



An inquiry into Infant Feeding policy

By the UK All Party Parliamentary Group
on Infant Feeding & Inequalities

Foreword by Alison Thewliss MP

Since establishing the APPG on Infant Feeding & Inequalities when I entered Parliament, it's been abundantly clear to me that infant feeding policy has been too low down on the priority list for those in positions of power, especially when it comes to policy making. For example, the UK Government's recently published obesity strategy failed to even mention infant feeding at all, despite its importance in fostering healthy lifestyles from an early age.



The persistently low breastfeeding rates in the United Kingdom would suggest that there is a need for a full, in-depth inquiry, with clear outcomes and recommendations for all levels of government.

The co-author of the Lancet Report “Breastfeeding in the 21st century”, Dr Nigel Rollins said:

"The success or failure of breastfeeding should not be seen solely as the responsibility of the woman. Her ability to breastfeed is very much shaped by the support and the environment in which she lives. There is a broader responsibility of governments and society to support women through policies and programmes in the community."

Dr Rollins is absolutely right in his assessment. We all have a role to play in improving breastfeeding rates and I hope this inquiry will bring everyone - Ministers, the third sector, campaigners, health workers and families - together to take stock of what services and support are available for breastfeeding, where there are gaps, where those with an interest in breastfeeding policy might wish to see more support.

The earlier work the APPG carried out on formula milk advertising, in particular around the Feeding Products for Babies and Children (Advertising and Promotion) Bill, also identified gaps in support and information for those using infant formula. I am keen to hear from people about their experiences with bottle feeding their children, and what support they need to help them make informed choices about the products they may wish to use to support their babies' growth and development.

Since becoming Chair of the APPG, I have been impressed and encouraged by the many dedicated, passionate and hardworking individuals who do everything that they can support families with their infant feeding choices.

This inquiry is for them - an opportunity to speak up and be heard.

I hope as many people as possible contribute to this inquiry, so that we can build a society based on good health and well-being for all.

A handwritten signature in black ink, appearing to read 'Alison Thewliss', written in a cursive style.

Alison Thewliss MP
Chair, APPG on Infant Feeding & Inequalities
March 2017

How to respond to this consultation

Your response will be most useful if it is framed in direct response to the questions posed, particularly as several questions have example choices though further comments and evidence are also welcome. Where possible, responses should be submitted electronically via the e-consultation available at www.infantfeedingappg.co.uk/appg-inquiry-infant-feeding-services.

Responses emailed to inquiry2017@infantfeedingappg.co.uk and hard copy responses sent to the office of Alison Thewliss MP (postal address House of Commons, London, SW1A 0AA) will also be accepted.

Additional copies

You may make copies of this document without seeking permission. An electronic version can be found at www.infantfeedingappg.co.uk.

Confidentiality and data protection

Information provided in response to this consultation, including personal information, may be subject to publication or disclosure in accordance with the access to information legislation (primarily the Freedom of Information Act 2000, the Data Protection Act 1998 and the Environmental Information Regulations 2004). If you want information that you provide to be treated as confidential please say so clearly in writing when you send your response to the consultation. It would be helpful if you could explain to us why you regard the information you have provided as confidential. If we receive a request for disclosure of the information we will take full account of your explanation, but we cannot give an assurance that confidentiality can be maintained in all circumstances. An automatic confidentiality disclaimer generated by your IT system will not, of itself, be regarded by us as a confidentiality request. We intend to publish all responses in full for transparency purposes unless confidentiality is specifically requested. We will also summarise all responses and place this summary on the Infant Feeding APPG website (www.infantfeedingappg.co.uk). This summary will include a list of names or organisations that responded, but not people's personal names, addresses or other contact details.

Quality assurance

If you have any complaints about the consultation process (as opposed to comments about the issues which are the subject of the consultation) please address them to: APPG Inquiry Co-ordinator, Office of Alison Thewliss MP, London, SW1A 0AA. Email: consultation.coordinator@infantfeedingappg.co.uk

Consultation preamble

This consultation seeks to identify both the availability and usage of existing face-to-face services to support infant feeding, whether provided through the NHS or through external organisations, such as charities or voluntary organisations. The first set of questions are designed to obtain information the most commonly used face-to-face services for infant feeding.

Q1a): What NHS infant feeding support services are available in your area?

Q1b): If you selected "Other" in Q1 a), please give details of the service available.

Q1c): What NHS infant feeding support services have you used?

Q1d): If you selected "Other" in Q1 c), please give details of the service you have used.

Q1e): What infant feeding services offered from external organisations (e.g. charities, support groups, voluntary organisations) are available in your area?

Q1f): If you selected "Other" in Q1e), please give details of the service available in your area.

Q1g): What infant feeding services offered from external organisations (e.g. charities, support groups, voluntary organisations) have you used?

Q1h): If you selected "Other" in Q1 g), please give details of the service you have used.

The second set of questions are designed to obtain specific information about the use of telephone and online services that are available for infant feeding. This information includes the frequency by which such services are used and whether services have developed links between each other through referrals between organisations.

