

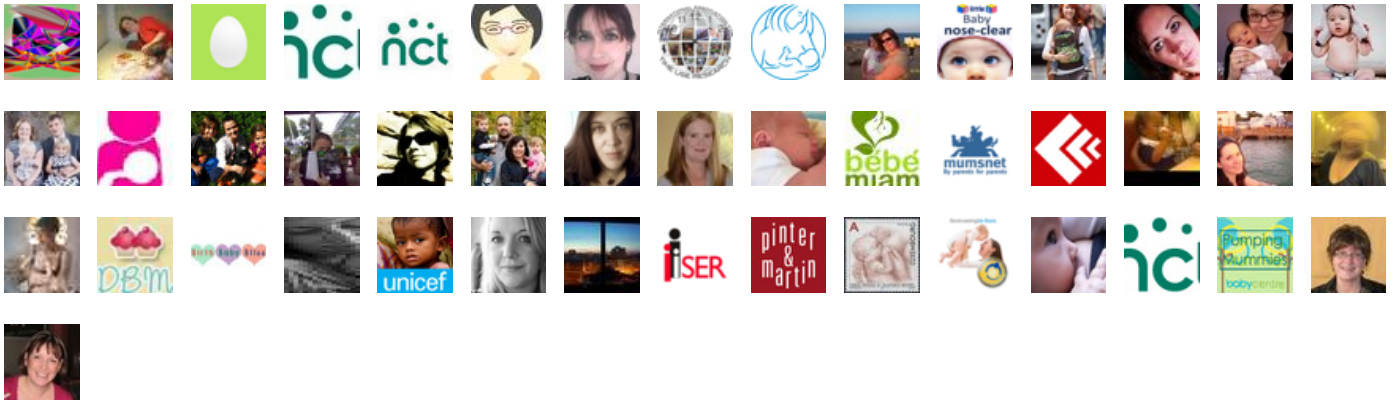
#bfconf Day One

Baby Friendly Initiative Annual Conference 2011

Trending Words

#bfconf, rt, @babyfriendly:, baby, -, more, friendly, mothers, milk, now, breastfeeding, babies, brain, massage, impact

Event Participants





RT @unicef_uk: Follow @babyfriendly for live updates from the #bfconf. More on the programme and how it helps mothers and babies: <http://t.co/p1UWoDtu>

24-Nov-11 20:52 | FloodUNICEF



sitting next to a man at a baby friendly dinner. Whatever next? #bfconf

24-Nov-11 20:03 | clairedavis45



RT @babyfriendly: Each lactating mother has a highly unique bacterial profile that is shared in her milk with her baby. #bfconf

24-Nov-11 19:35 | heidiboobs



RT @babyfriendly: The structural and functional changes in the gastrointestinal tract in the early post-birth period represent a critical window #bfconf

24-Nov-11 19:35 | heidiboobs



RT @YorkNCT: Lots of interesting bf tweets from the @babyfriendly conference today <http://t.co/1Li3O20M> #bfconf

24-Nov-11 19:33 | WW_NCT



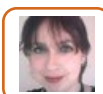
Lots of interesting bf tweets from the @babyfriendly conference today <http://t.co/pLPf3ZFz> #bfconf

24-Nov-11 19:11 | YorkNCT



RT@babyfriendly We must improve care 4 bottle-feeding mothers & not alienate anyone #bfconf; Yes, moms of #eczema children not to feel guilt

24-Nov-11 19:10 | MarcieMom



RT @babyfriendly: We must improve care for bottle-feeding mothers and not alienate anyone #bfconf

24-Nov-11 18:58 | blueasha



RT @babyfriendly: Great presentation from Emilia Del Bono from @iseressex showing real differences that Baby Friendly can make. #bfconf

24-Nov-11 18:33 | IATUR



And that's us for the day! We'll be back tomorrow with more talks and news from Liverpool. Hope you've found it interesting. #bfconf

24-Nov-11 18:21 | babyfriendly



Great 1st talk from Paula Meier. Her second talk is tomorrow morning: Peer support for lactation and human milk feeding in the NICU. #bfconf

24-Nov-11 17:38 | babyfriendly



Q - Does donor milk still have a strong evidence of benefit versus formula? #bfconf

