

#bfconf Day Two

Baby Friendly Initiative Annual
Conference 2011

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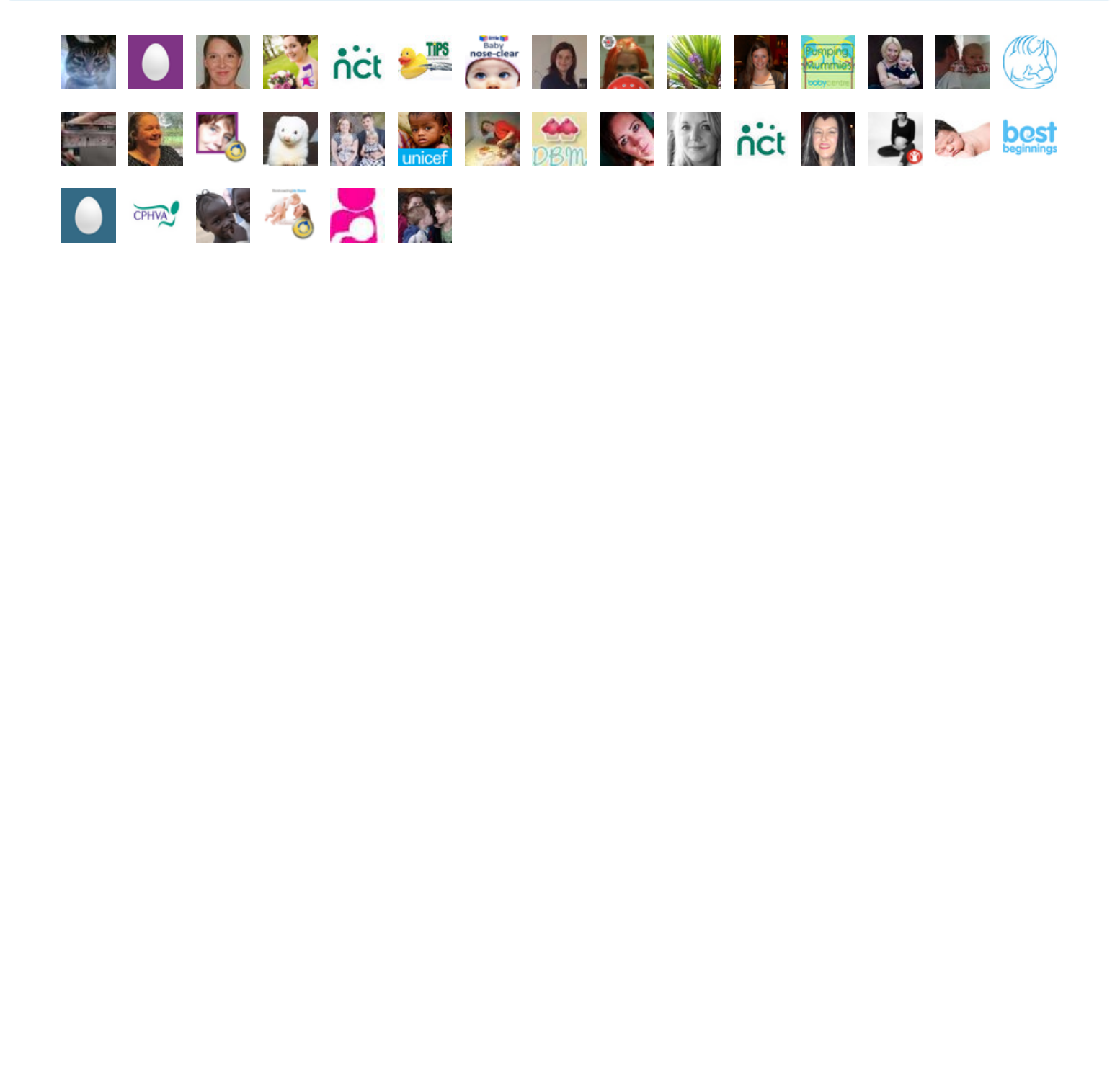
Trending Words

#bfconf, rt, @babyfriendly:, -, baby, mothers, more, need, women, milk, mary, "we, @babyfriendly, health, now

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Event Participants





Home from #bfconf fab 2 days, but web down at home so still stuck with mobile...aaarrgh!!!

25-Nov-11 22:53 | janet_t_55



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

25-Nov-11 22:37 | sizzyfez



RT @babyfriendly: And congratulations to @MagnetoGaby for great photographs in presentation! #bfconf

25-Nov-11 22:20 | MagnetoGaby



@NurturedChild @babyfriendly I'd love a transcript of day two of #bfconf if there is one? Fascinating stuff! Thanks

25-Nov-11 21:52 | mother_bee



RT @pumpingmummy: "@babyfriendly: Q -Do u think that England needs to follow other UK countries in having a breastfeeding strategy? #bfconf" <without a doubt!

