West Midlands Clinical Networks and Clinical Senate
West Midlands Infant Feeding Event
6 April 2017
**Introduction**

This was a region-wide event focused on infant feeding that has been held in recent years and the first for the West Midlands Clinical Network. The aims of the event were to provide information about the latest knowledge and guidance on the topic, share good practice taking place in the West Midlands and elsewhere, and allow for networking across the region.

The event was well attended by a range of clinical commissioners, Labour ward leads, Obstetricians, Heads of midwifery, midwives, neonatal nurses, consultants, senior trainees, research associates, Neonatal consultants, patient representatives; Trusts, CCGs, third sector organisations. The event was held at the Ramada Hotel Sutton Coldfield, B76 1LH.
## West Midlands Event: Infant Feeding Day Programme

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<thead>
<tr>
<th>9.00</th>
<th>Registration</th>
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<tbody>
<tr>
<td><strong>Session Chair:</strong> Dr Alison Bedford Russell, West Midlands Clinical Network</td>
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<tr>
<td>9.30</td>
<td>Welcome</td>
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<tr>
<td>9.40</td>
<td>The Importance of Breastfeeding for Child and Maternal Health</td>
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<td>10.10</td>
<td>Public Health England Breastfeeding Commissioning Guidance</td>
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<td>10.40</td>
<td>Baby Friendly Standards</td>
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<td>11.00</td>
<td>Coffee Break</td>
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<tr>
<td><strong>Session Chair:</strong> Laura Sadler, Quality Improvement Network Manager, West Midlands Clinical Network</td>
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<tr>
<td>11.15</td>
<td>National Infant Feeding Network (NIFN)</td>
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<td>11.30</td>
<td>Personalised Maternity Care Budgets</td>
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<td>12.00</td>
<td>Breastfeeding and Social Media - #itsonlynatural</td>
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<td>12.15</td>
<td>Early feeding for sick and preterm infants – what, why and how?</td>
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<td>12.30</td>
<td>Lunch</td>
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<td><strong>Session Chair:</strong> Amanda Costello, NIFN</td>
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<tr>
<td>1.30</td>
<td>Breastfeeding Uncovered</td>
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<td>2.15</td>
<td>Breastfeeding Peer Support – The Experience in Wolverhampton</td>
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<td>2.45</td>
<td>Dudley Breastfeeding Buddies</td>
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<td>3.00</td>
<td>Coffee break</td>
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<td><strong>Session Chair:</strong> Louise Stewart, West Midlands Clinical Network</td>
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<tr>
<td>3.40</td>
<td>Breastfeeding and Perinatal Mental Health: Development of a local project</td>
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<td>3.55</td>
<td>Panel Discussion</td>
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<td>4.25</td>
<td>Summing up</td>
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<td>Finish</td>
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3
Event Evaluation Summary

The event was attended by 108 delegates. The chart below shows the overall ratings against each speaker/session, completed by 80 delegates, with an overall of 44% who found the event Excellent and 36% Good. All 80 delegates said the programme was beneficial to them.
Feedback from Speakers:

Thanks for inviting Bump to be a part of the day. It was really well organised and I followed the twitter feed and everyone seemed to really value the day.
Kerry Forward, Programme Manager, Birmingham & Solihull United Maternity & Newborn Partnership

Thanks for inviting me. I really enjoyed it.

It was a really well organised and informative event. The staff I have been training as part of the projects were very impressed. I have heard from one of the attendees today who is taking up a specialist teenage pregnancy midwifery post and would like to shadow at some of my sessions. Thank you for asking me to be part of the event.
Louise Moreton, Senior Health Lead, FAYS Locality Children’s Centres, Birmingham

It was a really interesting event.
Jennie Walker, Assistant Head of Patient Choice, NHS England

It was a great event and we look forward to meeting with Alison, Amanda and Helen to discuss the recommendations discussed. Well done to you.
Karen Saunders, Health and Wellbeing Programme Lead/ Public Health Specialist, Birmingham

Thank you, it was a really interesting day.
Dr Amy Brown, Associate Professor, Programme Director MSc Child Public Health, Department of Public Health, Policy and Social Sciences, Swansea University

Thank you - you did an amazing job on organising such a great day at what seemed to be such short notice. I am looking forward to the future work.
Amanda Costello, Specialist Midwife- Infant Feeding, Supervisor of Midwives, National Infant Feeding Network (NIFN)

It was a very good event and I am always happy to help. Keep in touch.
Shereen Fisher, CEO, The Breastfeeding Network

Thank you for your email and kind words - I really enjoyed the day and was thrilled to be part of it.
Diana West, Breastfeeding Peer Support Coordinator, Infant Feeding Team, Royal Wolverhampton NHS Trust, New Cross Hospital

