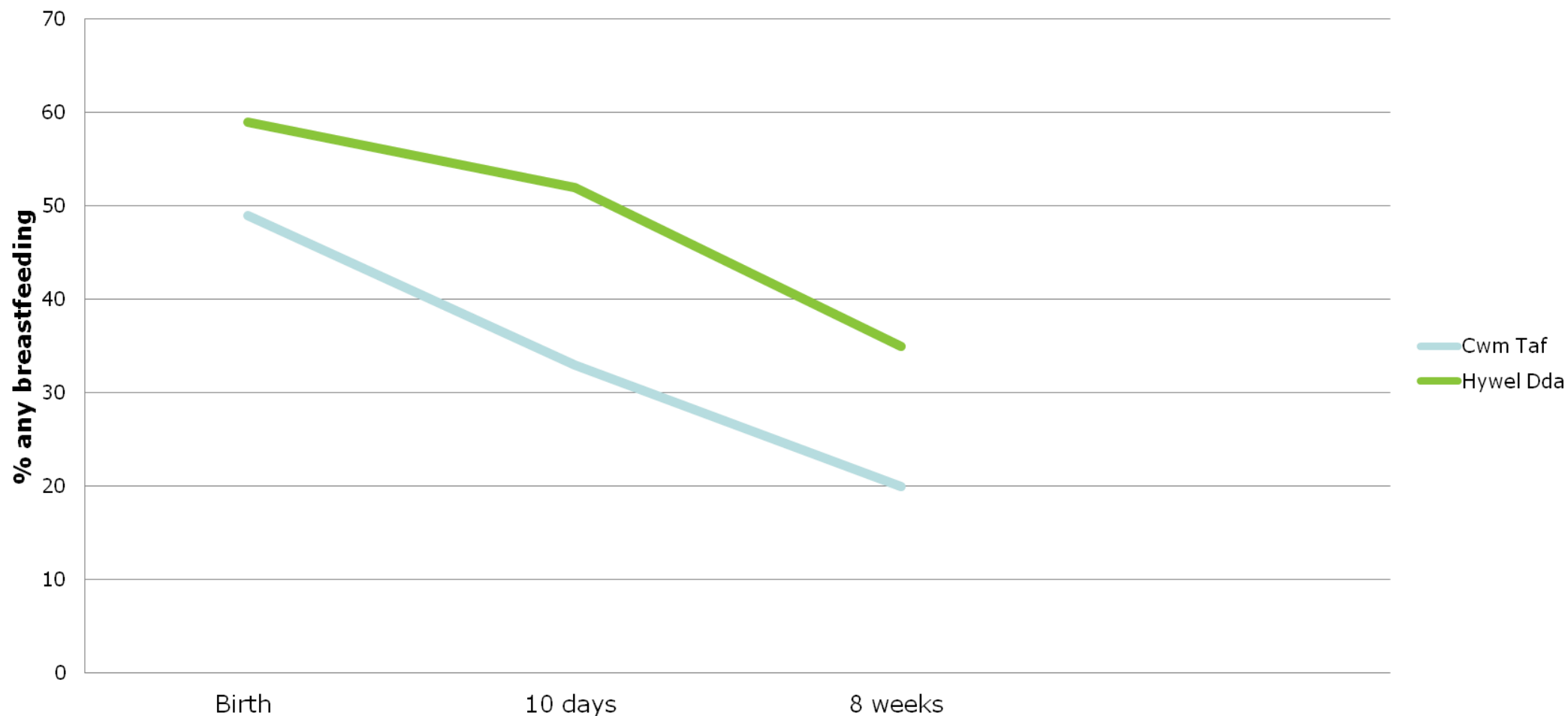


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Breastfeeding at birth, 10 days and 8 weeks January - March 2014