25-Nov-11 19:45 | DorkingNCT



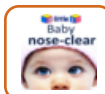
RT @babyfriendly: Lobby to keep breastfeeding on the wider agenda. Alongside normal birth, c-sections and related. #bfconf

25-Nov-11 19:45 | DorkingNCT



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

25-Nov-11 19:27 | TIPSLtd



RT @annetteholliday: "@babyfriendly: "I would rather have 1,000 more health visitors than 1,000 more cops." #bfconf" @vruscotland

25-Nov-11 19:25 | 4little1



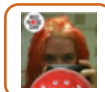
RT @NurturedChild: RT @babyfriendly: Baby massage is the best evidence-based way to produce oxytocin in babies to negate the effects of cortisol. #bfconf

25-Nov-11 19:24 | 4little1



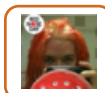
"@babyfriendly: "I would rather have 1,000 more health visitors than 1,000 more cops." #bfconf" @vruscotland

25-Nov-11 18:42 | annetteholliday



Seriously, my last tweet regarding John Carnochan - He painted such a real, but chilling picture of trapped lives & vicious circles #bfconf

25-Nov-11 18:27 | Sundancer



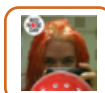
"@babyfriendly: First up at 9.30 is John Carnochan from @vruscotland with David's story: Born to fail – The perfect storm'. #bfconf" AMAZING

25-Nov-11 18:22 | Sundancer



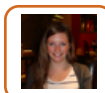
RT @babyfriendly: "Safe sleep messages should be based on local practices, not imported." #bfconf

25-Nov-11 18:04 | mdlor924



@babyfriendly Thank you SO much for all of your tweets, to discover the #bfconf tag has been a revelation & will help so much with my notes!

25-Nov-11 17:52 | Sundancer



RT @babyfriendly: Jaw-dropping stat - some hospitals in Brasil have a c-section rate of over 90%. #bfconf

25-Nov-11 17:49 | kimjhoward1983



RT @babyfriendly: Having trouble keeping up with these figures. An abstract of the research is available to read here: <http://t.co/NgjlYNez> #bfconf

25-Nov-11 17:31 | pumpingmummy



RT @babyfriendly: Also thanks for all those who give their time up to help. #bfconf #volunteersareawesome

25-Nov-11 17:30 | pumpingmummy



RT @babyfriendly: Jaw-dropping stat - some hospitals in Brasil have a c-section rate of over 90%. #bfconf

25-Nov-11 17:15 | EldridgeHeidi



@babyfriendly brilliant stuff, roll on #bfconf 2012!!

25-Nov-11 16:20 | thatgirljd



Thank you to everyone who's RT'd, commented or followed the feed over the last two days. Its been a brilliant #bfconf. Have a great weekend.

25-Nov-11 16:12 | babyfriendly



A big #FF to our speakers who are on Twitter @vruscotland @MIRU_UK @MumsnetTowers @iseressex #bfconf

25-Nov-11 16:09 | babyfriendly



And that really is the end of #bfconf 2011!

25-Nov-11 16:08 | babyfriendly



Sue also gives big thanks to Anne Woods, Dep Prog Dir, who has worked so hard on making the 230 awards happen. #bfconf

25-Nov-11 16:07 | babyfriendly



Also thanks for all those who give their time up to help. #bfconf #volunteersareawesome

25-Nov-11 16:05 | babyfriendly



RT @YorkNCT: Loads more great tweets from the @babyfriendly #bfconf today

25-Nov-11 16:05 | DorkingNCT



Sue is now wrapping up - thanking everyone for coming, reminding them that they deserve to blow their own trumpets. #bfconf

25-Nov-11 16:04 | babyfriendly



RT @babyfriendly: White British families do not conform with advice on alcohol, smoking, breastfeeding, sofa sleeping. #bfconf

25-Nov-11 15:58 | trellism



Thanks both Helen and Janette for a very thoughtful presentation to conclude #bfconf

25-Nov-11 15:44 | babyfriendly



You can find out more about Helen's work with the Parent-Infant Sleep lab here: <http://t.co/3Bxs8gggt> #bfconf

25-Nov-11 15:43 | babyfriendly



"Be creative with interventions." #bfconf

25-Nov-11 15:42 | babyfriendly



Janette: When interventions challenge valued cultural beliefs, risk reduction messages are dismissed as culturally irrelevant. #bfconf

25-Nov-11 15:36 | babyfriendly



Janette: Need to look again at tailoring messages for different cultural backgrounds as otherwise they are ignored. #bfconf

25-Nov-11 15:35 | babyfriendly



Helen: In Bradford, infants of South Asian origin have a SIDS rate which is four times lower than babies of White British origin. #bfconf

