



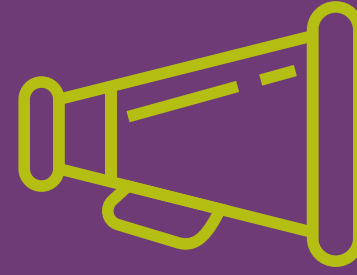
Annual Evaluation Insights 2020

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



Which service?

18% BfN Drugs in Breastmilk Service
10.5% National Breastfeeding Helpline
18% social media chat support



Who responded?

90% were mothers
6.5% Health Professionals
1.5% other

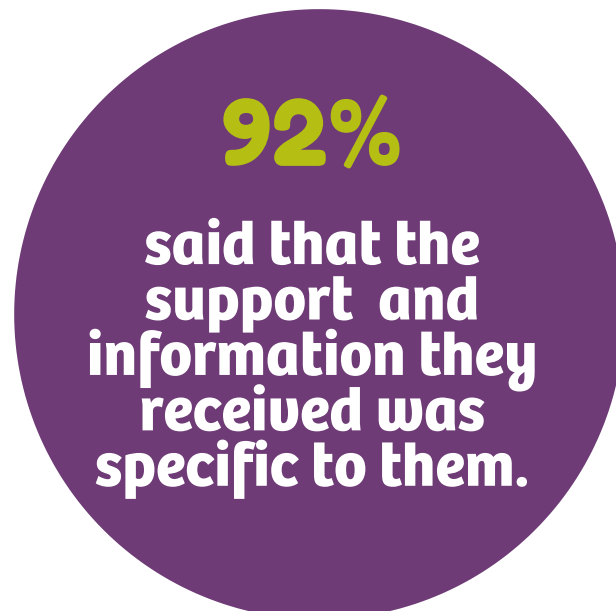
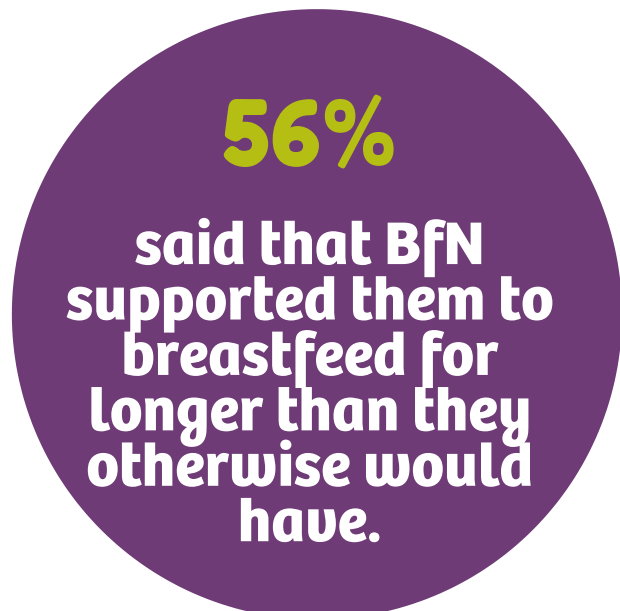
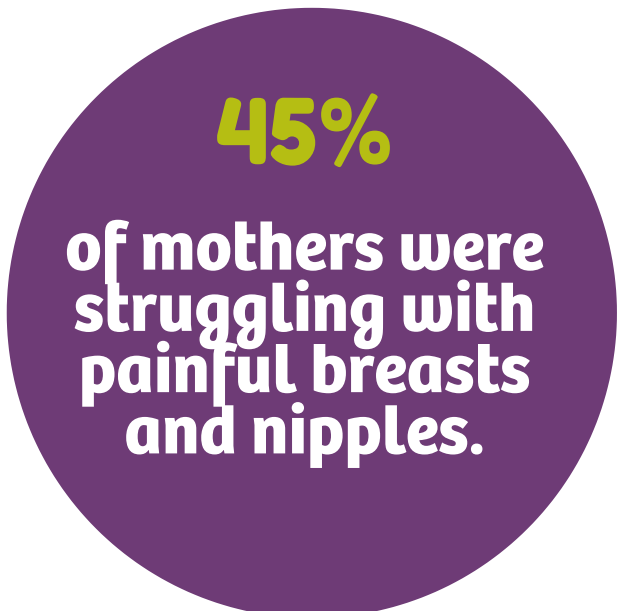


Matching last year's results exactly, 64% of mothers contacted BfN because they were experiencing breastfeeding problems.



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

We wanted to know more about why people used our services and the difference it made. **We learned that:**



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 chose
- I felt part of a community that supported me with breastfeeding

Before BfN support

35%
63%
63%
61%
36%

After BfN support

8%
93%
94%
91%
83%



97% were **satisfied** with the support they received from BfN.

98% would **recommend us** to family or friends.