24-Nov-11 17:33 | babyfriendly



A - They have different benefits. Try and split the feed so around a 10th of a ml is spread around the mouth to help prevent sepsis #bfconf

24-Nov-11 17:32 | babyfriendly



Q - Is there any difference between feeding colostrum via nasogastric tube or oral? #bfconf

24-Nov-11 17:29 | babyfriendly



Finishing up with a Paula Meier Q & A. #bfconf

24-Nov-11 17:29 | babyfriendly



"The breastfeeding counsellors make a difference, being able to talk about their experiences." #bfconf

24-Nov-11 17:13 | babyfriendly



40% of mothers enter @RushMedical not intending to breastfeed. So why do they change their mind? #bfconf

24-Nov-11 17:12 | babyfriendly



"Our breastfeeding peer counsellors are all parents who had previously had babies here. They provide 75% of our lactation care." #bfconf

24-Nov-11 17:12 | babyfriendly



Baby's blocked nose => 6% of breastfeeding mums to 'take to the bottle' -> 4little1 Baby nose-clear is being positively received at #bfconf

24-Nov-11 17:08 | 4little1



"How did we achieve this? We created a culture of evidence about human milk and breastfeeding in the NICU." #bfconf

24-Nov-11 17:00 | babyfriendly



"98% of VLBW infants receive their mother's milk. If you come in and you have breasts, you'll be using them". #bfconf

24-Nov-11 17:00 | babyfriendly



Now talking about @RushMedical Mother's Milk Club. They share scientific findings with parents to make them partners in care. #bfconf

24-Nov-11 16:58 | babyfriendly



RT @babyfriendly Colostrum is more like amniotic fluid than mature milk in composition- protects the gut during interal feeding #bfconf

24-Nov-11 16:55 | Boba



RT @Boba: RT @babyfriendly Baby massage is the best evidence-based way to produce oxytocin in babies to negate the effects of cortisol. #bfconf

24-Nov-11 16:54 | 4little1



RT @babyfriendly Baby massage is the best evidence-based way to produce oxytocin in babies to negate the effects of cortisol. #bfconf

24-Nov-11 16:51 | Boba



RT @babyfriendly Each lactating mother has a highly unique bacterial profile that is shared in her milk with her baby. #bfconf

24-Nov-11 16:51 | Boba



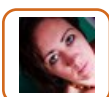
In fact, the profile is so unique it could almost be fingerprint! #bfconf

24-Nov-11 16:50 | babyfriendly



Each woman's profile is markedly different from each other, but her own varies very little over time. #bfconf

24-Nov-11 16:49 | babyfriendly



RT @babyfriendly: Each lactating mother has a highly unique bacterial profile that is shared in her milk with her baby. #bfconf

24-Nov-11 16:49 | KimLiving



Each lactating mother has a highly unique bacterial profile that is shared in her milk with her baby. #bfconf

24-Nov-11 16:48 | babyfriendly



The structural and functional changes in the gastrointestinal tract in the early post-birth period represent a critical window #bfconf

24-Nov-11 16:35 | babyfriendly



RT @babyfriendly: In terms of the NICU, the more human milk premature babies can have, the better their short and long-term health outcomes. #bfconf

24-Nov-11 16:35 | Eamonsmom_



So how does human milk effect so many clinical outcomes in the NICU? #bfconf

24-Nov-11 16:34 | babyfriendly



RT @babyfriendly: A baby is born relatively immature because if it was the same maturity as other mammals the head would be too large to deliver! #bfconf

24-Nov-11 16:30 | LouDayNewland



In terms of the NICU, the more human milk premature babies can have, the better their short and long-term health outcomes. #bfconf

24-Nov-11 16:30 | babyfriendly



The agents, antibodies, etc in human milk therefore evolved to support immature babies. #bfconf

24-Nov-11 16:29 | babyfriendly



A baby is born relatively immature because if it was the same maturity as other mammals the head would be too large to deliver! #bfconf

24-Nov-11 16:28 | babyfriendly



Human babies, compared to other mammals, have the most complex brain. #bfconf

24-Nov-11 16:27 | babyfriendly



Obvious point to start - different animals have different milk. What makes human milk so different? #bfconf