Q2a): What telephone helplines for infant feeding have you heard of?

Q2b): What websites or online services for infant feeding have you heard of?

Q2c): What telephone helplines for infant feeding do you currently use?

Q2d): If you selected "Other" in Q2 c), please give details of the service provided.

Q2e): What websites or online services for infant feeding do you currently use?

Q2f): If you selected "Other" in Q2 e), please give details of the service provided.

Q2g): How frequently do you use these services?

Q2h): Did you approach any of the above services directly or were you referred from another organisation?

Q2i): If referred from another organisation, please state the name of the organisation.

The third set of questions are aimed at organisations which offer infant feeding support services and seeks to identify how much funding these organisations receive, what services they provide with the funding and how the organisation's current financial situation compares to previous years.

Q3a): (For organisations) How much funding do you receive for infant feeding support?

Q3b): (For organisations) From which organisations do you receive funding?

Q3c): (For organisations) What infant feeding services does your organisation provide with the funding?

Q3d): (For organisations) How does the funding your organisation currently receives compare to the funding your organisation received in the last financial year (2015/16)?

Q3e): (For organisations) How does the funding your organisation currently receives compare to the funding your organisation received in the 2010/11 financial year?

The fourth set of questions seek to identify how widespread BabyFriendly Initiative (BFI) accreditation is, what level of BFI accreditation the organisation has (if any), whether the organisation is seeking to obtain higher levels of BFI accreditation and, if they are seeking higher levels of accreditation, what support they may require to obtain that higher level of accreditation.

Q4a): Does your organisation currently hold BabyFriendly Initiative (BFI) accreditation?

Q4b): (If answer to Q4a) is yes) What level of BabyFriendly Initiative (BFI) accreditation does your organisation hold at the moment?

Q4c): When was your organisation first accredited by BFI?

Q4d): What steps would your organisation need to take to obtain BFI accreditation/gain higher levels of BFI accreditation?

Q4e): What support would your organisation need to obtain BFI accreditation/gain higher levels of BFI accreditation?

The final question offers respondents the opportunity to provide any further information or comments on the availability/use of infant feeding support services.

Q5: Any further comments on the availability or coverage of infant feeding support services?

Consultation response form

Q1a): What NHS infant feeding support services are available in your area?

- Midwife support
- Health visitor support
- GP support
- NHS helpline
- NHS website
- Other

Q1b): If you selected "Other" in Q1 a), please give details of the service available.

Q1c): What NHS infant feeding support services have you used?

- Midwife support
- Health visitor support
- GP support
- NHS helpline
- NHS website
- Other

Q1d): If you selected "Other" in Q1 c), please give details of the service you have used.

Q1e): What infant feeding services offered from external organisations (e.g. charities, support groups, voluntary organisations) are available in your area?

- Peer support group
- Helpline
- Website
- Other

Q1f): If you selected "Other" in Q1e), please give details of the service available in your area.

Q1g): What infant feeding services offered from external organisations (e.g. charities, support groups, voluntary organisations) have you used?

- Peer support group
- Helpline
- Website
- Other

Q1h): If you selected "Other" in Q1 g), please give details of the service you have used.

Q1g): Were there any gaps in service provision or areas where you felt that you needed more support for infant feeding? If so, please provide more information.

Q2a): What telephone helplines for infant feeding have you heard of? Please tick:

- National Breastfeeding Helpline
- National Childbirth Trust Support Line
- Association of Breastfeeding Mothers Helpline
- Breastfeeding Network Supporter Line
- La Leche League helpline

Q2b): What websites or online services for infant feeding have you heard of? Please tick:

- National Breastfeeding Helpline - web chat
- National Childbirth Trust website
- Association of Breastfeeding Mothers website
- Breastfeeding Network website
- La Leche League website
- feedgood.scot

Q2c): What telephone helplines for infant feeding do you currently use?

- National Breastfeeding Helpline
- National Childbirth Trust Support Line
- Association of Breastfeeding Mothers Helpline
- Breastfeeding Network Supporter Line
- La Leche League helpline
- Other

Q2d): If you selected "Other" in Q2 c), please give details of the service provided.

Q2e): What websites or online services for infant feeding do you currently use?

- National Breastfeeding Helpline - web chat
- National Childbirth Trust website
- Association of Breastfeeding Mothers website
- Breastfeeding Network website
- La Leche League website
- feedgood.scot
- Other

Q2f): If you selected "Other" in Q2 e), please give details of the service provided.

Q2g): How frequently do you use these services? Please tick:

- Daily
- Weekly
- Fortnightly
- Monthly
- Bi-annually
- Annually
- Never

Q2h): Did you approach any of the above services directly or were you referred from another organisation?

- Approached directly
- Referred from another organisation

Q2i): If referred from another organisation, please state the name of the organisation.

Q3a): (For organisations) How much funding do you receive for infant feeding support?

Q3b): (For organisations) From which organisations do you receive funding?

Q3c): (For organisations) What infant feeding services does your organisation provide with the funding?

Q3d): (For organisations) How does the funding your organisation currently receives compare to the funding your organisation received in the last financial year (2015/16)?

