

To the Children's Centre Service's

Infant feeding practice and procedures



...giving children
the best start



We support the right of all parents to make informed choices about infant feeding, so all Children's Centre Service staff will support you in your decisions.

We believe that breastfeeding is the healthiest way to feed your baby and we recognise the important benefits which breastfeeding provides for both you and your child. This is why we encourage you to breastfeed your baby.

Thanks for the Infant Feeding Team at Nottinghamshire Healthcare Foundation Trust for their support with this guide.

This is your guide to our breastfeeding practice and guidance document.

Please ask a member of staff if you wish to see the full document.

For more information on Children's Centre Services and contact details of each Children's Centre please take a look at www.nottinghamshire.gov.uk/childrenscentreservice



HOW THE CHILDREN'S CENTRE SERVICE SUPPORTS YOU ON YOUR BREASTFEEDING JOURNEY



Our staff:

- All staff supporting breastfeeding mothers are fully trained to help with breastfeeding. Please ask them about breastfeeding queries, or if you feel you need specialised advice, they will be able to give you contact details of the Infant Feeding Team employed by Notts Healthcare Foundation Trust, who we work with very closely.

Our Breastfeeding Peer Support Volunteers:

- All our Breastfeeding Peer Support Volunteers (PSVs) are trained by Notts Healthcare Foundation Trust's Infant Feeding Co-ordinators and trained Children's Centre Service team members. They are all either currently breastfeeding their babies or have breastfed in the past, they have practical experience of the highs and lows of breastfeeding and will help you have a positive breastfeeding experience.

UNICEF Baby Friendly Initiative:

- To help us make sure we give the best support and advice to families on feeding their babies, Nottinghamshire County Council's Children's Centre Service has taken the same quality accreditation scheme as Nottinghamshire Healthcare Trust. Like them, we have successfully achieved the Gold Award and have a Service Director as our Breastfeeding Guardian, making sure that in high level meetings, breastfeeding is considered.

During pregnancy:

- During your pregnancy we'd love to have a conversation with you about ways for you and your partner to connect with your baby before they are born and once they arrive.
- You might want to sign up to our **Antenatal BABES session** or come along to a **BABES Group** and talk to other families about their breastfeeding journey. These sessions are a great chance to meet our Breastfeeding Champions and our trained Peer Support Volunteers, as well as other parents. Speak to any member of the team, or your Midwife or Healthy Family Team Practitioner (Health Visitor) for more information.



After your baby's birth:

- It's recommended that you hold your new baby against your skin as soon as possible after birth and keep him or her near you whenever you can so that you can get to know each other.
- Maintaining skin contact with your baby often leads to the first breastfeed. Most babies are naturally ready to feed within the first hour if left undisturbed.
- Midwives will be available to explain how you can put your baby to the breast correctly and help with feeds in the early days. Just remember, both you and your baby will be learning the skill of breastfeeding together.

- Staff from the Healthy Families Team, along with Children's Centre Service trained staff and volunteers will provide support later on.
- Don't forget that your partner and other close family and friends can also support you and your baby when you are breastfeeding. Ideas for this are:
 - Helping you with the positioning of the pillow, if you are using one
 - Getting you food and especially water, whilst you are feeding
 - Adjust the lighting in the room
 - Winding the baby
 - Changing the baby if needed after feeding
 - Swaddle the baby after feeding and changing
 - Helping out with cooking and cleaning while you feed your baby
 - Looking after your other children - toddlers might want lots more attention whilst you feed their baby brother or sister.
 - Encourage you with love, praise - and perhaps massage your shoulders from time to time!



- Your Healthy Family Team Practitioner or one of our trained staff or volunteers can give you information and advice about how to manage night feeds and how to hand express your milk.

- We recommend that you keep your baby near you whenever you can so that you can get to know each other. We will give you information and advice about bed sharing and infant safety, but for more information, do take a look at the Lullaby Trust website: www.lullabytrust.org.uk/safer-sleep-advice
- We recommend that you avoid using dummies or nipple shields while you and your baby are learning to breastfeed. This is because they can make it more difficult for your baby to learn to breastfeed successfully and for you to establish a good milk supply.



