

BfN Breastfeeding Network Strategic Approach

People

- The needs of breastfeeding mothers and babies are at the heart of everything we do
- We want to reach out to extend our Network up and down the country to breastfeeding mothers, their support networks and the professionals involved in their care
- BfN is the people who make it up, and we want to reflect the families we support by recruiting widely from a diversity of backgrounds
- We are committed to supporting and continuously developing our volunteers and staff in the work they do for BfN
- We take care to nurture the leaders in our organisation to ensure its growth for the future

Quality

- We would rather do less really well than compromise on quality
- Yet we seize opportunities for local initiatives and innovation, striving for the best possible ways to empower breastfeeding mothers
- We are clear about the frameworks within which we work, for our own safety and that of those we support
- The training we deliver is of a consistently high standard, where possible verified by external accreditation
- We ensure that there are sufficient resources to sustain the activities we start

Sustaining excellent support for breastfeeding

- BfN aims to provide the best independent evidence-based information in the UK about breastfeeding, free from commercial interests in infant feeding
- We listen actively and well to those we support and to all our volunteers and staff at all levels
- We talk positively about our work and tell people widely about what we do because we are proud of our achievements
- Every member of BfN can explain what we do, why we do it and how we do it
 - We are careful to think about what people need and would like to know and to give them information in the most helpful way for them

Communication