NCCHD database



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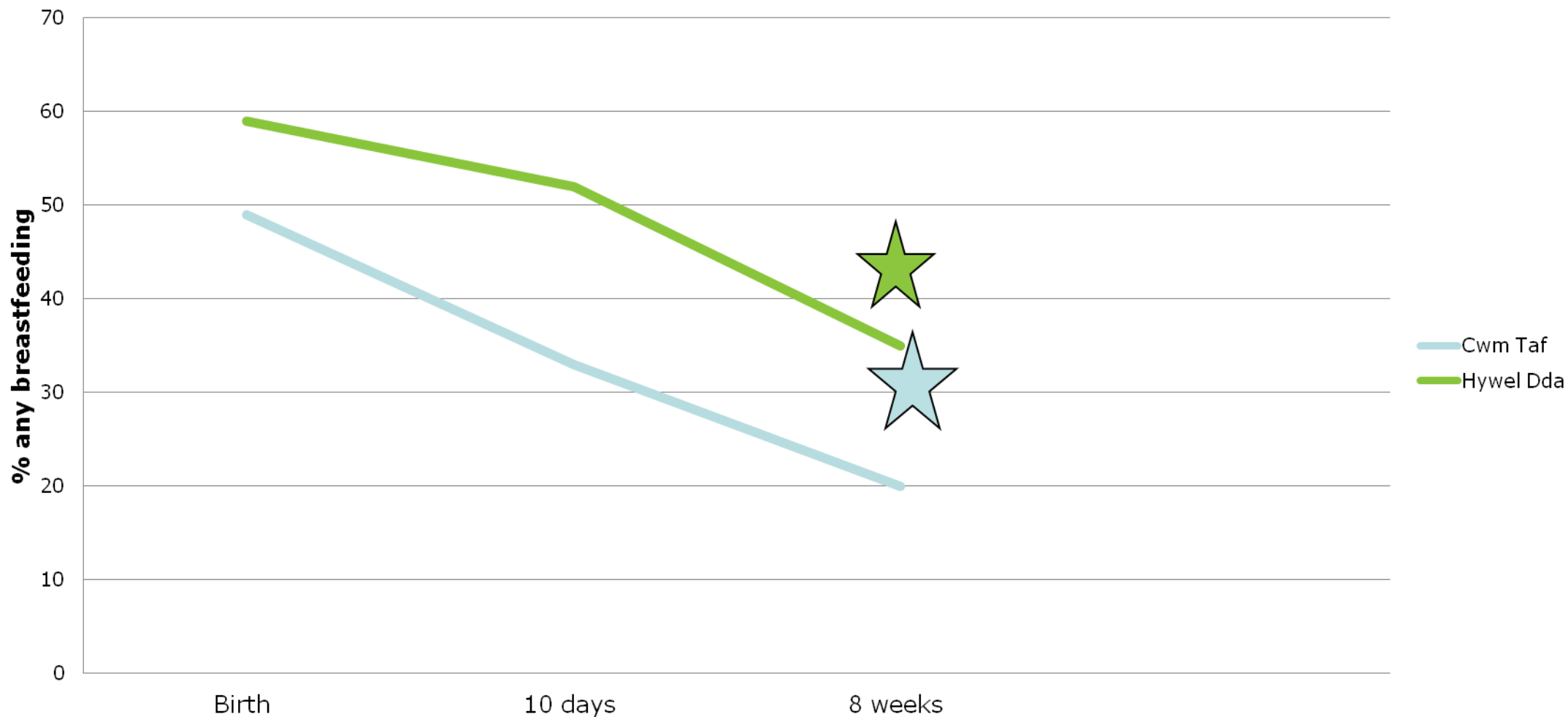


