

A vertical decorative bar on the left side of the slide. It features a gradient from green at the top to purple at the bottom. The text 'BfN The Breastfeeding Network' is written vertically in white. There are also decorative purple swirls and a small green star at the top and bottom of the bar.

BfN and Breastfeed Blackpool & Fylde College

Lee Reynolds



Blackpool and The Fylde College
Society, Health and Childhood Studies

Breast-Feeding Campaign



What was our aim?



- **We aimed to promote the benefits of breast-feeding amongst teenage parents.**



why?



- **During December 2012 our Full-time Teaching Assistant students carried out a survey to research why so few teenagers breast-fed their babies.**

The results were;

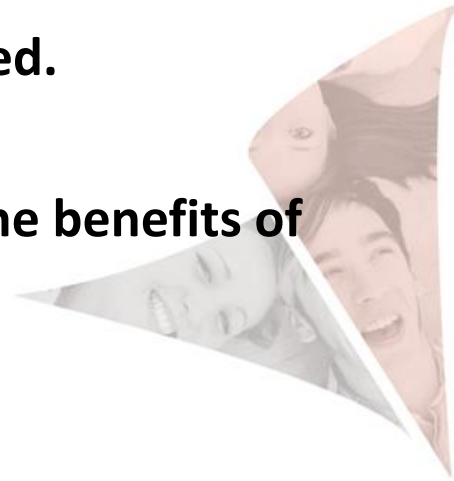
- **Out of 150 females (aged 15 – 19 years) and 30 males (aged 15 – 23 years).**
- **21 mums in age group and 8 Dads.**
- **0% breast feeding Mums.**



What is our aim....why?



- **90% agreed that breast-feeding was good for a baby.**
- **89% said they would not breast-feed their baby.**
- **95% said it was easier to bottle feed.**
- **98% said they didn't know what the benefits of breast-feeding were for the Mum.**



.....why?



- **91% said they didn't know what the benefits of breast-feeding were for the baby.**
- **100% said they didn't know what the benefits of breast-feeding were to the dad.**
- **92% said breast-feeding would hurt.**
- **12% said that they would know where to go for support with feeding.**



why?



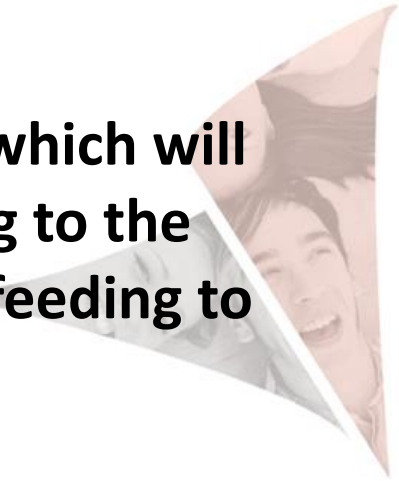
- **This campaign is our response to the 2004 White paper “Choosing Health: Making healthy choices easier”.**
- **To support the government initiative to increase the number of breastfeeding mums by 2% per year.**



How did we do it?



- **We launched the start of our Breast-feeding Campaign in February 2013. The campaign had a number of different elements all sharing one goal:**
- **To develop a visiting exhibition which will travel across the Fylde displaying to the community the values of breastfeeding to both mother, father and child.**



What will be involved?



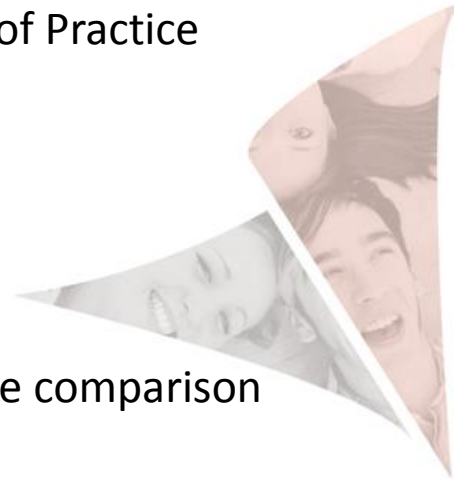
- **We introduced a number of initiatives across the whole college population. This included;**
 - Competitions
 - Lectures
 - Workshops
 - A New Mum and Dad group
- **Competitions that ran were;**
 - Design a logo
 - Design a slogan
 - Write a story/poem/song/rap
 - Design a cake
 - Design the college Breast-feeding room
 - Design a bra
 - Why Breast-feed?
 - Photography competition



What will be involved?



