

A scenic landscape of a valley with a lake, green hills, and jagged mountains under a cloudy sky. The foreground is dominated by a dense field of purple flowers, likely heather, which stretches across the valley floor. In the middle ground, a calm blue lake is nestled between the hills. The background features a range of dark, jagged mountains with sharp peaks, partially obscured by soft, white clouds. The overall atmosphere is peaceful and natural.

Argyll and Bute

Best place

To grow up

Engaging with families for a healthy start



Accredited as
Baby Friendly by

unicef 

**All maternity and health visiting facilities in A&B
have been accredited
as Baby friendly.**

Aim of the Baby Friendly Initiative

To assist health services to adopt recognised best practice standards, so that all parents are supported to make informed decisions about feeding their babies.



Breastfeeding and relationship
building

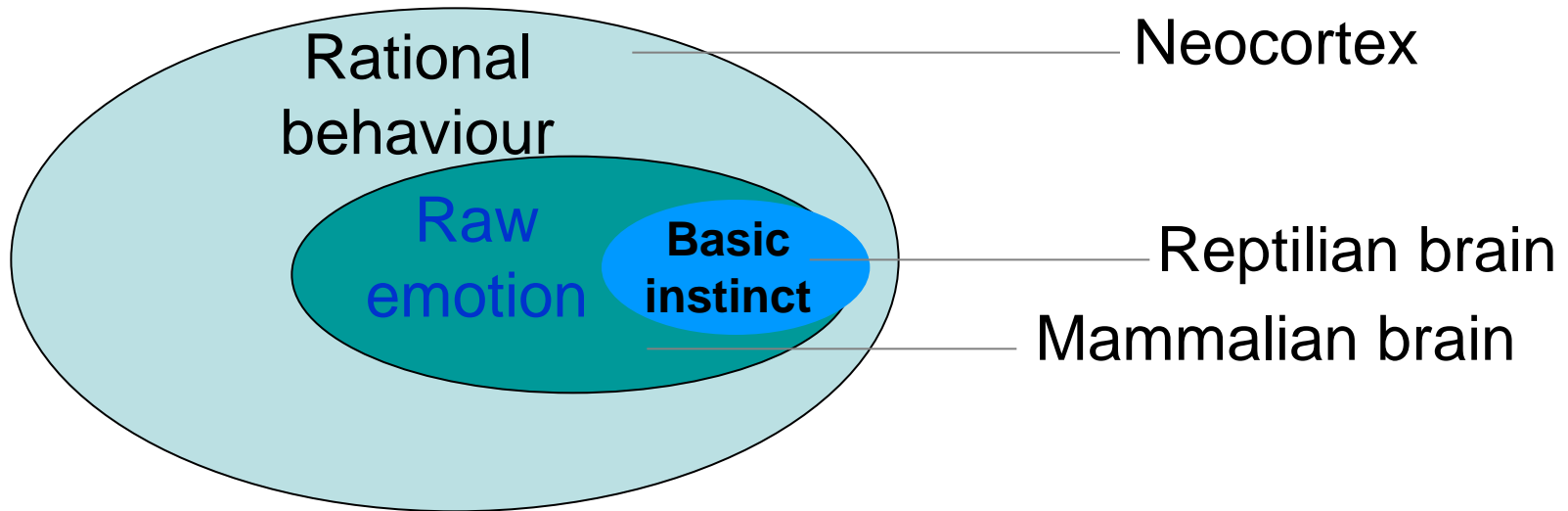
Nurturing healthy, happy
children

KEY FACTS ABOUT BRAIN DEVELOPMENT

- The brain development that takes place before age one is more rapid and extensive than we previously realized.
- Brain development is much more vulnerable to environmental influence than we ever suspected.
- The influence of early environment on brain development is long lasting.
- The environment affects not only the number of brain cells and number of connections among them, but also the way these connections are "wired".
- We have new scientific evidence for the negative impact of early stress on brain function.

The power of love

-



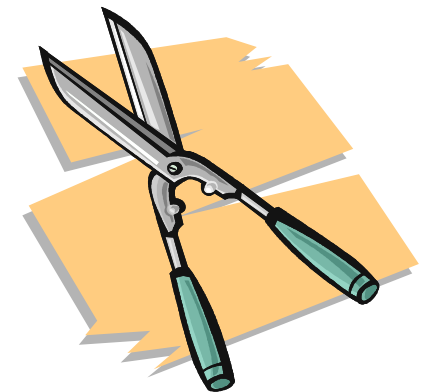
Oxytocin and Cortisol



Oxytocin - fertiliser for the brain



Cortisol – prunes back brain growth



Well-being in pregnancy

- Smoking
- Alcohol
- Diet
- Exercise
- **Relationship building?**



Skin-to-skin contact

Baby is dried and placed naked (or in a nappy) directly on to the mother's chest. Warm towels and blankets are placed over mother and baby to maintain temperature.