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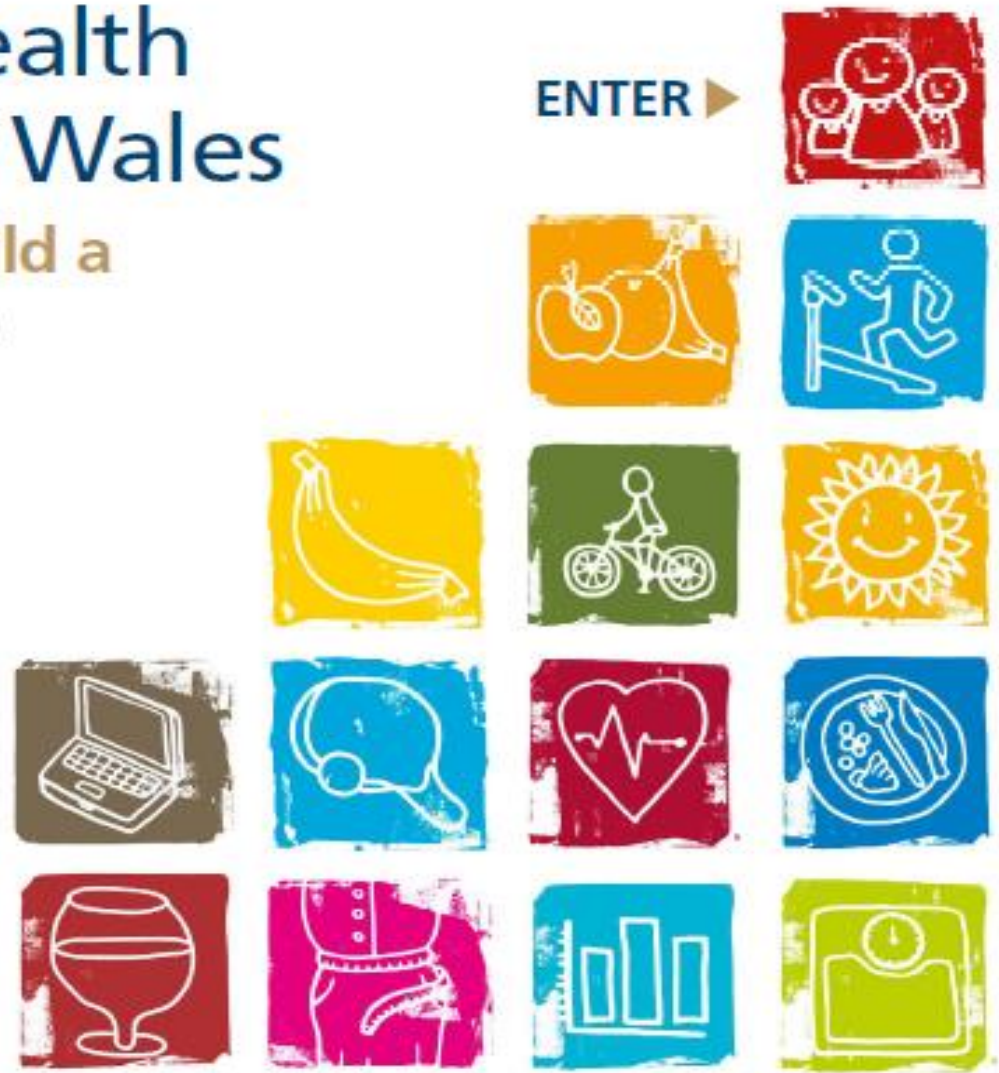


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Transforming Health Improvement in Wales

Working together to build a healthier, happier future



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Understanding more....

“ This is the only place I come where somebody tells me I am doing a good thing”

“I don't know anyone who has breastfed their baby “

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“I think they might do that in Swansea , or Cardiff maybe”;

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- Insert film

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Understanding more....

“ I don't know anyone who has breastfed”

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Understanding more....

“?”

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Understanding more....

- The impact of isolation
- Consideration of breastfeeding
- Impact of health service staff

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Understanding more....

- About attitudes and beliefs at a population level
- What might be the 'active ingredients' of peer support

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Thinking differently

- Proactively reduce silo working
- Explore social marketing at community/ national level
- Consider new models of peer support
- Support Local Public Health teams to stimulate wider community engagement with creating breastfeeding friendly communities
- Strive for excellence in health services

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The social ecological model (Dahlberg & Krug 2002)



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Our goal, more



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