- **Lectures were held throughout February covering a range of associated topics;**
 - Environmental benefits
 - Monitoring and evaluation statistics of breastfeeding mothers
 - Post – natal care
 - The World Health Organisation Code of Practice
 - Breast and Bottle
- **Workshops included:**
 - Surviving breast-feeding
 - Baby-led weaning
 - ‘How much? – much too much’ – price comparison
 - From Bump to breastfeeding



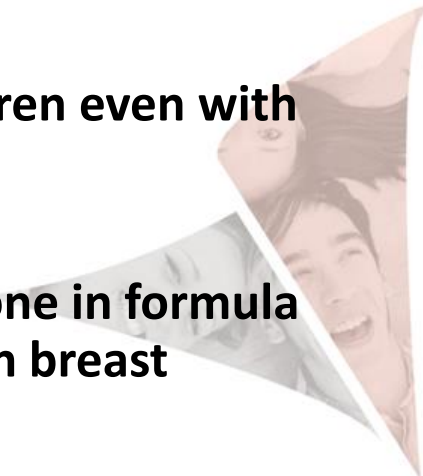
- Unfortunately the *New Mums and Dad* group did not take off – all new mums and dads were invited to an informal coffee morning to help support them and answer questions.



We shared some interesting facts!



- **Humans are one of 4237 species of mammals, all of whom breastfeed their young.**
- **Brittany Spears, Madonna, Meryl Streep, Catherine Zeta Jones, Celine Dion all breast-fed their babies.**
- **Pamela Anderson breastfed her children even with silicon implants.**
- **There is 10 times the amount of silicone in formula milk than in the milk of a mother with breast implants.**



Interesting Facts



- **A breastfeeding mum uses about 500 calories a day.**
- **You can store breast milk in the fridge for 3-8 days and in the freezer for up to 6 months.**
- **The NHS spends at least £35 million per year treating gastro-enteritis in bottle-fed babies in England and Wales.**
- **Bottle-feeding a baby costs well over £600 a year.**



Interesting Facts



- **According to the Department of Health - Health Benefits of Breastfeeding (2004):**

Breastfed babies are less likely to develop;

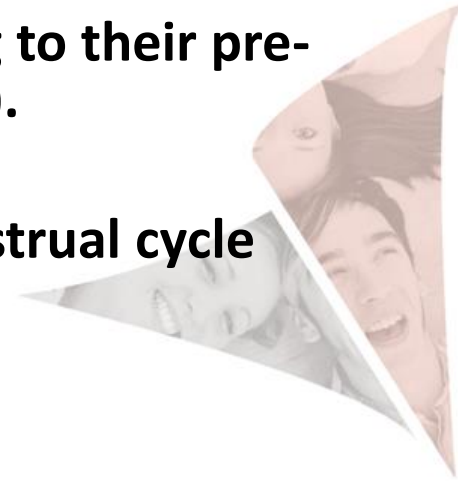
- **Gastric, respiratory and urinary tract infections (Howie,1990; Kramer, 2002;Wilson 1989).**
- **Obesity in later childhood (Fretwell, 2004; Gilman, 2001).**
- **Juvenile-onset insulin dependent diabetes mellitus (Sadauskaite-Kuenhne).**
- **Reduced risk of eczema and asthma (Health Promotion Council).**





Breastfeeding mothers have;

- **Reduced risk of developing pre-menopausal breast cancer (Newcombe, 1994; Beral, 2002).**
- **Increased likelihood of returning to their pre-pregnancy weight (Dewey, 1993).**
- **Delayed resumption of the menstrual cycle (Kennedy, 1989).**
- **Reduced risk of ovarian cancer.**



The end product



- **On March 7th 2013 participants and interested parties were invited to return to see the culmination of all this hard work.**
- **The exhibition was un-veiled and Blackpool & The Fylde's College Breast feeding room was officially opened for students and staff.**
- **The exhibition is visiting all Sure Start Centre's and we are hoping to access secondary schools in the near future.**





- The BFN also ran the Breastfeeding Supporter Level 2 course in college and 12 students and 1 tutor successfully completed.
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- Thank you