24-Nov-11 16:27 | babyfriendly



Final speaker of the day, Paula Meier from @RushMedical on 'Optimising the use of human milk in the NICU'. #bfconf

24-Nov-11 16:26 | babyfriendly



RT @babyfriendly: We must improve care for bottlefeeding mothers & not alienate anyone #bfconf >>We're working hard on that in Bromley

24-Nov-11 16:02 | BreastfeedingBR



RT @babyfriendly: Senior lecturer Julianne Harlow - round of applause for making Bolton first Baby Friendly accred HV course in UK #bfconf

24-Nov-11 16:01 | BreastfeedingBR



Big thanks to all three Bolton speakers for talking so frankly and sharing their experiences in going Baby Friendly #bfconf

24-Nov-11 15:51 | babyfriendly



"Important to feed back to higher levels of management the success of the programme" #bfconf

24-Nov-11 15:31 | babyfriendly



Alison stresses importance of engaging everyone across the Trusts who fed into the accreditation process #bfconf

24-Nov-11 15:29 | babyfriendly



Challenges along the way: lack of understanding of the value of Baby Friendly and lack of budget #bfconf

24-Nov-11 15:19 | babyfriendly



RT @unxpctdblessing: Absolutely this. RT @babyfriendly: We must improve care for bottle-feeding mothers and not alienate anyone #bfconf

24-Nov-11 15:18 | KellyNaturally



RT @babyfriendly: Baby massage is the best evidence-based way to produce oxytocin in babies to negate the effects of cortisol. #bfconf

24-Nov-11 15:16 | townandbaby



All student HV at Bolton are reg nurses or midwives, but come from v diff backgrounds #bfconf

24-Nov-11 15:16 | babyfriendly



Absolutely this. RT @babyfriendly: We must improve care for bottle-feeding mothers and not alienate anyone #bfconf

24-Nov-11 15:16 | unxpctdblessing



RT @babyfriendly: We must improve care for bottle-feeding mothers and not alienate anyone #bfconf

24-Nov-11 15:15 | NurturedChild



Bolton HV course is 52 week programme, very packed programme #bfconf

24-Nov-11 15:14 | babyfriendly



Senior lecturer Julianne Harlow gets round of applause for making Bolton the first Baby Friendly accred HV course in the UK #bfconf

24-Nov-11 15:13 | babyfriendly



RT @babyfriendly: "Must connect with women and protect instinctive parenting" #bfconf

24-Nov-11 15:13 | DoubleH_Doulas



Moving straight on to next talk: Gaining Baby Friendly accred for Health Visiting programme in Bolton #bfconf

24-Nov-11 15:11 | babyfriendly



RT @babyfriendly: We must improve care for bottle-feeding mothers and not alienate anyone #bfconf

24-Nov-11 15:10 | LouDayNewland



We must improve care for bottle-feeding mothers and not alienate anyone #bfconf

24-Nov-11 15:09 | babyfriendly



How do we develop communication skills that empower nurturing and instinctive mothering? #bfconf

24-Nov-11 15:08 | babyfriendly



Carmel sums up: how can we take a more holistic woman-centred approach? how can we put the mother-baby relationship at the core? #bfconf

24-Nov-11 15:06 | babyfriendly



RT @babyfriendly: how can we work more closely with all mothers to reduce feelings of guilt and pressure around feeding methods? #bfconf

24-Nov-11 15:05 | LouDayNewland



Infant feeding leads keen to move forward to protect nurturing, and focus on outcomes more than processes #bfconf

24-Nov-11 14:58 | babyfriendly



Also can be difficult to keep staff motivated #bfconf

24-Nov-11 14:57 | babyfriendly



Sue asking hall whether giving ante-natal information IS a challenge for them. Hall gives resounding yes. #bfconf

24-Nov-11 14:56 | babyfriendly



"Must connect with women and protect instinctive parenting" #bfconf

24-Nov-11 14:55 | babyfriendly



Sue remembers the challenges along the way: antenatal info, stressful assessments, embedding change #bfconf