25-Nov-11 15:33 | babyfriendly



White British families do not conform with advice on alcohol, smoking, breastfeeding, sofa sleeping. #bfconf

25-Nov-11 15:33 | babyfriendly



White British families (broadly) conform with advice on prone sleep, duvets, pillows, dummy/pacifier. #bfconf

25-Nov-11 15:32 | babyfriendly



South Asian families do not conform to advice on duvets, pillows, bed-sharing, dummy/pacifier use. #bfconf

25-Nov-11 15:30 | babyfriendly



South Asian families (broadly) conform with advice on prone sleep, same room, alcohol/smoking, sofa sharing, breastfeeding. #bfconf

25-Nov-11 15:29 | babyfriendly



RT @MarijkeFrings: Ha leuk er is ergen weer een borstvoedingconferentie aan de gang. Zie hashtag #bfconf

25-Nov-11 15:28 | eurolacpuntnet



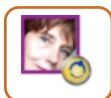
Janette Westman now speaking about differences between South Asian and White British conformity with SIDS reduction advice. #bfconf

25-Nov-11 15:28 | babyfriendly



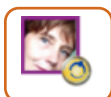
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25-Nov-11 15:27 | babyfriendly



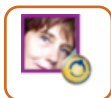
RT @babyfriendly: Jaw-dropping stat - some hospitals in Brasil have a c-section rate of over 90%. #bfconf

25-Nov-11 15:25 | MarijkeFrings



@babyfriendly Thank you for your tweets #bfconf. Which conference is it?

25-Nov-11 15:24 | MarijkeFrings



Ha leuk er is ergen weer een borstvoedingconferentie aan de gang. Zie hashtag #bfconf

25-Nov-11 15:24 | MarijkeFrings



Helen then explains how figures show Pakistani families were less likely to sofa-share, use a pacifier or for the mother to smoke. #bfconf

25-Nov-11 15:22 | babyfriendly



A total of 2,560 families completed the survey. #bfconf

25-Nov-11 15:19 | babyfriendly



Objectives were to describe and explore current variability in infant care in dominant ethnic groups in Bradford. #bfconf

25-Nov-11 15:16 | babyfriendly



RT @babyfriendly: Rush Medical uses a Creatatocrit to measure levels of fat in breastmilk. #bfconf #mmbank

25-Nov-11 15:16 | eurolacpunctnet



RT @babyfriendly: Paula talking about how providing milk is the first thing a mother can do for her baby in NICU. #bfconf #mmbank

25-Nov-11 15:16 | eurolacpunctnet



"Most thorough cohort study of health outcomes in a multi-ethnic population conducted in the UK." #bfconf

25-Nov-11 15:14 | babyfriendly



RT @babyfriendly: Peer Counsellors assist and assess first pumping session. #bfconf #mmbank

25-Nov-11 15:13 | eurolacpunctnet



Born in Bradford was longitudinal cohort study of 13,000 families, commencing recruitment in Spring 2007. #bfconf

25-Nov-11 15:13 | babyfriendly



RT @babyfriendly: Go through: diet, medications and pumping and importance of hygiene. #bfconf #mmbank

25-Nov-11 15:13 | eurolacpunctnet



RT @babyfriendly: Stories are shared, including the difference breastmilk made. #bfconf #mmbank

25-Nov-11 15:13 | eurolacpunctnet



Helen talks now about the Born in Bradford study, which gave opportunity to examine this issue. More on <http://t.co/sYFtihiF> #bfconf

25-Nov-11 15:12 | babyfriendly



RT @babyfriendly: Starts off day checking each freezer for cleanliness and amount. Work with mothers to collect donor milk. #bfconf

25-Nov-11 15:12 | eurolacpunctnet



RT @babyfriendly: Sure wished people behind start of Dutch mother's milk bank would've visited/studied Rush/PaulaM first! #bfconf #mmbank

25-Nov-11 15:12 | eurolacpunctnet



Different rates of SIDS were found in different ethnic groups. #bfconf

25-Nov-11 15:11 | babyfriendly



Further national studies continued, with prone sleep being a common factor. Back to Sleep campaigns introduced. #bfconf

25-Nov-11 15:10 | babyfriendly



NZ 1990 study showed 3 factors key - prone sleep, not breastfeeding, maternal smoking. #bfconf

25-Nov-11 15:10 | babyfriendly



Looking at case-control studies to work out what were the modifiable risk factors. #bfconf

25-Nov-11 15:09 | babyfriendly



Esmeralda: Rewarding to help vulnerable mothers and help baby grow. #bfconf

25-Nov-11 15:01 | babyfriendly



Also show skills such as using nipple shields, putting baby to breast, creatmatocrit studies, other research and general support. #bfconf

