



Annual Evaluation 2021

What we are doing well, where we can improve and helping us to provide the evidence required to secure future funding.

Which service?



24% social media chat support
26% BfN Drugs in Breastmilk Service
6.5% National Breastfeeding Helpline

Who responded?



88% breastfeeding parents
6% health professionals
6% other



Once again, the most popular topic of discussion with BfN Peer Supporters was positioning and attachment for feeding.

Over 70%

of people contacted BfN because they were experiencing breastfeeding problems.

We wanted to know more about how people accessed our services during the pandemic.

31%

spoke to a BfN peer supporter on the telephone

31%

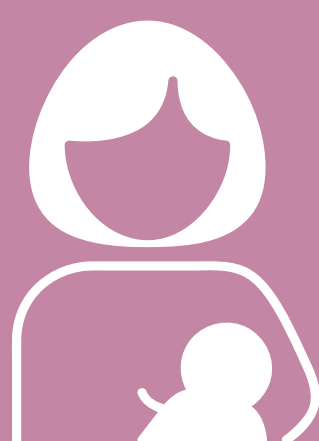
accessed information from the Drugs in Breastmilk Service

30%

had support from our social media chat team

27%

attended one of our virtual breastfeeding support groups



96% were satisfied with the support they received from BfN.

95%

would recommend us to family or friends.



We asked about the impact that BfN had, they said:

I felt lonely and isolated on my breastfeeding journey
I had people who could give me support with breastfeeding
I felt confident about making choices regarding breastfeeding
I felt able to continue to breastfeed for as long as I choose
I felt part of a community that supported me with breastfeeding

Before BfN support

35%
54%
63%
62%
32%

After BfN support

12%
90%
90%
85%
76%