



# Family Hubs Infant Feeding Peer Support Service

and

## Breastfeeding in Sheffield

Lauren Mysiw



# Sheffield Family Hubs

We have 7 hubs across the city

Sheffield's Family Hub and Start for Life Services are committed to enabling and supporting expectant parents, babies, children and their families to have a great start in life by providing services as early as possible.

We offer help and support to families of children aged 0-19 years, or up to 25 for those with special educational needs and disabilities.







Sheffield City Council got cabinet approval to become a Breastfeeding Friendly Local Authority:

- Ensure that breastfeeding mothers returning to work are given the necessary support to enable them to continue to breastfeed.
- Supports the City-Wide Public Health Initiative to encourage breastfeeding to promote better Public Health
- Supports WHO's view that Breastfeeding is the way of providing young infants with the nutrients they need for healthy growth and development.
- Strongly encourages their partners/suppliers/providers to have a breastfeeding policy and become breastfeeding friendly.
- Over 260 venues throughout the city are accredited as breastfeeding friendly.

# A Breastfeeding Friendly City



## UNICEF Baby Friendly Initiative (BFI)

- Sheffield City Council provides services for pregnant women/people and families in line with UNICEF Baby Friendly (BFI) UK.
- To find out more about the BFI, contact the Infant Feeding Lead Nawal El Amrani - follow the QR code: 
- Sheffield City Council gained the Gold Award in 2019. For more information on the BFI follow the QR code: 



# Why does breastfeeding matter?



# What are the health benefits for baby?

**Breastfeeding can help to reduce a baby's risk of:**

- Type 1 diabetes
- Obesity
- Diarrhea and tummy bugs
- Ear infections and chest infections
- Asthma and eczema





# What are the health benefits for mum?

## **Breastfeeding can reduce a mother's risk of:**

- Type 2 diabetes
- Breast cancer
- Ovarian cancer
- Brittle bones later on in life
- Less chances of having heavy bleeding after birth

# What are the benefits for society?

- Builds relationship between mother and child
- Saves money for NHS
- Reduce hospital admissions
- Reduces chances of food insecurity for families
- Environmental impact





# What impact does formula feeding have on the environment?



## Production

- Deforestation (cattle, other ingredients and factories)
- Pesticide use
- Methane gas from dairy farming
- Water and energy use
- Oil and gas extraction for formula and plastic
- Pollution during factory production



## Distribution

- Food miles (Transport from farm, to factory to store, to house)
- Fuel consumption- Transport from home to store (car/bus/taxi)



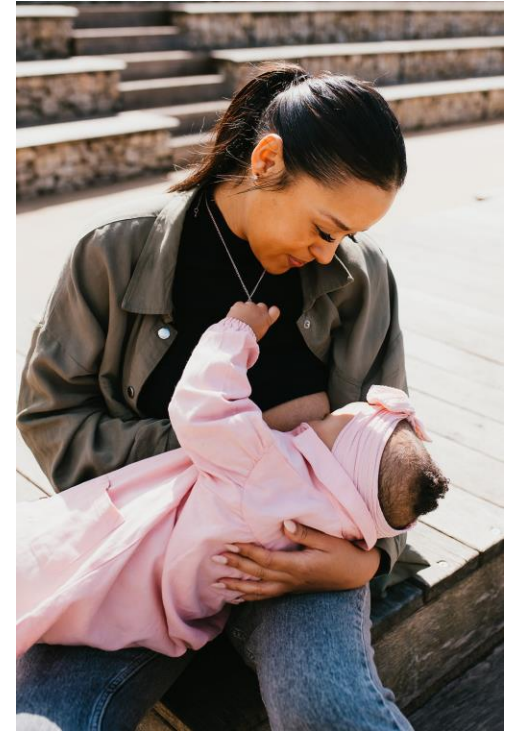
## Disposal

- In 2009, 550 million infant formula cans ended up in landfills - production has more than doubled since then.
- Plastic pollution (packaging, bottles, teats, sterilising equipment).
- Water pollution from left over formula
- 'End-of life' disposal for formula past its 'use-by' date