25-Nov-11 14:59 | babyfriendly



Peer Counsellors assist and assess first pumping session. #bfconf

25-Nov-11 14:58 | babyfriendly



Go through: diet, medications and pumping and importance of hygiene. #bfconf

25-Nov-11 14:57 | babyfriendly



Stories are shared, including the difference breastmilk made. #bfconf

25-Nov-11 14:57 | babyfriendly



They talk about breastmilk, what to expect and what can be done. The connection of shared experience is very important. #bfconf

25-Nov-11 14:56 | babyfriendly



Daily check of NICU census to see which mothers are in. Initial visit will happen within an hour of delivery. #bfconf

25-Nov-11 14:56 | babyfriendly



Starts off day checking each freezer for cleanliness and amount. Work with mothers to collect donor milk. #bfconf

25-Nov-11 14:55 | babyfriendly



Peer Counsellor day in the life. #bfconf

25-Nov-11 14:54 | babyfriendly



Managed to do 13 months breastfeeding. And had 5 months of frozen milk left! #bfconf

25-Nov-11 14:54 | babyfriendly



Lots of kangaroo care with mum and dad to being with. Fed breastmilk despite a lot of physical challenges. #bfconf

25-Nov-11 14:53 | babyfriendly



Esmeralda's son was born at 28 weeks. Found it difficult and shocking at first. #bfconf

25-Nov-11 14:52 | babyfriendly



Now we're going to hear from Esmeralda Covarrubias, a Peer Counsellor at Rush. #bfconf

25-Nov-11 14:51 | babyfriendly



The peer counsellors also work as research assistants at Rush! #bfconf

25-Nov-11 14:49 | babyfriendly



Of the 8 peer counsellors, who provide 75% of lactation care, 5 are now certified Lact. Consultants. #bfconf

25-Nov-11 14:48 | babyfriendly



The Mothers' Milk Club luncheon sometimes has topics about latest science, shared with families as partners in care. #bfconf

25-Nov-11 14:40 | babyfriendly



RT @babyfriendly: Jaw-dropping stat - some hospitals in Brasil have a c-section rate of over 90%. #bfconf

25-Nov-11 14:40 | dark_eyed_white



Example: Talking about why 1 breast makes more milk than other and Paula says "we studied that" and explain why it happens. #bfconf

25-Nov-11 14:39 | babyfriendly



Paula shows video that illustrates point of how talking about personal experience can be part of same conversation of evidence base. #bfconf

25-Nov-11 14:37 | babyfriendly



RT @babyfriendly: "I would rather have 1,000 more health visitors than 1,000 more cops." #bfconf

25-Nov-11 14:37 | LouDayNewland



Paula says how sharing that story with mothers helps them all to visualise the difference milk can make. #bfconf

25-Nov-11 14:35 | babyfriendly



Talking about experience of watching baby take colostrum and his "heavenly" reaction. #bfconf

25-Nov-11 14:33 | babyfriendly



Now showing a video of Rush Mother's Milk Club. #bfconf

25-Nov-11 14:33 | babyfriendly



They explain to mothers that the 1st 14 days are crucial for getting milk supply going. #bfconf

25-Nov-11 14:32 | babyfriendly



Paula: Frequent question at Rush Mother's Milk Club is about adequate milk supply. #bfconf

25-Nov-11 14:31 | babyfriendly



Big #ff to @NFPTweetup @LizJarvisUK @NickiCawood @RosieScribble @babyfriendly (live at #bfconf)

25-Nov-11 14:30 | unicef_uk



Paula: "This is what I mean by a parent/professional partnership." #bfconf

25-Nov-11 14:28 | babyfriendly



Mothers who have been taught to use it shown in research to be as accurate as advanced practice nurses in measuring milk content. #bfconf

25-Nov-11 14:28 | babyfriendly



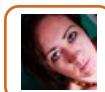
Rush Medical uses a Creamatocrit to measure levels of fat in breastmilk. #bfconf

25-Nov-11 14:27 | babyfriendly



Milk pumping in NICU being explained - particularly how the later pumped milk will have larger stores of fat. #bfconf

25-Nov-11 14:26 | babyfriendly



RT @babyfriendly: Mary likes the phrase "enabling women to breastfeed". "Because its about taking away the barriers." #bfconf

25-Nov-11 14:14 | KimLiving



RT @babyfriendly: "Language really matters....Whatever words you use say a lot about who you are." #bfconf

25-Nov-11 14:13 | KimLiving



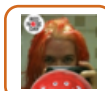
@babyfriendly you know I've helped more parents on twitter than I have in my role as a peer supporter in my town! #bfconf

25-Nov-11 13:35 | moogyboobles



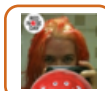
Loads more great tweets from the @babyfriendly #bfconf today

25-Nov-11 13:16 | YorkNCT



Whether father-child, HCP-family, peer support-mother, early years relationship for babies, it's the biggest running theme. #bfconf

25-Nov-11 13:02 | Sundancer



If there's one thing I've learned, over and over at the UNICEF #bfconf, it's that relationships are so so important.

