



Humber Teaching
NHS Foundation Trust



Breastfeeding Hubs and Milk Trail

Funding



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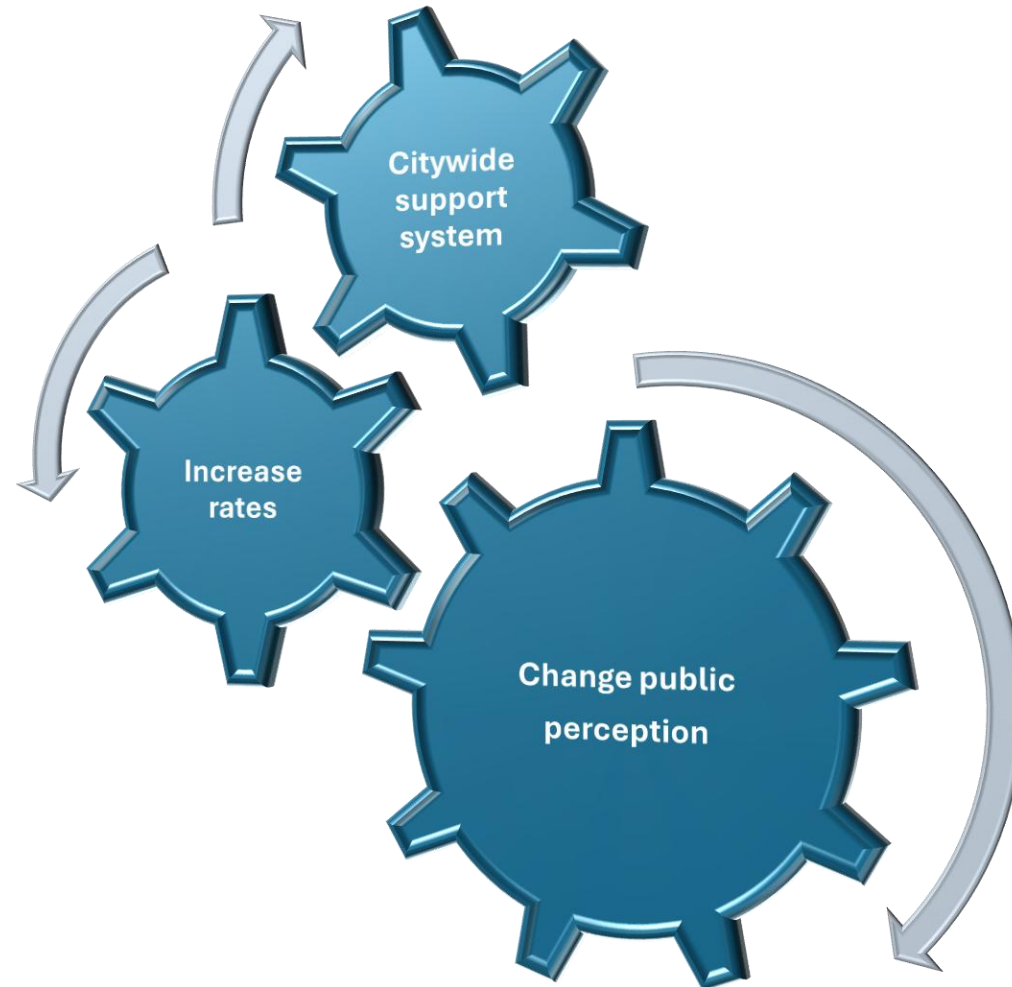
Hull one of 75 areas to receive Start for life money

The Family Hubs and Start for Life programme helps meet commitments in The best start for life: a vision for the 1,001 critical days

One of the key theme/outcomes was infant feeding



A threefold approach



What women told us

“I worry about
breastfeeding when out
and about”

“I would love to know
about where I can
breastfeed”

“It would be great to have
somewhere to feed at big
events, other than a toilet”

“If I were out and about
and saw a tent which said
breastfeeding space on it,
I would definitely go and
feed in there as I know I
would be welcome”

“There needs to be more
advertising of
breastfeeding”

“Women need to know
that breastfeeding in
public is encouraged”



Innovation

- 11 schools in areas with lowest rates
- 2 Recruited
- Short 20 Minute presentation put together with school nurses
- Presented to over 100 children aged 7-8
- Time in class for drawings



The Judging process



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**Caring, Learning
& Growing Together**

Innovation - More than just a Tent!



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Equipment ordered

- 2 tents
- 2 flags
- Weights
- Can be transferred in cars but support staff do help us
- 4 chairs in each tent
- Tables for promotional materials
- Breastfeeding books for toddlers to read
- QR code on laminated sheet for feedback



Impact - Feedback

Breastfeeding Hubs

- “I like that they exist, and they’re comfortable and helpful”
- “I like the helpful and friendly staff”
- “Gives a more private and comfortable space to feed my baby”
- “It’s Private”
- “very welcoming”
- “A really nice space out of the way to feed – especially with older children”



The Milk Trail



- In Hull we have the fish trail and the ale trail
- Wanted something for all families. Health information around breastfeeding, dispel myths
- Discover some of Hulls iconic buildings
- Mentioned whenever possible!
Antenatal, carousel, all visits

Premises chosen

9 premises

- Large venues
- All free
- Premises previously breastfeeding friendly and staff accommodating



Caring, Learning
& Growing Together

The Leaflet



Benefits for baby and mum

Benefits for everyone

Information on services



The Leaflet



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Pictures from all the children

