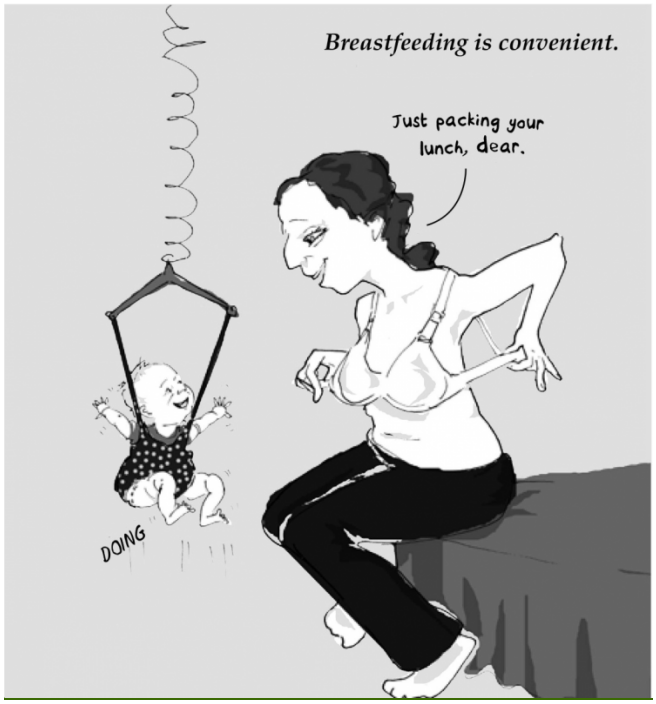
AIMS For a better birth...

NCT Breastfeeding Package



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Commissioning communications crisis will hit breastfeeding targets, says NCT

NCT, the UK's largest parent charity, has launched a new breastfeeding package to help healthcare commissioners take advantage of breastfeeding support.

Local support for mothers to breastfeed varies significantly across regions yet it is estimated that amoderate increase in breastfeeding could save the NHS £17 million every year[1]

In response to these concerns NCT has re-launched the Breastfeeding Welcome Scheme. This scheme aims to normalise breastfeeding in public by inviting businesses and organisations to make their support public, at no cost to them, with welcome signs and logos.

The move marks an expansion of the breastfeeding support NCT offer s to local commissioners, enabling them to reach their breastfeeding targets. NCT's breastfeeding package will now include:

- Breastfeeding Peer Support, providing training to women to enable them to support breastfeeding women, with a similar socio-economic background, in their local community, alongside NHS services and NCT's network of Breastfeeding Counsellors;

- Baby Café, which provides a relaxed, café-style environment where mums can drop in to meet, chat and learn about breastfeeding from qualified health professionals.

For more information, and to get involved, visit www.nct.org.uk or email CommissionedServices@nct.org.uk