24-Nov-11 14:53 | babyfriendly



"Baby Friendly standards effective and essential" #bfconf

24-Nov-11 14:50 | babyfriendly



"Baby Friendly has helped us to achieve high standards around infant feeding care" #bfconf

24-Nov-11 14:49 | babyfriendly



Sue has been through more than 12 Baby Friendly visits over the years - understands experience of many delegates #bfconf

24-Nov-11 14:48 | babyfriendly



We have been listening - to mothers, health professionals, media, infant feeding leads #bfconf

24-Nov-11 14:45 | babyfriendly



But there is still a big drop-off rate in bf'ing and early intro of solid food. We are losing bf'ing women early #bfconf

24-Nov-11 14:42 | babyfriendly



Conference overwhelmingly agreeing that Baby Friendly has influenced bf'ing practice #bfconf

24-Nov-11 14:39 | babyfriendly



We've had some great success - skin contact widely practiced, mothers and babies rooming in, demand feeding, better training #bfconf

24-Nov-11 14:38 | babyfriendly



RT @NurturedChild: RT @babyfriendly: Baby massage also very positive intervention for mothers with postnatal depression. #bfconf

24-Nov-11 14:37 | bebemiam



RT @NurturedChild: RT @babyfriendly: Baby massage is the best evidence-based way to produce oxytocin in babies to negate the effects of cortisol. #bfconf

24-Nov-11 14:37 | bebemiam



RT @babyfriendly: Huge thanks to Carrie @MumsnetTowers for a thought-provoking talk that reminds us of the impact mums working together can have. #bfconf

24-Nov-11 14:35 | MumsnetTowers



Carrie's concluding points: Look at examples of best practice and learn from them. #bfconf

24-Nov-11 14:19 | babyfriendly



RT @unicef_uk: Follow @babyfriendly for live updates from the #bfconf. More on the programme and how it helps mothers and babies: <http://t.co/p1UWoDtu>

24-Nov-11 14:19 | StopChildTraffk



RT @babyfriendly: Baby massage is the best evidence-based way to produce oxytocin in babies to negate the effects of cortisol. #bfconf

24-Nov-11 14:19 | KimLiving



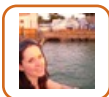
I have a preemie, and I just relied on breastfeeding for his nutrition. Exclusively breastfed him for 8 months #bfconf

24-Nov-11 13:59 | frecidoro



Mixed feeding is a thorny issue for Mumsnetters. Often feel its all bf'ing or all formula. Need clear info and reassurance. #bfconf

24-Nov-11 13:58 | babyfriendly



RT @unicef_uk: Follow @babyfriendly for live updates from the #bfconf. More on the programme and how it helps mothers and babies: <http://t.co/p1UWoDtu>

24-Nov-11 13:48 | JaynieN



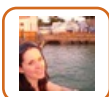
Yep RT @babyfriendly: "You feel so terrifyingly alone in charge of your baby's welfare when you breastfeed." #bfconf

24-Nov-11 13:44 | EssexKate



Asked about their experience of bf'ing and Mumsnet, users enjoyed reading about positive breastfeeding and feeling encouraged. #bfconf

24-Nov-11 13:43 | babyfriendly



RT @babyfriendly: 6-12 months is critical window for speech and emotional development. #bfconf

24-Nov-11 13:40 | JaynieN



"Peer-to-peer advice can be really helpful. Mumsnetters use the site to give and receive support from like-minded people." #bfconf

24-Nov-11 13:40 | babyfriendly



"You feel so terrifyingly alone in charge of your baby's welfare when you breastfeed." #bfconf

24-Nov-11 13:39 | babyfriendly



Breastfeeding is pure love and determination. #bfconf

24-Nov-11 13:39 | frecidoro



BIG POINT: Where do you find help when its not going well? #bfconf

24-Nov-11 13:39 | babyfriendly



Mumsnetters value consistency in advice - having different, albeit helpful, advice from staff doesn't breed confidence. #bfconf

24-Nov-11 13:38 | babyfriendly



2/2 "...that all of a sudden on day 5 you'll have more milk than Cleopatra's pool guy." #bfconf

24-Nov-11 13:37 | babyfriendly



RT @babyfriendly: Baby massage is the best evidence-based way to produce oxytocin in babies to negate the effects of cortisol. #bfconf