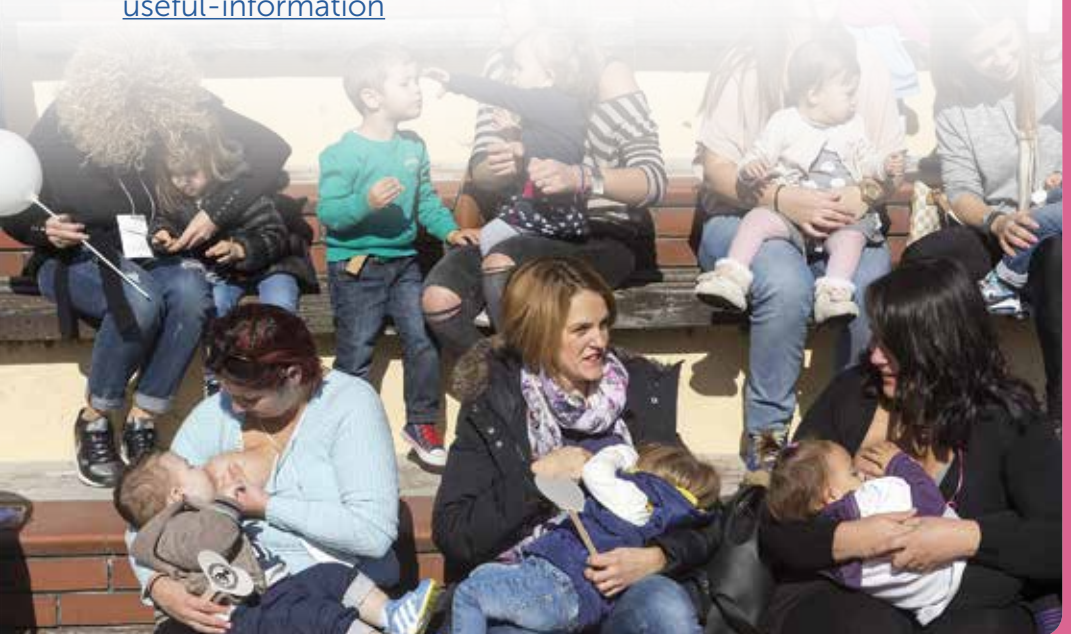
When and how long should I breastfeed my baby?

- We encourage responsive feeding. This is where a mother offers her baby the breast at every opportunity and the baby is allowed to choose when and for how long they feed. This way you can be sure your baby is getting enough milk. We will encourage you to feed your baby whenever he or she seems to be hungry and we will explain to you how you can tell that he or she is getting enough milk.
- Most babies do not need anything other than breast milk until they are around 6 months old. If for some reason your baby needs some other food or drink before this, the reason will be fully explained to you by your doctor or health visitor and your agreement will be asked for.

- We will help you to recognise when your baby is ready for other foods (normally around 6 months) and explain how these can be introduced.

Where can I breastfeed my baby?

- Almost anywhere! You should not be made to feel uncomfortable about breastfeeding in public. It is illegal for anyone to ask a breastfeeding woman to leave a public place, such as a café, shop or public transport. For more information see: [Breastfeeding in public - NHS \(www.nhs.uk\)](http://www.nhs.uk)
- We welcome breastfeeding in all areas of our Children's Centre Service buildings and lots of other places in Nottinghamshire, such as libraries, cafes, health centres, shops and council buildings. It can help you feel more confident in the early days to know where you can feed your baby, so you might want to take a look at the Breastfeeding Friendly in the Community information for your area: www.nottinghamshirehealthcare.nhs.uk/breastfeeding-useful-information



- Staff and volunteers at the Children's Centre can give you advice and support to help you breastfeed when you are out and about and there's lots of information on breastfeeding in the community on www.nottshelpyourself.org.uk/parentcarerzone0-4years

Facebook: Why not join <https://www.facebook.com/NottsHappyBabyCorner/> or look out for a local Facebook community group, linked to your local BABES group, for support 24/7!



Nottinghamshire's Families Information Service is available to help families find childcare, give information on different types of childcare and funding, as well as offer lots of useful information to parents, including activities to do at home and in the community, guidance on parenting challenges, child development, healthy lifestyles, volunteering, returning to work and lots more. You'll find all of this and more on our virtual family hub at Notts Help Yourself.

More information

www.nottshelpyourself.org.uk/childcare

Get in touch

You can email us on: nottsfis@nottsc.gov.uk

If you prefer to speak to us, you can contact our customer service team on **0300 500 8080**. They are open from Monday to Friday, from 8am to 6pm.