Q3e): (For organisations) How does the funding your organisation currently receives compare to the funding your organisation received in the 2010/11 financial year?

Q4a): Does your organisation currently hold BabyFriendly Initiative (BFI) accreditation?

- Yes
- No

Q4b): (If answer to Q4a) is yes) What level of BabyFriendly Initiative (BFI) accreditation does your organisation hold at the moment?

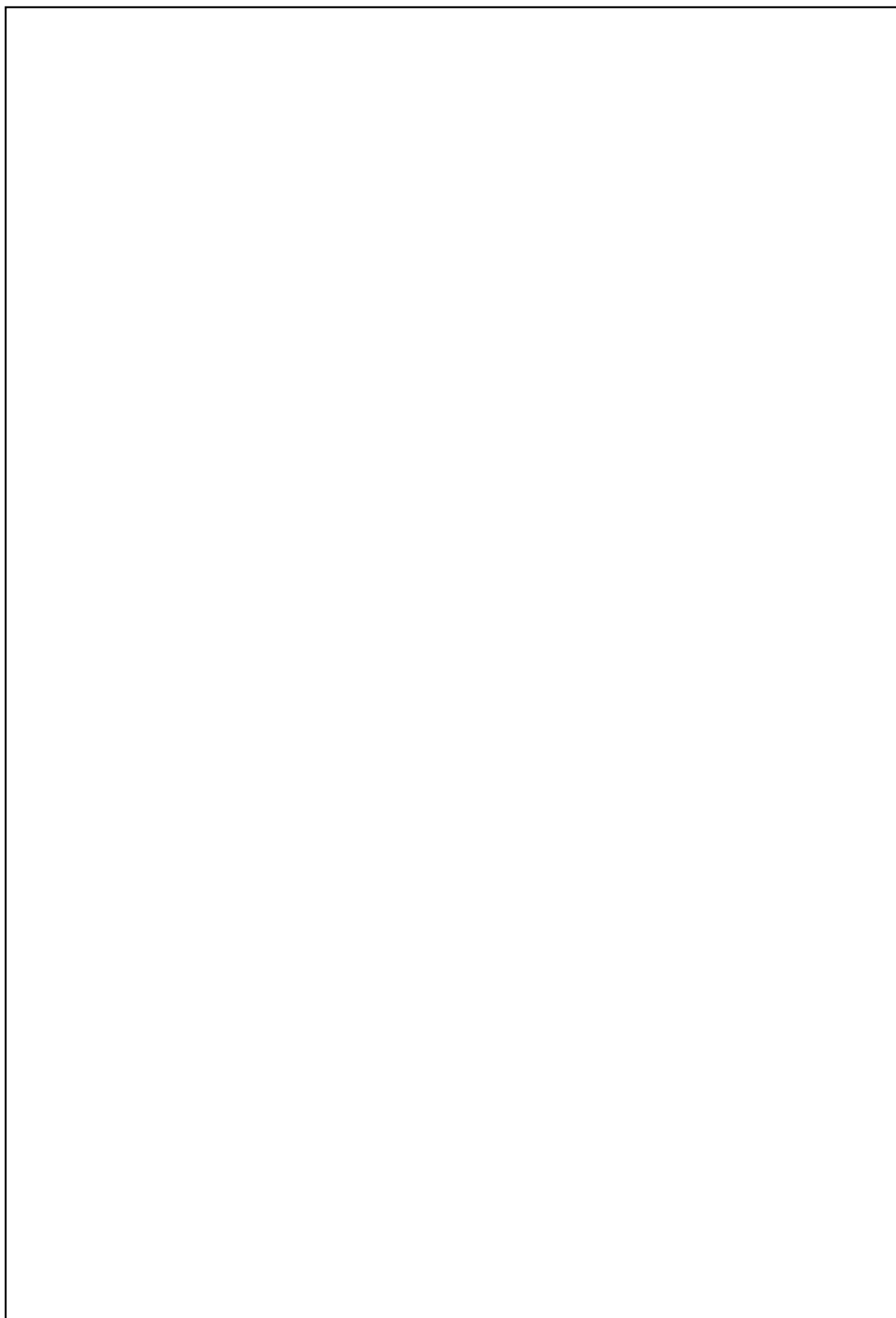
- Stage 1
- Stage 2
- Stage 3
- None

Q4c): When was your organisation first accredited by BFI?

Q4d): What steps would your organisation need to take to obtain BFI accreditation/gain higher levels of BFI accreditation?

Q4e): What support would your organisation need to obtain BFI accreditation/gain higher levels of BFI accreditation?

Q5: Any further comments on the availability or coverage of infant feeding support services?



About you

Name:

Organisation (if applicable):

Address:

Email address:

Telephone number:

Are you happy to have your consultation response published?

Yes No

Would you be happy to give oral evidence at a future inquiry hearing?

Yes No

Please return this completed form to:

APPG on Infant Feeding & Inequalities
Office of Alison Thewliss MP
The House of Commons
London, SW1A 0AA

or by email:

inquiry2017@infantfeedingappg.co.uk

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