Thank you for a very enjoyable, informative day.
Brianna Dymmond, Organisational Development Worker, Home Start Dudley
### Geographical Area/Trust/Provider

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<thead>
<tr>
<th>Geographical Area/Trust/Provider</th>
<th>Quantity</th>
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<td>Breastfeeding Co-ordinator/Support Worker</td>
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<td>Governance Lead</td>
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<td>Graphic Artist</td>
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<td>Health Visitor/Support Worker</td>
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<td>Midwife</td>
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<td>Programme Manager/Project Lead</td>
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<td><strong>Total</strong></td>
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Comments

Session Chair & Welcome: Dr Alison Bedford Russell, West Midlands Clinical Network
- Good personal anecdote
- Loved the up to date, useful information.

The Importance of Breastfeeding for Child and Maternal Health:
Professor Simon Murch, Professor Emeritus, Warwick University and Consultant Paediatric Gastroenterologist, University Hospital Coventry & Warwickshire
- This was an excellent session. I’m going to pass these messages on to the rest of the team!
- Very interesting and informative.
- Interesting information re immune effects, ‘personalised medicine’ and Lancet findings.
- Engaging, now new knowledge, well presented and reinforced existing knowledge.

Public Health England Breastfeeding Commissioning Guidance: Francesca Entwistle, Baby Friendly Initiative Professional Officer, UNICEF
- Will try and read this document.
- Not new information, but reinforcement of existing information.
- Well presented by Francesca covering this topic.

Breastfeeding in the West Midlands:
- Five pillars for action, money for peer support, survey results, useful but too brief.

Baby Friendly Standards: Francesca Entwistle, Baby Friendly Initiative Professional Officer, UNICEF
- Informative and well presented.

National Infant Feeding Network (NIFN): Amanda Costello, West Midlands Lead for the National Infant Feeding Network
- Will look into this organisation.
- Informative and interesting.
- Interesting to know what is going on in the West Midlands.
- Good overview of NIFN’s role.
Personalised Maternity Care Budgets:
• National perspective: Jennie Walker, Assistant Head of Patient Choice, NHS England & Local perspective: Kerry Forward, Programme Manager, Birmingham United Maternity & Newborn Partnership (BUMP)
  • I didn’t know about this!
  • Good general information.
  • A great presentation and good information.
  • Really interesting what is happening across Birmingham, hope it is rolled out across the regions.
  • Not sure this project isn’t privatisation via the back door.

Breastfeeding and Social Media:
Vicki Pike, Public Health Commissioner, Telford & Wrekin Council
  • 5 cards – excellent idea!
  • An important tool for all public health issues and a must for breastfeeding.
  • Good ideas to take back to my organisation.
  • Excellent, simple idea, well done!
  • Inspirational talk.
  • Some very useful ideas for very low budget, thank you.
  • A West Midlands co-ordinated breastfeeding week a great idea!

Early feeding for sick and preterm infants – what, why and how?
Sara Clarke, Senior Specialist Neonatal Dietitian, South West Midlands Maternity & Newborn Network
  • So passionate! I’m going to pass your advice about mothers of pre-term babies asking to hand express in the delivery room to my antenatal class!
  • Would have liked this to be a longer session.
  • Informative and interesting.
  • Very passionate and establishing importance of immune effects as opposed to nutritional benefits. Interesting re buccal mucosa.
  • Important information on buccal colostrum.
  • Thank you for raising and highlighting this important point.
  • Lots of really good information.
  • Further information needed to promote this to midwifery staff/health visitors who do antenatal visits as not widely known.

Session Chair: Amanda Costello, NIFN
  • Member of NIFN so well educated in this area.

Breastfeeding Uncovered:
Dr Amy Brown, Associate Professor, Department of Public Health, Policy and Social Sciences, Swansea University
All the experiences we all recognise – fabulous!
  • Very entertaining and thought provoking speaker.
  • Informative and interesting.
  • Inspiring information re breastfeeding stereotyping and media interpretations.
  • Vital, great session.
  • Very engaging.
  • Sadly only healthcare professionals hear Amy speak, put her on Question Time or This Morning!
• Brilliant!

Breastfeeding Peer Support – The Experience in Wolverhampton:
Diana West, Breastfeeding Peer Support Co-ordinator, Infant Feeding Team,
Royal Wolverhampton NHS Trust
• Informative and interesting.
• How having a volunteer service can influence and support mothers into breastfeeding.
• Good commissioned services additional to healthcare services.
• Reiterated strength of peer support at a national level, need to aim at commissioners.
• Concerned some midwifery/health visiting/NNU staff may have felt devalued.
• Sounds wonderful but I believe peer support should be paid, and unpaid shouldn’t be ‘debriefing’ women!