Skin-to-skin contact ...

- Stimulates release of prolactin and oxytocin
- Calms and relaxes baby and mother
- Regulates baby's heart rate and breathing
- Regulates baby's temperature
- Stimulates breast-seeking behaviour and interest in feeding
- Stimulates endorphin release
- Protects baby from infection

Shared instincts

“All mammals have a set sequence of behaviours that lead to initiation and maintenance of breastfeeding.”

(Unknown source)



Human beings are no different!

Baby's instinctive behaviour

Birth cry

Relaxation

Awakening

Activity

Crawling

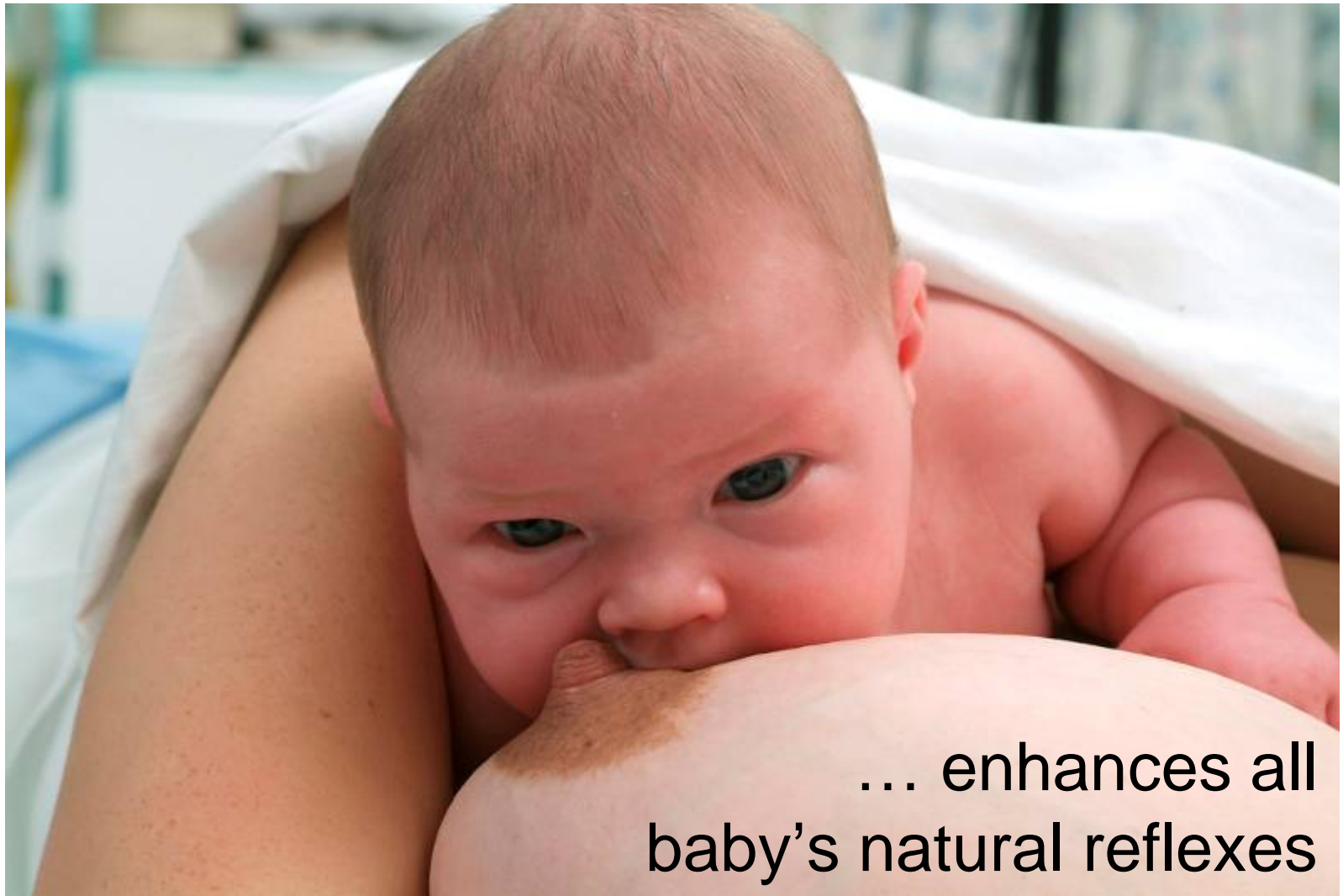
Resting

Familiarisation

Suckling

Sleeping

Skin contact and a laid-back position ...

