

**GROUP ideas from BREAST START WORKSHOPS**  
**AT JANUARY 2009 CONFERENCE**

**What are the most effective ways to promote the breastfeeding support we offer?**

- Talking to people in the community
- Develop good links in your community
- Increasing mother to mother support
- Running support groups
- **Getting health professionals to advertise – leaflets and also just getting them on board**
- Advertise in GP clinics, hospital wards & ANC
- Family and friends support
- Leaflets and publicity
- **Target ante-natal groups**
- Encourage community baby friendly awards
- Web site
- Good relationship with health professionals
- Breastfeeding peer support should be explained to antenatal mums. Give card/info to all mums with details of where groups are, when and how to get there and have a contact name also
- Antenatal road shows
- Word of mouth
- Targeting maternity units
- **Early contact – within 48 hours – emergency telephone no provided ASAP – key worker linked to midwife to pass on information straight away**
- Offer mums support i.e. accompany mums to groups
- Early information sharing
- Freebies promoting the group – cups, magnets, pens etc. You always have them on hand – not like throwaway leaflets
- **Antenatal – Information / contact with pregnant woman. Made aware that breastfeeding needs to be learned by both baby and mum**
- **Personal recommendation / mother peer to peer**
- Via health professional ante & post natal
- **Advertising, posters, in relevant magazines etc**
- Update information re contact details / venues
- Inform M&T's / playgroups etc / advertise
- Be inclusive / no age limit
- Groups – more flexible with care of children
- Word of mouth
- Other agencies – doctors / dentists etc

## How can we develop better links between PS/HV/Midwives?

- **Talk to each other**
- Working lunch for PS/HV/Midwives – Weekly Meetings
- Conferences
- Understanding each other's roles
- Take advantage of technology
- Have PS on maternity units on a regular basis
- **Be involved in antenatal clinics/classes**
- Have a key worker/Link/Health Visitor/Midwife to raise the profile (someone to take ownership)
- Invite PS to in-house training of Health Professionals
- Awareness sessions of PS to HV and Midwives
- HP awareness of PS training programmes
- **Higher management & LHB needs to know NICE guidelines**
- Get PS case studies published on LHB intranet and newsletters etc
- Invite health care professionals to accreditation. To fully understand role recognition
- Offer to do talks to groups
- **Visit hospital wards / specialist areas to form links**
- **Send information about events**
- **Report back to professionals to keep links open**
- Up to date contact no's / names
- Open communication
- Concentrate on Midwives

## How can we best celebrate our successes as peer supporters?

- Share our successes with others
- Get together / Party/ Meeting / Web Site / Paper media
- Going to conferences
- Make sure local health authorities & Boards know you exist
- **For health professional to recognise what mothers do**
- Publicising statistics (e.g. posters) in clinics, especially local statistics – to say we've made a difference
- Writing articles for newsletters and local papers
- Make sure you receive newsletters too
- Getting published in midwifery / HV Press highlighting roles or PS and what you do & do not do
- Information in mum & baby magazines
- Publicise what you have done at all levels e.g. WAG, PCT's Health Trusts, Voluntary organisations etc
- **Media Days, use anything and everything we have**
- **Evaluation and reflection from the mothers (feedback)**
- **Special event – launch party**
- Invite local press
- **Recognition i.e. certificate given by local celebrity**
- Advertisement
- Word of mouth
- Liaising with professionals
- Local events i.e. sure start / flying start
- **Chocolate**
- Events during breastfeeding week
- Congratulate each other
- Local statistics. knowing you're made a difference
- Educating – females / teenagers / friends
- Health & well being of child
- Strong bond with child & other breastfeeding mothers
- Involve celebrities to raise profile.

## How can we keep peer supporters active and groups going?

- On-going recruitment
- **Better referrals from health professionals**
- Communication regarding the groups
- Groups to meet the needs of the peer supporters
- Take care of them
- Acknowledge achievements
- **Regular Training/Updating and Support**
- Clarify roles
- On-going funding
- Time for debriefing
- Mother led groups and activities – what do peer supporters want / what to mothers want?
- Recognise limitations of everyone
- Arrange events to motivate & feel valued
- **Maintain good welcoming environment – clean & tidy venues / food, safe toys**
- Referring mothers on to the groups
- Advertising/promote through all agencies
- Help of professionals / key link workers – quality
- Provide a top quality service – promotion – cafes / road shows
- Feedback on audit or breastfeeding statistics
- Regular thank you so that peer supporters feel valued and respected
- Internet – support group Mums net. Allows unlimited access 24/7
- Incentive to attend groups – talks etc
- Health Professionals informed about groups
- **Be proactive in finding new mums advertise, visit hospitals**
- Mentors
- Regular Meetings & speakers
- Venue
- Cycles of activity
- **Make it fun**
- Make sure all the jobs are shared around so everything doesn't fall to the same few people
- Allocate time to talk about issues – keep focused on breastfeeding
- Have a health professional to support groups
- **Ensure everybody is listened to and feels valued**

## The best thing about peer support is?

- Giving the PS self esteem/self worth and feeling valued
- **Informal support – non clinical**
- Gives PS people skills
- They have more credibility
- **Watching mothers blossom**
- They are or have been breastfeeding mothers
- It's nice to see advice from someone other than a health professional
- **No matter what career/job they might so as a peer supporter they are trained for life**
- Knowing you're not alone
- Problems are not unique to you
- Nice to express feelings to someone who knows
- Make it feel you are not the only one to suffer these problems
- They get you over the difficult times. The peaks and troughs
- PS's are friendly and welcoming
- They are just like you
- In touch with real life & non judgemental
- Easily accessible
- Influential
- **Making a difference**
- **Helping others**
- Socialisation
- Support & Information
- Passing the knowledge/experience on
- **Empathy – mum to mum, all equals together**
- Can be more open and honest with a peer than with a professional
- A small step towards changing society's attitudes to breastfeeding
- Accessible, self perpetuating, cheaper
- Less Intimidation
- Available all areas of life
- Continued support beyond 6 months
- Boost mother's confidence & self esteem in being a mother
- HCP's have other agendas
- Promoting breastfeeding
- Prolonging – feed for longer



*Breast Start*

[www.breastfeedingtorfaen.org.uk](http://www.breastfeedingtorfaen.org.uk)