

# Gloucester

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# BfN Project Gloucester

2010 – 2013

# Gloucester's background

- ▶ Medium sized provincial city on the edge of the Cotswolds
- ▶ Pockets of extreme deprivation
- ▶ Low breastfeeding rates



# Developing the project

## 2010

- ▶ Funding from PCT
- ▶ 8 trained Helpers
- ▶ Volunteers in 5 local (active) Children's Centres
- ▶ No trained Supporters

## 2013

- ▶ Still got funding from PCT
- ▶ 30 trained Helpers
- ▶ Volunteers in 13 local Children's Centres
- ▶ 12 trained Supporters (active)

# Getting in touch with mums

## 2010

- ▶ About 2 antenatals each month
- ▶ Collecting mums' details in hospital
- ▶ Not able to provide any bedside support in hospital
- ▶ About 15 home visits a month

## 2013

- ▶ About 9 antenatals each month
- ▶ Still collecting mums' details in hospital
- ▶ Providing bedside support in hospital on 6 days each week
- ▶ About 30 home visits a month

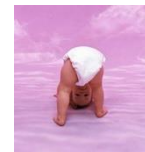
# Developing the antenatals



2 sessions per month has become 9 sessions per month

Expanded into more Children's Centres

Developed a standardised "FEELY BAG" and "WHAT'S IN  
BROASTMITHA?" presentation



We have now been asked to cover the whole County..


# Challenges for the project

- ▶ Sharing the workload effectively between ourselves
- ▶ Keeping Helpers motivated to volunteer and attend supervision
- ▶ Building relationships with health professionals and Children's Centre staff
- ▶ Managing the expansion of the project
- ▶ Keeping good records
- ▶ Keeping the funding...

# Things that we have learned to do well

- ▶ Developing roles in the team
- ▶ Training lots of Helpers
- ▶ Training the right Supporters
- ▶ Building relationships with health professionals and Children's Centre staff
- ▶ Helping mums - **breastfeeding rates are going up in the areas we support!**





It's all about  
breastfeeding  
and supporting  
local mums