25-Nov-11 13:00 | Sundancer



RT @babyfriendly: ... in particular, we keep hearing about the need to be mother-centred and to listen to what mothers say about their experiences #bfconf

25-Nov-11 12:59 | Anytar



Lots of follow-up questions to Pat's talk - reflecting how her research feeds in directly to how we deliver post-natal care #bfconf

25-Nov-11 12:58 | babyfriendly



... in particular, we keep hearing about the need to be mother-centred and to listen to what mothers say about their experiences #bfconf

25-Nov-11 12:55 | babyfriendly



Pat has finished now. Lots to think about there Pat, thanks. But there are some common themes coming out of these two days...#bfconf

25-Nov-11 12:54 | babyfriendly



RT @babyfriendly: Jaw-dropping stat - some hospitals in Brasil have a c-section rate of over 90%. #bfconf

25-Nov-11 12:52 | birthaffinity



She hopes her research may help to reduce the number of women who stop bf'ing in the first 2 weeks #bfconf

25-Nov-11 12:50 | babyfriendly



Pat is encouraging us to consider top down policies alongside the experiences and views of women #bfconf

25-Nov-11 12:49 | babyfriendly



RT @babyfriendly: Narrative, story-telling, listening are all crucial in developing mother and family-centred care. women do not want to be preached to#bfconf

25-Nov-11 12:44 | BabyCalmclasses



New evidence on behaviour change in disadvantaged groups is rooted in experience, not conscious decision making #bfconf

25-Nov-11 12:43 | babyfriendly



RT @babyfriendly: "breastfeeding is a performing art and a practical skill" says pat. you need to be confident and learn through experience #bfconf

25-Nov-11 12:35 | trellism



RT @babyfriendly: And how amazing it is that these can persist at management levels when bf'ing is the biggest public health intervention in the world.#bfconf

25-Nov-11 12:34 | trellism



RT @babyfriendly: Mary now talking about the derogatory terms and attitudes used for bf'ing advocates. #bfconf

25-Nov-11 12:34 | trellism



Pat Hodinott #bfconf ways we frame #breastfeeding goals for women must be smart, they need to seem achievable

25-Nov-11 12:34 | bestbeginnings



must focus on setting smart goals around bf'ing. women want these to be achievable #bfconf

25-Nov-11 12:31 | babyfriendly



Research showed mothers can perceive benefits for themselves in stopping bf'ing, so we need to better understand competing goals #bfconf

25-Nov-11 12:30 | babyfriendly



Pat Hodinott #bfconf shift balance from focus on antenatal education to support in first 2 wks e.g. professionals who sit through whole feed

25-Nov-11 12:28 | bestbeginnings



looked at different parenting models and impact on bf'ing #bfconf

25-Nov-11 12:28 | babyfriendly



women crying out for help and support around bf'ing in the first two weeks #bfconf

25-Nov-11 12:24 | babyfriendly



Her research shows need to better balance realism and idealism around bf'ing #bfconf

25-Nov-11 12:23 | babyfriendly



"breastfeeding is a performing art and a practical skill" says pat. you need to be confident and learn through experience #bfconf

25-Nov-11 12:22 | babyfriendly



she has carried out "talking about feeding babies" study in disadvantaged areas in stirling and aberdeen #bfconf

25-Nov-11 12:21 | babyfriendly



Mitch Blair @RCPCHtweets chairs grt session #bfconf: Alcohol and Violence in Pregnancy, Mary Renfrew's work & Hodinott's work link nicely

25-Nov-11 12:20 | bestbeginnings



An experienced Baby Friendly Conference speaker, Pat welcomes the buzz and enthusiasm that always accompanies this conf #bfconf

25-Nov-11 12:19 | babyfriendly



Pat is speaking on 'What would make a difference? Women's and families' experiences of establishing breastfeeding' #bfconf

25-Nov-11 12:17 | babyfriendly



And congratulations to @MagnetoGaby for great photographs in presentation! #bfconf

25-Nov-11 12:09 | babyfriendly



So many ideas flowing out of that talk - thank you very much Mary. #bfconf

25-Nov-11 12:09 | babyfriendly



To keep up with this conversation, follow @MIRU_UK for latest on Mary and colleagues work. #bfconf

25-Nov-11 12:08 | babyfriendly



Lobby to keep breastfeeding on the wider agenda. Alongside normal birth, c-sections and related. #bfconf

25-Nov-11 12:07 | babyfriendly



We also need groups and organisations to collaborate - avoid stretching resources. #bfconf

25-Nov-11 12:07 | babyfriendly



We start by asking "What do women need and want?" and use local voices to affect national/global policy. #bfconf

25-Nov-11 12:06 | babyfriendly



Mary now talking about considering what the next steps might be. Do we want specific steps? Or go for a broader care approach? #bfconf