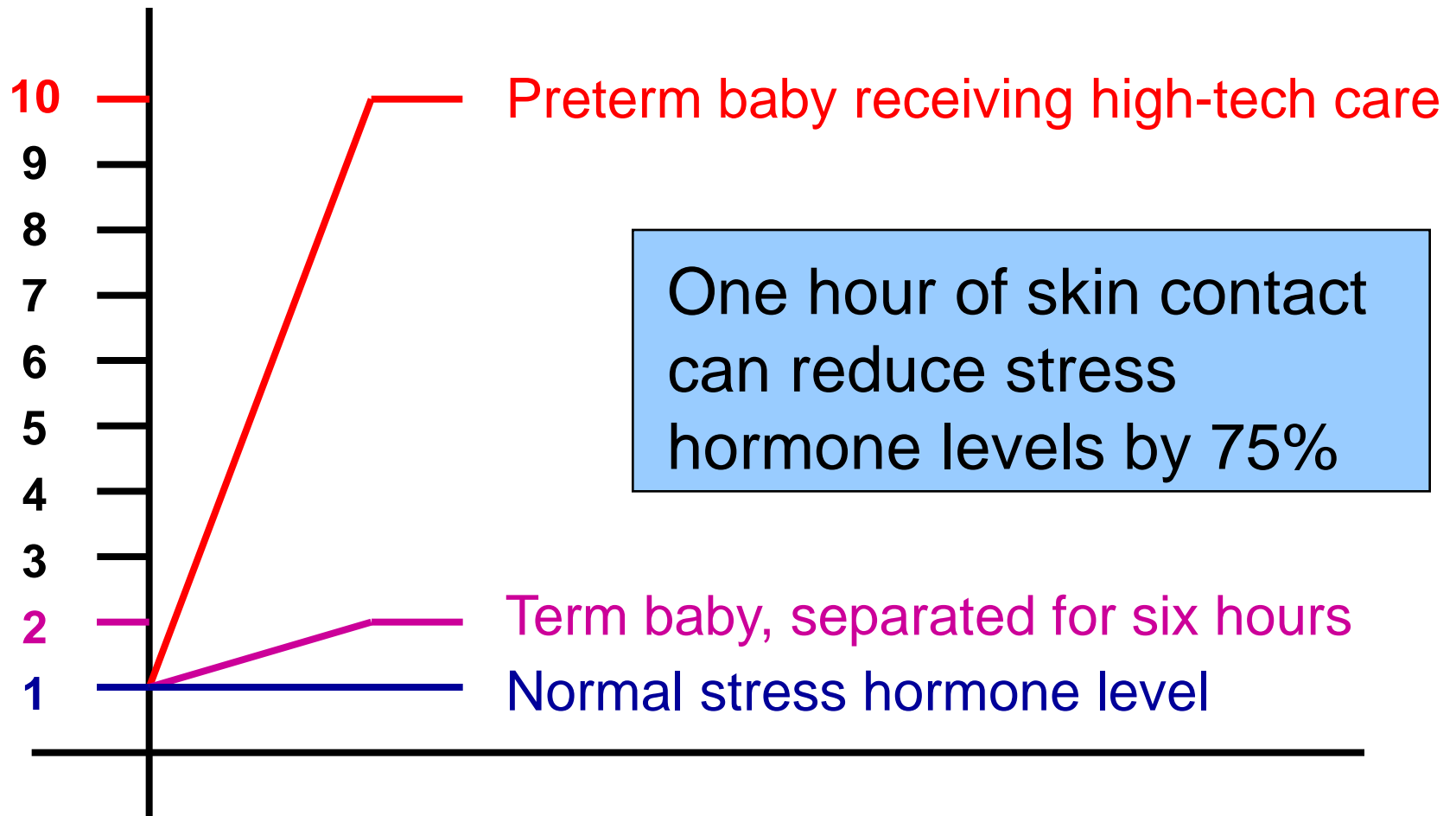


Key points of attachment

- Baby's behaviour results from his fear of impending danger.
- His fear is evolutionary and legitimate for him.
- His brain knows that if he does not keep close to mum he is likely to die.
- His fear is not imagined but physiological and thus real for him.
- Fear releases cortisol which has a negative impact on early brain development