Breastfeeding Welcome Scheme to champion breastfeeding

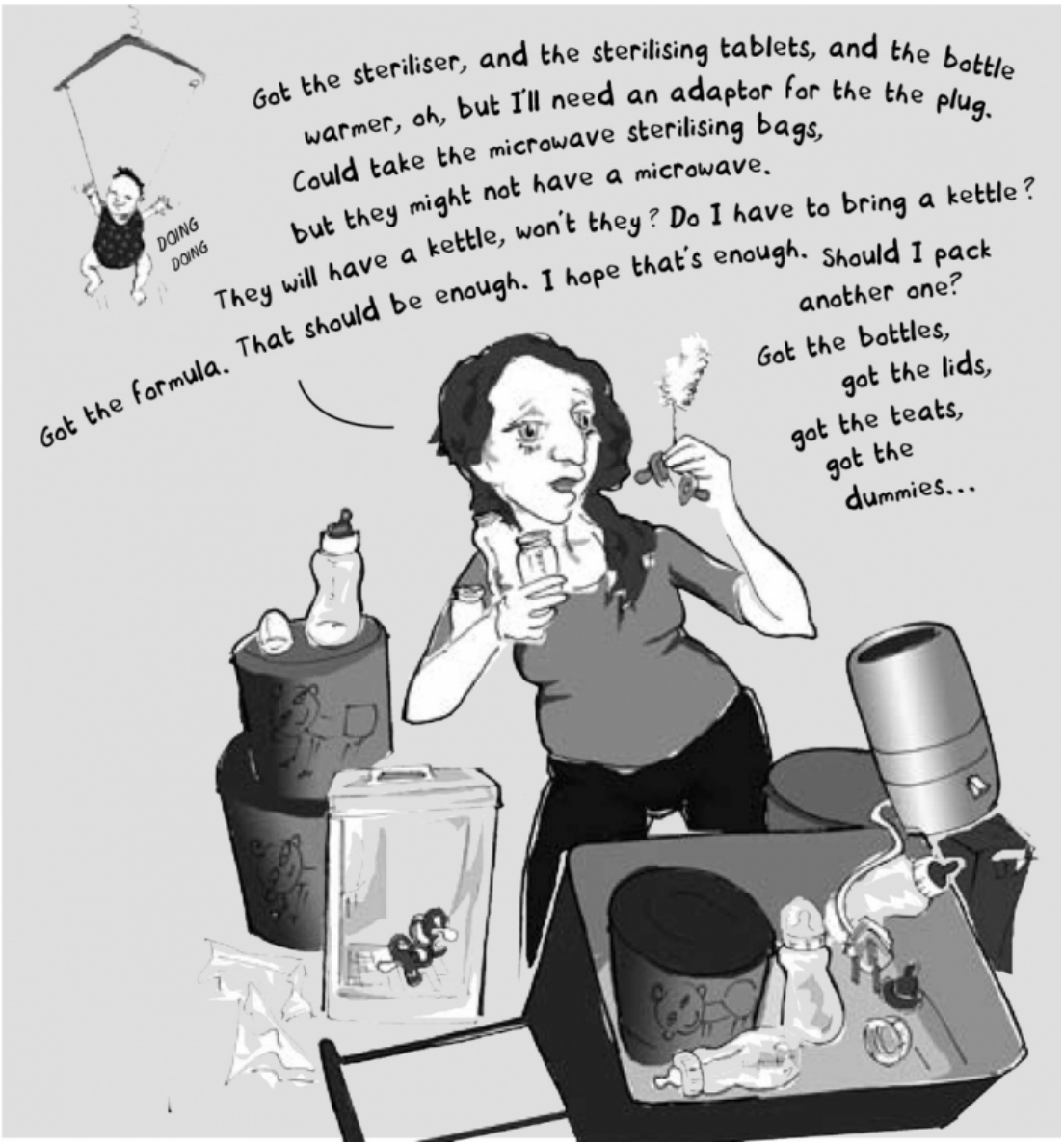
NCT is working to help all parents breastfeed but the package of support offered to local commissioners has been created to target hard to reach groups including teenage mums and families living in poverty.

Candy Perry, Healthcare Business Development Director, NCT said,

'The re-launch of the Breastfeeding Welcome Scheme marks the latest initiative by NCT to improve the breastfeeding support available to clinical commissioning groups, foundation trusts and local authorities. Combined with our Breastfeeding Peer Support scheme and Baby Cafés it creates a comprehensive package of support for local commissioners looking to meet their breastfeeding targets and save on long term costs. 'The health benefits of breastfeeding for mother and baby are well-documented, as are the long-term economic rewards generated through reductions in medical intervention. A few thousand pounds to get a scheme up and running will be paid back again and again by future savings.'

References

1. UNICEF (2012) Preventing Disease and Saving Resources. www.unicef.org.uk/Documents/Baby_Friendly/Research/Preventing_disease_saving_resources.pdf


Got the steriliser, and the sterilising tablets, and the bottle warmer, oh, but I'll need an adaptor for the the plug.
Could take the microwave sterilising bags,
but they might not have a microwave.
They will have a kettle, won't they? Do I have to bring a kettle?
Got the formula. That should be enough. I hope that's enough. Should I pack another one?
Got the bottles, got the lids, got the teats, got the dummies...
DOING DOING