25-Nov-11 12:05 | babyfriendly



Challenges for Baby Friendly in wider look: How do we move forward without losing strengths? #bfconf

25-Nov-11 12:04 | babyfriendly



And that the acute shortage of midwives remains a huge factor. #bfconf

25-Nov-11 12:03 | babyfriendly



Mary again highlights different approaches for different settings in care. #bfconf

25-Nov-11 12:02 | babyfriendly



Can't ignore men - intimately connected with women's lives. #bfconf

25-Nov-11 12:02 | babyfriendly



Mentions that we are likely to encounter opposition in settings where women of low status. #bfconf

25-Nov-11 12:01 | babyfriendly



Challenges in looking wider: "Women's status varies widely" #bfconf

25-Nov-11 12:01 | babyfriendly



To clarify - that Brasil stat refers to private hospitals. #bfconf

25-Nov-11 12:00 | babyfriendly



Mary Renfrew #bfconf: #breastfeeding is issue that will make biggest diff. to public health globally-some health profs still don't get this

25-Nov-11 11:59 | bestbeginnings



Highlights that recognising these barriers and devising strategies, often local, to deal with them is vital. #bfconf

25-Nov-11 11:56 | babyfriendly



"Don't let anyone diminish you in that way." #bfconf

25-Nov-11 11:56 | babyfriendly



And how amazing it is that these can persist at management levels when bf'ing is the biggest public health intervention in the world. #bfconf

25-Nov-11 11:56 | babyfriendly



Mary now talking about the derogatory terms and attitudes used for bf'ing advocates. #bfconf

25-Nov-11 11:54 | babyfriendly



...about false ideas of bf'ing benefits, different expectations built by families and other experiences. #bfconf

25-Nov-11 11:53 | babyfriendly



Tackling socio-cultural barriers to bf'ing. Its about not being able to talk about it, its about media images of women's bodies... #bfconf

25-Nov-11 11:52 | babyfriendly



Mary Renfrew at #bfconf: their excellent work to enable women with babies in neonatal units to #breastfeed supported by Small Wonders films

25-Nov-11 11:52 | bestbeginnings



RT @babyfriendly: "Childbirth has direct effect on breastfeeding". Care in pregnancy, labour, birth, postnatally directly affect bf. #bfconf

25-Nov-11 11:51 | mother_bee



Now talking about flexibility: different interventions for different populations, different programmes on different sites. #bfconf

25-Nov-11 11:51 | babyfriendly



You can read the report on the work here: <http://t.co/r31aTLYG> #bfconf

25-Nov-11 11:49 | babyfriendly



Working with Yorkshire and Humber and North Trent. #bfconf

25-Nov-11 11:49 | babyfriendly



And women with babies neonatal units. Mentions new project from @HealthSciYork on the challenge of infant feeding in neonatal units. #bfconf

25-Nov-11 11:48 | babyfriendly



Helping women with complex obstetric problems and illness. Helping women with HIV/AIDS. Women with babies in hospital. #bfconf

25-Nov-11 11:47 | babyfriendly



Helping women from diverse backgrounds: "Tackling inequalities in health and care: poverty, nutrition, culturally appropriate care." #bfconf

25-Nov-11 11:45 | babyfriendly



Mary now talking about enabling vulnerable women to breastfeed. #bfconf

25-Nov-11 11:44 | babyfriendly



Mary: Childbirth has direct effect on community, public, population health. #bfconf

25-Nov-11 11:37 | babyfriendly



"Breastfeeding has direct effect on women's health" And bf'ing problems result in pain, exhaustion, distress and guilt. #bfconf

25-Nov-11 11:36 | babyfriendly



"Childbirth has direct effect on breastfeeding". Care in pregnancy, labour, birth, postnatally directly effect breastfeeding. #bfconf

25-Nov-11 11:35 | babyfriendly



To start, maternal survival, health and wellbeing essential to child survival, health and breastfeeding. This is a global challenge. #bfconf

25-Nov-11 11:34 | babyfriendly



So why look wider than breastfeeding care? #bfconf

25-Nov-11 11:33 | babyfriendly



@babyfriendly Baby nose-clear aspirator GIVEAWAY WIGIG 1pm #bfconf - paediatric advice is to clear a blocked nose before a feed, from birth.