Separation and stress

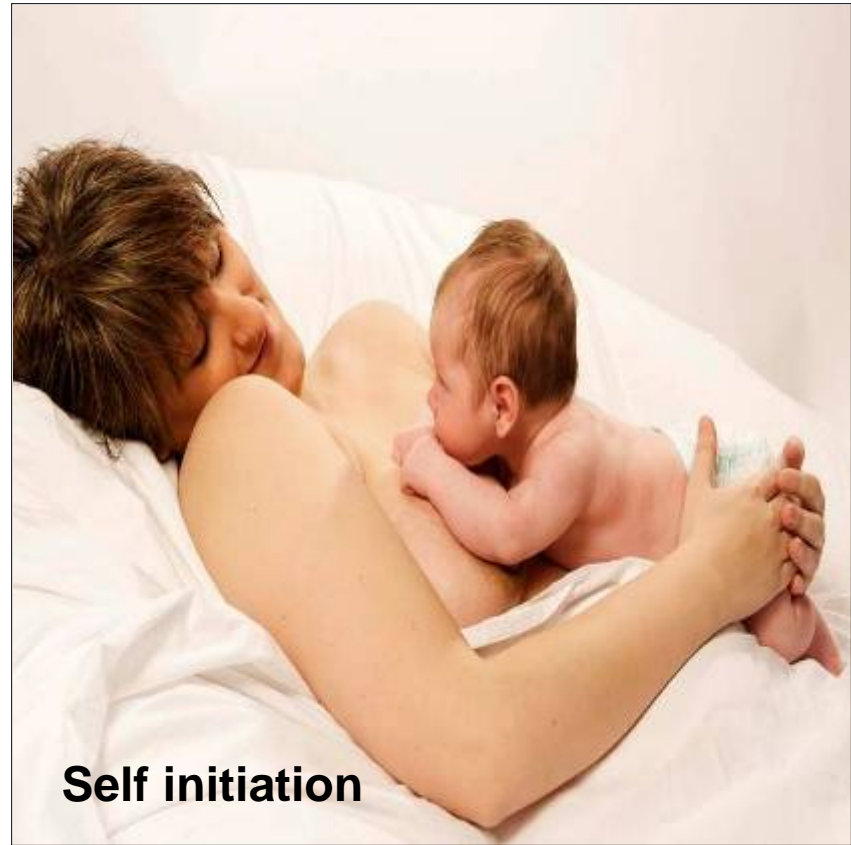


The Baby Friendly initiative began in 1994 and since then has helped us to engage with women and families in order to change the way we practice so that babies get off to a good start.

From doing this



To now doing this



to

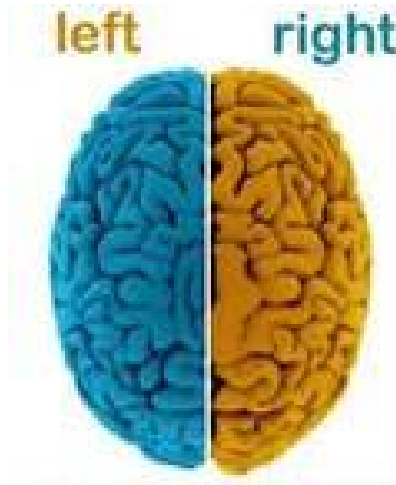
Successful and sustained family engagement requires:

Effective support, encouraging evaluation and self-reflection:

- Constant reflection on where we started
- Where we have come to now
- How we got here
- What worked
- What didn't work

Engaging in a right brained way

- Logical
- Objective
- Rational
- Analytical



- Creative
- Subjective
- Intuitive
- Emotional



During pregnancy

- Communication – Right brained thinking.
- Building relationships – bonding with baby
- Preparing women - education

At Birth and Beyond

- Skin to skin
- Keeping baby close
- Building relationships
- Providing support



Education and awareness



Peer support workers

- Women from the local community who have breastfed themselves and volunteer to help others and undergo the same training as staff.
- Parents who play active roles.
- Doing things with families rather than to them is crucial.

Baby Bistro Club



Feeding

Baby wearing

Sleep

Brain development

Weighing and weight gain

Contraception

Weaning

**Parents choose
Monthly themes**

Held weekly for two hours drop in or stay – 5 week baby massage course also available postnatal or on dolls during pregnancy. Snacks and toys, leaflets, books and face book page.



Pamper night



Georgia and Tobias



Key to all successful engagement of families is working in partnership

- Practitioners involving parents in analysing what works and what does not work.
- Practitioners finding ways of talking to parents who are not engaged in services to understand their views.
- Putting systems in place to monitor the level and quality of engagement with families.

How are we doing this?

- UNICEF internal audit of standards of care.
- Telephone interviews using a questionnaire
- Case studies of specialist care given.

To all staff in A&B

They all went above and beyond especially in the circumstances

Excellent care!

excellent care.

Great care

I couldn't ask for better

done their best for me

I am very happy x 13

very helpful

staff easy to talk to

local care very supportive and I could not fault them

Overall my care was amazing

excellent throughout

Good care

very happy with all my care thanks

Exemplary care

Everybody has been great

midwives were amazing at birth and made me feel so special and I can not thank them enough

I now have a healthy baby and I put that down to the care I received throughout



Breastfeeding is much more than a method of feeding
Breast milk is much more than food

It's a unique relationship