24-Nov-11 13:02 | WW_NCT



RT @babyfriendly: Baby massage also very positive intervention for mothers with postnatal depression. #bfconf

24-Nov-11 12:55 | NurturedChild



RT @babyfriendly: Baby massage is the best evidence-based way to produce oxytocin in babies to negate the effects of cortisol. #bfconf

24-Nov-11 12:54 | NurturedChild



RT @babyfriendly: Give information pre-birth on where mums could go if they needed advice post-birth. "If you're already familiar if makes it easier." #bfconf

24-Nov-11 12:49 | bfdboobies



Give information pre-birth on where mums could go if they needed advice post-birth. "If you're already familiar if makes it easier." #bfconf

24-Nov-11 12:44 | babyfriendly



Sad story of woman not being supported in hospital through painful start to breastfeeding. #bfconf

24-Nov-11 12:43 | babyfriendly



We wouldn't be put off, but we want to know what to expect and what is normal. This is a recurring theme about info from health pros #bfconf

24-Nov-11 12:42 | babyfriendly



Follow the hashtag #bfconf today for lots of great tweets from @babyfriendly. Loving reading them!

24-Nov-11 12:40 | NurturedChild



Antenatal: Be honest, tell it like it is. #bfconf

24-Nov-11 12:40 | babyfriendly



So what do Mumsnetters want? #bfconf

24-Nov-11 12:40 | babyfriendly



We don't do formula companies, plastic surgery, Nestle or a variety of others. Prob turning down £1m a year. #bfconf

24-Nov-11 12:38 | babyfriendly



We thought it would be OK, but mums rebelled and we have consulted with them ever since. #bfconf

24-Nov-11 12:37 | babyfriendly



Our first advertising was £15K from a formula company to advertise their breastfeeding helpline. #bfconf

24-Nov-11 12:36 | babyfriendly



The internet has been life-transforming for mothers who can access it. #bfconf

24-Nov-11 12:35 | babyfriendly



What people valued at that point (2000) was advice from parents who'd been and done it. #bfconf

24-Nov-11 12:35 | babyfriendly



Carrie - Its a huge topic on Mumsnet, difficult to know where to start. #bfconf

24-Nov-11 12:29 | babyfriendly



And now we have Carrie from @MumsnetTowers on 'Mumsnet and feeding: what are women talking about?' #bfconf

24-Nov-11 12:29 | babyfriendly



Thanks Robin - a great, enthralling talk. #bfconf

24-Nov-11 12:28 | babyfriendly



Robin recommends <http://t.co/JLdmhauL> for more information. #bfconf

24-Nov-11 12:28 | babyfriendly



A - Services need to be relationship-based, accepting all parents are doing the best they can and need nurturing. #bfconf

24-Nov-11 12:26 | babyfriendly



Q&A - What are your three top tips for promoting good parent-baby relationships? #bfconf

24-Nov-11 12:25 | babyfriendly



Insensitive care-givers, ignoring babies who are experiencing stress or crying, promote the development of cortisol. #bfconf

24-Nov-11 12:24 | babyfriendly



Baby massage also very positive intervention for mothers with postnatal depression. #bfconf

24-Nov-11 12:22 | babyfriendly



Baby massage is the best evidence-based way to produce oxytocin in babies to negate the effects of cortisol. #bfconf

24-Nov-11 12:21 | babyfriendly



He or she may become hyperactive, over-sensitive and hypervigilant, and move quickly from anxiety to terror. #bfconf

24-Nov-11 12:20 | babyfriendly



Constant stress responses release cortisol, affecting brain development. #bfconf

24-Nov-11 12:17 | babyfriendly



This leads, in stress situations, to activation of emotions before cognitive processes occur. #bfconf

24-Nov-11 12:15 | babyfriendly



The orbitofrontal cortex is the brain system involved in social adjustment - integrates the whole brain into a functional whole. #bfconf

24-Nov-11 12:12 | babyfriendly



In the face of interpersonal trauma, all the systems of the social brain become shaped for offensive and defensive purposes. #bfconf

24-Nov-11 12:11 | babyfriendly



The brain has to adapt to its environment, the impact of severe stress can leave an indelible imprint on its structure and function. #bfconf