25-Nov-11 11:32 | 4little1



This allows women to make genuine choices, rather than constrained ones. #bfconf

25-Nov-11 11:32 | babyfriendly



Mary likes the phrase "enabling women to breastfeed". "Because its about taking away the barriers." #bfconf

25-Nov-11 11:32 | babyfriendly



Mary mentions this to say why she looked at other phrases apart from "mother friendly" "baby friendly". #bfconf

25-Nov-11 11:30 | babyfriendly



"Language really matters....Whatever words you use say a lot about who you are." #bfconf

25-Nov-11 11:30 | babyfriendly



Mary also recommends International Mother Baby Childbirth Initiative - <http://t.co/38SwsAzH> - #bfconf

25-Nov-11 11:29 | babyfriendly



Mentions international developments - revised international BFHI standards. #bfconf

25-Nov-11 11:28 | babyfriendly



Says how the breastfeeding/parenting relationship sits in the middle of a set of other relationships that affect it. #bfconf

25-Nov-11 11:27 | babyfriendly



Mary talks of "pulling the lens out further" to look at the big picture of women's lives that affect their breastfeeding. #bfconf

25-Nov-11 11:26 | babyfriendly



"Feeding problems caused immense distress and guilt if they resulted in stopping breastfeeding." #bfconf

25-Nov-11 11:25 | babyfriendly



That was an absolutely amazing, inspiring talk from John Carnochan. Please follow @vruscotland to keep tabs on their work. #bfconf

25-Nov-11 10:35 | babyfriendly



RT @babyfriendly: "Aspire to build a cathedral not a garden shed. If we're going to fail, we fail bloody spectacularly." #bfconf

25-Nov-11 10:35 | borstdebasis



"Aspire to build a cathedral not a garden shed. If we're going to fail, we fail bloody spectacularly." #bfconf

25-Nov-11 10:33 | babyfriendly



"It is our humanity and our passion that we must take to our work to make this happen. Amazing people do amazing things." #bfconf

25-Nov-11 10:31 | babyfriendly



"Deciding what we do is easy. Deciding how we do it is hard. Knowing why we do it is agreement." #bfconf

25-Nov-11 10:31 | babyfriendly



"We need to avoid the territorialism around public money. Outcomes not processes. Assets not deficits." #bfconf

25-Nov-11 10:30 | babyfriendly



"We need statesmen, not politicians. Politicians think of the next election. Statesmen think of the next generation." #bfconf

25-Nov-11 10:29 | babyfriendly



"It is a wicked problem - we need leaders not technicians." #bfconf

25-Nov-11 10:28 | babyfriendly



"I would rather have 1,000 more health visitors than 1,000 more cops." #bfconf

25-Nov-11 10:27 | babyfriendly



Read about ecological model here: <http://t.co/CAYzPSAm> #bfconf

25-Nov-11 10:25 | babyfriendly



"The frame for working on this is the ecological model." #bfconf

25-Nov-11 10:24 | babyfriendly



"Does it now start again?" #bfconf

25-Nov-11 10:24 | babyfriendly



"Many many more crimes in the family and his life continue. Some reported some not. In 2007, David had a son." #bfconf

25-Nov-11 10:23 | babyfriendly



"He went back to the same street. On this street of 16 or so houses, 10 of them had criminal activity." #bfconf

25-Nov-11 10:22 | babyfriendly



RT @babyfriendly: "We only took notice when he started to annoy us." #bfconf

25-Nov-11 10:22 | trellism



"Gang violence inhibits a whole life. You can't walk through areas to go to a job or meet a girlfriend because you're scared." #bfconf

25-Nov-11 10:15 | babyfriendly



"Gangs engaged in territorial violence - not criminal." #bfconf

25-Nov-11 10:14 | babyfriendly



"In secondary school he got into gangs. Lots of gang activity in this area of Glasgow." #bfconf

25-Nov-11 10:13 | babyfriendly



"At 9, rehoused again due to domestic violence. Then twice again in next two years due to LA plans for demolition and regeneration." #bfconf

25-Nov-11 10:12 | babyfriendly



"At this point living in house with extended family. 13 people. None working. Many with alcohol problems." #bfconf

25-Nov-11 10:11 | babyfriendly



"At 2, domestic violence, moved. More violence, moved twice more before 9." #bfconf

25-Nov-11 10:10 | babyfriendly



"He was born in 1981 in deprived area. Mother has alcohol problems." #bfconf

25-Nov-11 10:10 | babyfriendly



"No-one sets out to be a murderer. Why did David become one?" #bfconf

25-Nov-11 10:09 | babyfriendly



"The boy - David - had been stabbed before and hadn't died. He'd stabbed people who hadn't died." #bfconf

25-Nov-11 10:09 | babyfriendly



One of his victims died. #bfconf

25-Nov-11 10:08 | babyfriendly



John shows CCTV footage of a boy running down a road who stabs two boys. #bfconf

25-Nov-11 10:08 | babyfriendly



James Heckman "A major determinant of successful schools is successful families." #bfconf

25-Nov-11 10:07 | babyfriendly



"Why is this? Few suspicions - babies don't vote. Or write business cases." #bfconf

25-Nov-11 10:07 | babyfriendly



But our spending mainly goes on secondary and higher education - not on those crucial early years. #bfconf

25-Nov-11 10:06 | babyfriendly



John shows graph with optimal investment by age. Research shows that the early years has maximum impact. #bfconf