# What does breastfeeding cost the environment?



**Nothing!**

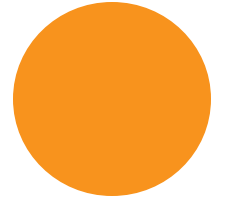


If all babies in the UK were breastfed for just six months, the carbon emission savings would equate to **removing between 50,000 and 77,500 cars from the road for a year.**

# What impact does Climate Change have on Infant Feeding?

Flooding and power cuts can disrupt water and electricity supplies, making safe formula feeding increasingly more challenging:

- Can't get to the shops
- No clean water/ electricity to sterilise bottles
- No clean water to mix powdered formula with
- No electricity/gas to heat water



# Schools

We have developed a scheme of work to educate students about the biology of breastfeeding in the hopes that it will remind them that it is a natural way of feeding a baby.

**Through our Year 5 ‘Science of Mammal Milk’ session we aim to educate about:**

- Recap the characteristics of a mammal
- Know that all mammals go through sexual maturity during their life cycle (**session available without this objective**)
- Understand that girls develop breasts during puberty to enable them to feed their baby (**session available without this objective**)
- Understand that the milk of each mammal is tailored to the needs of their young e.g. mammals in cold climates need high fat milk
- Know that breastmilk contains living components which provide additional benefits to humans



# Schools

**We offer two KS3 Biology sessions, which aim to educate about:**

## **‘The Importance of the Microbiome’**

- Understand what the microbiome is and how it develops
- Know how skin-to-skin contact helps develop a healthy microbiome
- Know how breastmilk can help develop a healthy gut microbiome

## **‘The Biology of Breastfeeding’**

- Understand how the anatomy of the breast enables it to produce breastmilk.
- Look at the hormones which aid and inhibit breastfeeding
- Know that breastmilk contains living components which provide additional benefits

**In development: 4-week PSHE project around ‘green’ parenting.**



# Breastfeeding in Sheffield



Part of a national 'breastfeeding welcome' scheme developed to protect, promote and support breastfeeding, the Breastfeeding Friendly Award helps families to identify public spaces and employers in Sheffield which offer a good level of facilities and support for breastfeeding parents.



# Why sign up as a Breastfeeding Friendly Public Space?

- Free publicity on our website and social media pages.
- Word-of-mouth recommendations and repeat custom.
- Reinforces your reputation as a family-friendly venue.
- It's free to sign up to!



Seeing a Breastfeeding Friendly Award window sticker provides extra reassurance to breastfeeding parents as they know they can breastfeed in an environment which makes them feel welcomed and supported.

**Remember: A breastfeeding mum has the legal right to breastfeed their child anywhere under the Equality Act 2010.**



# Why sign up to be a Breastfeeding Friendly Workplace?



While the law in the UK mandates certain provisions for breastfeeding parents, that's not the only reason to ensure your workplace is breastfeeding friendly. You could benefit from:

- Reduced staff absence
- Reduced staff turnover and more stable workforce
- Reinforcing your reputation as a family-friendly workplace
- Free publicity on our website and social media pages.
- Plus it's free to sign up to!

For more information visit [www.BreastfeedingInSheffield.co.uk](http://www.BreastfeedingInSheffield.co.uk) or scan the QR code:





# Find us on Social Media



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**Breastfeeding**  
in Sheffield





To book on to the education programme, or for more information, contact:

**Infant feeding team**

[InfantFeedingSupport@sheffield.gov.uk](mailto:InfantFeedingSupport@sheffield.gov.uk)

To become a breastfeeding friendly public space/employer, or for more information, contact:

**Breastfeeding in Sheffield**

[Breastfeeding@sheffield.gov.uk](mailto:Breastfeeding@sheffield.gov.uk)