24-Nov-11 12:10 | babyfriendly



The most critical windows during this stage are vision, vocabulary, and emotional development. #bfconf

24-Nov-11 12:03 | babyfriendly



This is why early adoption is so important. After 6 months without parents input, the development is at risk. #bfconf

24-Nov-11 12:03 | babyfriendly



Brain growth is unmatched during the first six months of life. #bfconf

24-Nov-11 12:02 | babyfriendly



The adaptability and plasticity of the brain can also lead to vulnerability. #bfconf

24-Nov-11 12:01 | babyfriendly



So, impoverished emotional environments suppress brain development. #bfconf

24-Nov-11 12:00 | babyfriendly



RT @babyfriendly: Synapses then, form patterns in response to the demands of the social, relationship-based environment. #bfconf

24-Nov-11 11:59 | moogyboobles



Different emotional environments produce different brain structures. #bfconf

24-Nov-11 11:59 | babyfriendly



RT @babyfriendly: A write up of @iseressex presentation of this research last month is available here: <http://t.co/OrYrxC6c> #bfconf

24-Nov-11 11:59 | stillawake



RT @babyfriendly: Great presentation from Emilia Del Bono from @iseressex showing real differences that Baby Friendly can make. #bfconf

24-Nov-11 11:58 | iseressex



RT @babyfriendly: A write up of @iseressex presentation of this research last month is available here: <http://t.co/OrYrxC6c> #bfconf

24-Nov-11 11:58 | iseressex



Synapses then, form patterns in response to the demands of the social, relationship-based environment. #bfconf

24-Nov-11 11:58 | babyfriendly



Unexpected stress may exhaust the prefrontal cortex resources of the adolescent, undermining executive functioning. #bfconf

24-Nov-11 11:56 | babyfriendly



Adults depend on this area of the brain to process emotional information, resist impulses and exert voluntary control. #bfconf

24-Nov-11 11:55 | babyfriendly



The prefrontal cortex is the last part of the brain to mature. #bfconf

24-Nov-11 11:55 | babyfriendly



The biggest wave of activity is in the early years, but a 2nd wave takes place during adolescence as personality develops. #bfconf

24-Nov-11 11:55 | babyfriendly



Pre-natal alcohol is the biggest cause of disability in the western world. #bfconf

24-Nov-11 11:46 | babyfriendly



Neurons are the building blocks of the brain. Things can alter their placement such as infection, malnutrition, stress & alcohol. #bfconf

24-Nov-11 11:46 | babyfriendly



Show how the brain areas development at different times. Earlier traumas can effect growth 'downstream' in later changes. #bfconf

24-Nov-11 11:43 | babyfriendly



"A child adopted at birth might have problems as a teenager because the way their birth parents were raised altered THEIR genes." #bfconf

24-Nov-11 11:41 | babyfriendly



"Early experiences can alter gene expression." #bfconf

24-Nov-11 11:39 | babyfriendly



"Its not all genetics - half of it is experience. Genetics are like the gift you unwrap and how you unwrap it affects how it works." #bfconf

24-Nov-11 11:38 | babyfriendly



"And, as Schore said, for the developing infant the mother essentially IS the environment." #bfconf

24-Nov-11 11:37 | babyfriendly



"Brain development depends on genetically based avenues for incorporating experiences into the developing brain." #bfconf

24-Nov-11 11:36 | babyfriendly



"Specialised circuits are formed in response to the demands of the local environment" #bfconf

24-Nov-11 11:36 | babyfriendly



As brains evolved and became more complicated their formation became more patterned by the surroundings in which they must function. #bfconf

24-Nov-11 11:35 | babyfriendly



"We're born with components, but they're not wired up. It takes the impact of people, environment and culture to do that." #bfconf

24-Nov-11 11:33 | babyfriendly



"Our brains coevolved with culture and are specifically adapted for living in culture." #bfconf

24-Nov-11 11:32 | babyfriendly



Now going through human evolution and how we developed a larger, more complex brain that, as a consequence, was more malleable. #bfconf