25-Nov-11 10:06 | babyfriendly



"Early years strongly effect the personal factors." #bfconf

25-Nov-11 09:58 | babyfriendly



"Two components to violence. The propensity to be violent (personal factors) and the triggers of violence (social factors)." #bfconf

25-Nov-11 09:57 | babyfriendly



"Then we implement these. Get out there and do it." #bfconf

25-Nov-11 09:56 | babyfriendly



"Lots of young people don't have empathy. Then again, neither do civil servants." #bfconf

25-Nov-11 09:55 | babyfriendly



"Not all complex situations require complex solutions. A big part of fixing this is parents. Relationships. Empathy." #bfconf

25-Nov-11 09:55 | babyfriendly



"Then we understand what works and develop interventions." #bfconf

25-Nov-11 09:54 | babyfriendly



"After admitting the scale of the problem, we need to identify risk/protective factors and find out why it occurs." #bfconf

25-Nov-11 09:53 | babyfriendly



"We need to be honest that the problem is much worse than the figures say." #bfconf

25-Nov-11 09:52 | babyfriendly



"Only between half/third of people admitted to hospital due to violence admit that's the reason." #bfconf

25-Nov-11 09:52 | babyfriendly



"Interpersonal violence - violence between individuals in families and communities - is a PUBLIC HEALTH problem." #bfconf

25-Nov-11 09:51 | babyfriendly



"We need to raise the temperature of the water through alcohol reduction, reducing violence against women, reducing inequality." #bfconf

25-Nov-11 09:50 | babyfriendly



"Violence is like an iceberg we've worked very hard at chipping at the visible part through detection. But its still a huge iceberg" #bfconf

25-Nov-11 09:49 | babyfriendly



"Young men in deprived situations don't have this control." #bfconf

25-Nov-11 09:48 | babyfriendly



"And that we have the internal resources to meet the demands, which are seen as challenges worthy of investment and engagement." #bfconf

25-Nov-11 09:48 | babyfriendly



"We all need a sense of coherence. To see that our world is structured, predictable and explicable." #bfconf

25-Nov-11 09:47 | babyfriendly



"The challenges we face converge, intertwine and often remain largely beyond our understanding." #bfconf

25-Nov-11 09:43 | babyfriendly



"We worry about the 1 million young people unemployed. The week before we were slagging them off for being feral." #bfconf

25-Nov-11 09:43 | babyfriendly



"We want to make Scotland the best place in the world to bring up children. Right now we don't. We tolerate children." #bfconf

25-Nov-11 09:42 | babyfriendly



"Violence is a public health issue, and needs to be treated as such. The early years can almost be magic in the impact they have." #bfconf

25-Nov-11 09:41 | babyfriendly



"We look at violence reduction, not violent crime reduction, from bullying through to suicide." #bfconf

25-Nov-11 09:39 | babyfriendly



"I've stood at the gravesides of boys who were murdered and its terrible to know that its preventable." #bfconf

25-Nov-11 09:38 | babyfriendly



Prof. Mitch Blair from RPCH is chairing the first session. #bfconf

25-Nov-11 09:34 | babyfriendly



John is a Det. Chief Superintendent with Strathclyde Police and will look at the impact early years care can have on crime rates. #bfconf

25-Nov-11 09:33 | babyfriendly



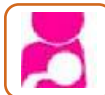
First up at 9.30 is John Carnochan from @vruscotland with David's story: Born to fail – The perfect storm'. #bfconf

25-Nov-11 09:30 | babyfriendly



RT @babyfriendly: Good morning Twitter! Its Day 2 of the Baby Friendly Initiative Annual Conference in Liverpool and we have some great talks. #bfconf

25-Nov-11 09:18 | 4little1



Day 2 of #BFConf in Liverpool - Day 1 was full of amazing speakers and looking forward to what today brings too.

25-Nov-11 09:16 | BreastfeedingBR



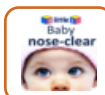
Good morning Twitter! Its Day 2 of the Baby Friendly Initiative Annual Conference in Liverpool and we have some great talks. #bfconf

25-Nov-11 09:16 | babyfriendly



@mummygadgetgeek 'Magic in a box'!! THANKS for your great review of the 4little1 Baby nose-clear aspirator <http://t.co/jGVRUdjC> #bfconf

25-Nov-11 08:51 | 4little1



@mummygadgetgeek 'Magic in a box' - wow! thanks for your great review of the Baby nose-clear aspirator <http://t.co/jGVRUdjC> #bfconf

25-Nov-11 08:50 | 4little1



RT @NurturedChild: Transcript from day one of #bfconf: <http://t.co/MY0Vj6HA> Thanks @babyfriendly for the great tweets! #breastfeeding #ibclc #LCchat

25-Nov-11 08:45 | babyfriendly