How to do the trail



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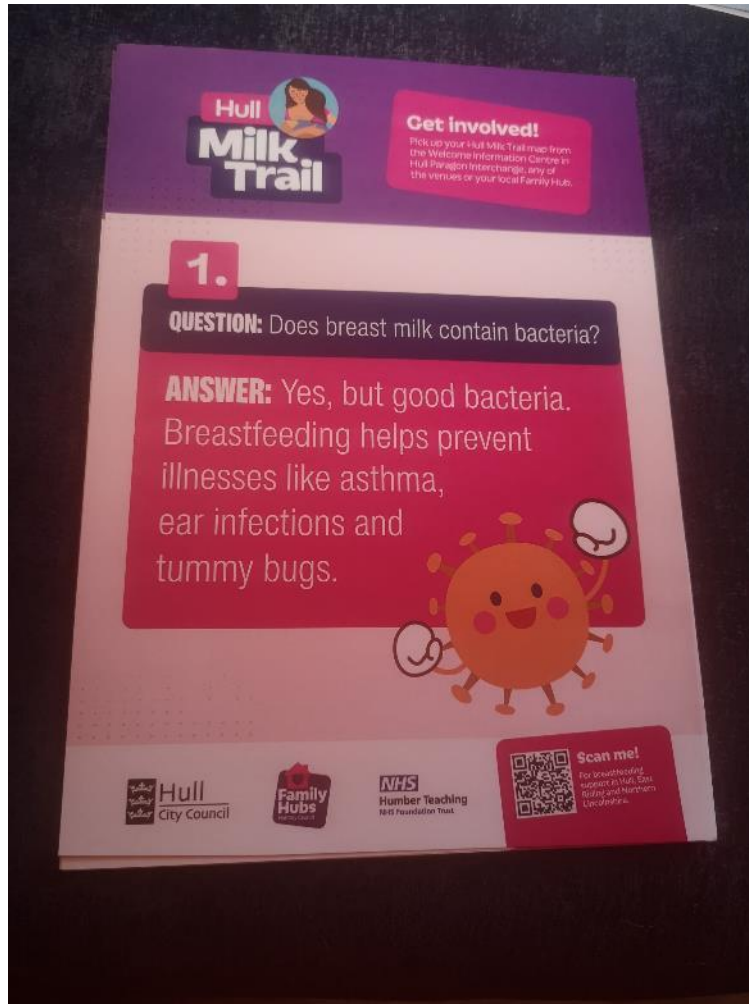
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The Leaflet

Question
Where to look



The Milk Trail



Poster displayed in the venues

Funding

- ☐ Leaflets with maps
- ☐ Leaflet dispensers
- ☐ Barracuda panels
- ☐ Stands or wall mounted frames for facts posters
- ☐ Some have chairs for feeding
- ☐ Stickers following completion of trail
- ☐ Resource box for mothers – breast pads etc
- ☐ Some have areas for information

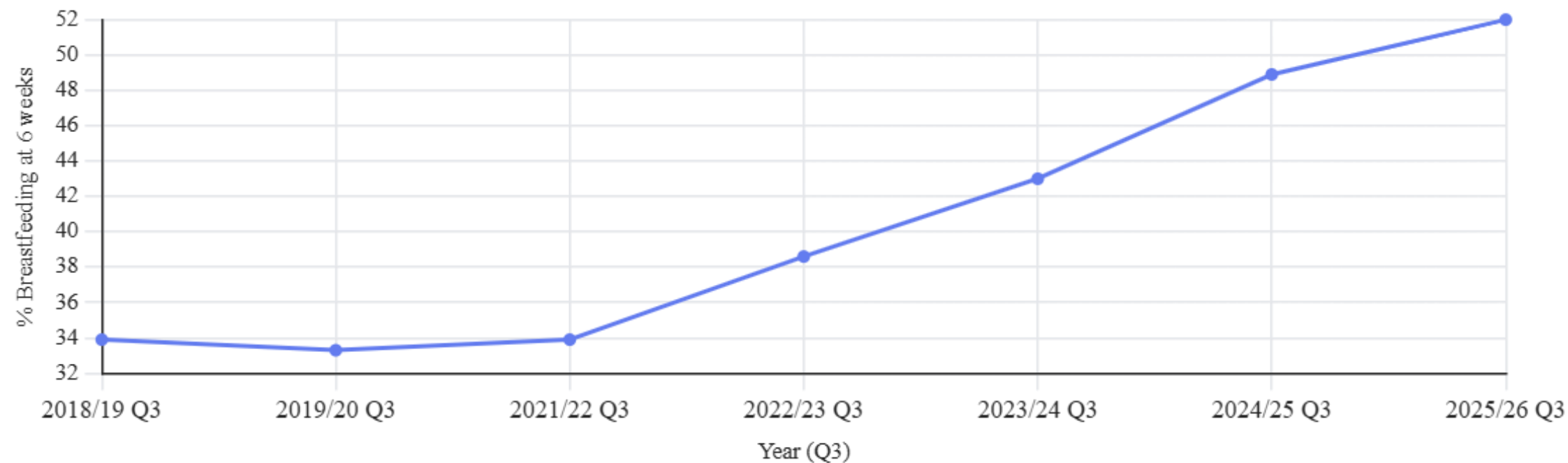


Impact

- Increase in attendance at venues
- Libraries
- US Mums doing events to keep momentum
- Ongoing evaluation
- May introduce in other areas of City
- Contributed to increasing breastfeeding rates
- Contributed to public awareness and perception



Hull - year on year 6 week breastfeeding figures 2018 to date

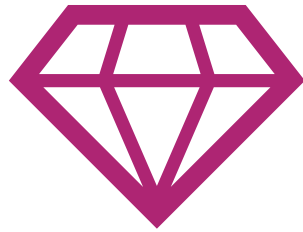


Nursing Times Award Finalist

Public Health Category and Children Services Category
Collaborative Working
Early Intervention



Innovation



Value



Transferable

Thank you for listening – Any Questions?