24-Nov-11 11:32 | babyfriendly



The quality of early caregiving has a long lasting impact on how people develop and their capacity to regulate their own emotions. #bfconf

24-Nov-11 11:30 | babyfriendly



RT @babyfriendly: Robin Balbernie is now on stage, talking about 'The Consequences of Early Relationships: A View from Interpersonal Neurobiology.' #bfconf

24-Nov-11 11:30 | pinterandmartin



RT @babyfriendly: Recommends more thinking on how we increase duration - not just initiation. Need research on impact in community #bfconf

24-Nov-11 11:19 | BreastfeedingBR



RT @babyfriendly: Recommends more thinking on how we increase duration - not just initiation. Need research on impact of Baby Friendly in community #bfconf

24-Nov-11 11:17 | Lindar76



RT @babyfriendly: Recommends more thinking on how we increase duration - not just initiation. Need research on impact of Baby Friendly in community #bfconf

24-Nov-11 10:54 | borstdebasis



RT @babyfriendly: Previous literature on Baby Friendly effectiveness has found short and long-term effects. <http://t.co/Rldcqlh0> #bfconf

24-Nov-11 10:49 | Borstaardig



A write up of @iseressex presentation of this research last month is available here: <http://t.co/OrYrxC6c> #bfconf

24-Nov-11 10:42 | babyfriendly



Great presentation from Emilia Del Bono from @iseressex showing real differences that Baby Friendly can make. #bfconf

24-Nov-11 10:41 | babyfriendly



Recommends more thinking on how we increase duration - not just initiation. Need research on impact of Baby Friendly in community #bfconf

24-Nov-11 10:38 | babyfriendly



No stat significant impact on longer duration (post 4 weeks) though. #bfconf

24-Nov-11 10:37 | babyfriendly



Moreover, it showed that Baby Friendly awards had the biggest impact on the most deprived demographics. #bfconf

24-Nov-11 10:36 | babyfriendly



Both Cert of Comm and Full Award had an impact on bf initiation but ALSO on exclusive BF rates at 4 weeks. #bfconf

24-Nov-11 10:35 | babyfriendly



RT @babyfriendly: "The WHO recommends that every country should have a national committee for infant feeding." #bfconf

24-Nov-11 10:35 | NCTLondonRegion



RT @babyfriendly: "The WHO recommends that every country should have a national committee for infant feeding." #bfconf

24-Nov-11 10:35 | BreastfeedingBR



This new research shows a better, significant impact of Baby Friendly accreditation. #bfconf

24-Nov-11 10:35 | babyfriendly



And it had no impact on exclusive bf at 4 weeks. #bfconf

24-Nov-11 10:34 | babyfriendly



At the time of the dataset (2000-01) very few Baby Friendly hospitals in UK - mainly in Wales, Scotland, N Ireland. #bfconf

24-Nov-11 10:32 | babyfriendly



Big leap in funding for breastfeeding policies in 2007, from approx £1 million to over £6 million. #bfconf

24-Nov-11 10:23 | babyfriendly



Now showing improving trends across 4 UK countries since 1990. #bfconf

24-Nov-11 10:22 | babyfriendly



Norway at top, btw. 99% and 90% for initiation and 3 months. #bfconf

24-Nov-11 10:21 | babyfriendly



Now showing most up-to-date European cross-country breastfeeding rates (from 2001). UK at bottom for initiation. Near for 3 months. #bfconf

24-Nov-11 10:21 | babyfriendly



Using data from Millennium Cohort Study, National Sentinel Caesarean Section Audit 2000-2002 and @unicef_uk #bfconf

24-Nov-11 10:19 | babyfriendly



Today I'm presenting new evidence on effectiveness of @babyfriendly in the UK. #bfconf

24-Nov-11 10:19 | babyfriendly



3 - To use most up-to-date statistical methods and data available in order to provide evidence of causal effects wherever possible. #bfconf

24-Nov-11 10:18 | babyfriendly



2 - To explore outcomes pertaining to the child, but also to mothers and other relevant actors, such as employers. #bfconf

24-Nov-11 10:17 | babyfriendly



Three aims: 1 - To analyse the effects of breastfeeding on a wide range of outcomes inc child cognitive and behavioural development. #bfconf

24-Nov-11 10:17 | babyfriendly



In 2009 the ESRC funded a new project entitled The Effects of Breastfeeding on Children, Mothers and Employers. #bfconf

24-Nov-11 10:16 | babyfriendly



You can view the whole #bfconf timetable here, btw. <http://t.co/GAGreLFs>

24-Nov-11 10:14 | babyfriendly



From @AnneMiltonMP "Not many people get a chance to change people's lives, but you do." #bfconf

24-Nov-11 10:13 | babyfriendly



From @AnneMiltonMP "Without your support and expertise, we couldn't achieve what we have achieved." #bfconf

24-Nov-11 10:12 | babyfriendly



Chair is now reading out a message from @AnneMiltonMP who is unable to make it today. #bfconf

24-Nov-11 10:12 | babyfriendly



"This will provide GPs with the information they need to support women with breastfeeding within their role." #bfconf

24-Nov-11 10:08 | babyfriendly



"This will mean academics, practitioners and policy-makers coming together to get this off the ground." #bfconf

24-Nov-11 10:06 | babyfriendly



"We need fresh thinking. UNICEF has funded some scoping work to look at the possibility of creating a national committee in the UK." #bfconf

24-Nov-11 10:06 | babyfriendly



"The WHO recommends that every country should have a national committee for infant feeding." #bfconf

24-Nov-11 10:05 | babyfriendly



"Baby Friendly is part of the picture, but you need to do quite a lot more to make a country more breastfeeding-friendly." #bfconf

24-Nov-11 10:04 | babyfriendly



Sue now talking about work that's been done this year on how we can build on what we've achieved to better support women. #bfconf

24-Nov-11 10:03 | babyfriendly



From @Jemima_Khan "A huge thank you, and please keep up this amazing work." #bfconf

24-Nov-11 10:02 | babyfriendly



Now a message from @Jemima_Khan on behalf of @unicef_uk thanking everyone for their work. #bfconf

24-Nov-11 10:01 | babyfriendly



Big well done to absolutely everyone who's been working towards Baby Friendly accreditation this year. #bfconf

24-Nov-11 10:00 | babyfriendly



This year we've had 59 Certificates of Commitment, 70 Stage 1's, 57 Stage 2's, 13 re-accreditations and 31 full awards! #bfconf

24-Nov-11 09:59 | babyfriendly



Awards presentation film playing now. Little groups of whoops and cheers every time a new name comes up! #bfconf

24-Nov-11 09:55 | babyfriendly



Sue now telling a story about trying to get people to take ownership of how changes in care have led to changes in outcomes. #bfconf

24-Nov-11 09:53 | babyfriendly



"When I started, there were 60% of women starting to breastfeed. Now its 81%". #bfconf

24-Nov-11 09:52 | babyfriendly



RT @babyfriendly: "Its actually been a pretty good year - breastfeeding initiation rates are up and rising fastest in lowest socio-economic groups." #bfconf

24-Nov-11 09:51 | C4rolPuckett



"In a world where a lot of people blow a lot of trumpets - you lot are one group that don't do it enough." #bfconf

24-Nov-11 09:51 | babyfriendly



"Its also a record year for awards - 230 in total." #bfconf

24-Nov-11 09:50 | babyfriendly



Teresa Bergin, Director of Programmes at @unicef_uk is now welcoming delegates. Phones off, ears on, etc. #bfconf

24-Nov-11 09:44 | babyfriendly



Hall filling up - over 800 delegates here this year. #bfconf

24-Nov-11 09:38 | babyfriendly



Age bias in action quote: "Do you have to have a baby to be photographed at this conference??!" #bfconf

24-Nov-11 09:26 | babyfriendly



...Carrie from @MumsnetTowers and Consultant Child Psychotherapist Robin Balbernie. #bfconf

24-Nov-11 09:02 | babyfriendly



The morning session will features talks from Baby Friendly Director Sue Ashmore, Emilia Del Bono from @iseressex ... #bfconf

24-Nov-11 09:00 | babyfriendly



Morning! Registration is open and the Baby Friendly Initiative delegates are stocking up on packs, coffee and pastries. #bfconf

24-Nov-11 08:54 | babyfriendly