Dudley Breastfeeding Buddies:
Brianna Dymond, Organisational Development Worker, Home Start
• Very helpful service.
• Really liked the cards to pass along to other breastfeeding mothers.
• Both good sessions, great feedback for peer support; with personalised budgets this will probably be the future.
• Lucky to have an excellent peer support service.
• More factual information on how this is set up.
• Good information like the names of the breastfeeding groups.
• 7% increase very important!

Breastfeeding Support and the Voluntary sector: The Breastfeeding Network,
Shereen Fisher, CEO, The Breastfeeding Network
• Reiterated the benefits of breastfeeding support, helplines available, drug interaction line.
• Reinforcing the value of access with variety of sources.
• Think the BFN work is superb, not sure we needed a third speaker on peer support.
• Use of evidence very important.

Breastfeeding and Perinatal Mental Health: Development of a local project:
Louise Moreton, Senior Health Lead, FAYS Locality Children’s Centres, Barnardos
• I didn’t realise there was such a range of Solihull courses!
• Too specific to a particular area so not very interesting or relevant.
• Too specific to an area therefore not particularly interesting to others.
• Working with Louise it was good to hear more about the service.

Panel Discussion: Speakers from today
• Would have liked input from CCG commissioner.
• Too much on budgets and funding.
What did you like best about the event?
- It was excellent!
- Breastfeeding uncovered presentation and sick and preterm infant presentation.
- Dr Amy Brown’s talk and also the neonatal element.
- The visual aids and length of the talks.
- Importance of breastmilk for premature neonates.
- Dr Amy Brown and how society perceives breastfeeding. A real major issue and really well presented.
- Dr Simon Murch – research background, and Dr Amy Brown – cultural aspects.
- Professor Murch’s phrase ‘breastfeeding is personalised medicine’ is a wonderful catchphrase.
- Professor Murch on science and biomes, biology, biochemistry, very interesting.
- Dr Simon Murch – research background, and Dr Amy Brown – cultural aspects.
- Networking with others.
- Inspired to push things forward in my area.
- Science of breastfeeding benefits from immunological perspective.
- Sara Clarke’s enthusiasm of colostrum benefits.
- Key speakers, variety, networking.
- Dr Amy Brown and Diana West.
- Hearing about all the work that is going on.
- It was beneficial to hear from a variety of speakers and their expert knowledge.
- Sharing ideas of changing service provision within my role.
- Sessions were short but very informative.
- Getting ideas on how to promote and improve our services we provide.
- More aware now of other services provided and available to mums.
- Well organised, all information very relevant to supporting mums.

What did you want less of in this event?
- Commissioning talk.
- Too much about peer support – time could have been used on a wider variety of information relating to breastfeeding.
- Some of the speakers were delivering information that I would think everyone knows – eg. Solihull Approach.
- Too many anecdotal quotes eg. peer support.
- Statistics.
- Repetition of information especially peer support.
- Less of peer support sessions.
- Three sessions on peer support not needed.

How could this event be improved?
- Links for some of the literature that was used.
- Managers to share the event information sooner.
- Need to ensure the advert for the event gets through to the staff working in that area. Sending emails to our main manager doesn’t always get through to us. Think health visiting as well as midwifery.
- I was looking forward to the perinatal mental health but did not hear much about it, not enough.
- Possibly having women come to talk about breastfeeding experiences of good and bad.
- Longer time for certain speakers., ie. West Midlands data, Survey feedback.
• Perhaps include Helen Crawley, or some paediatric doctors in attendance, reaching other disciplines.
• More plans on how to move forward.
• Breakout/workshops.
• More input from other areas of West Midlands to gain insight into infant feeding in other areas.
• More interaction and movement around the room.
• Open the event up to other health disciplines to reach a wider audience.
• Less powerpoint and more interaction.
• More discussion on how mainstream media needs to be targeted to change their language around breastfeeding.
• More case studies on practical projects.

Any other comments?
• Talks, although excellent, surrounding peer support were very similar. Different talks on overcoming challenges of breastfeeding within hospital/community and also experiences of challenging practice.
• How to address breastfeeding within different cultures and religions?
• Very informative update.
• To enable attitudes with or without a depth of knowledge in breastfeeding, a broad overview of evidence on peer support and what we need to do both nationally and locally about changing the conversation.
• Inspiring and thought provoking.
• A thoroughly engaging day, good venue, speakers and good for networking.
• Enjoyed the day.
• There are many challenges ahead and redesign of services; mums will always need breastfeeding support.
• Very enjoyable day thank you.
• Would have liked local guidelines and management plans on feeding problems. What to do if a baby has a large weight loss? Compare different Trust’s management plans. Problems solving if breastfeeding not successful.
• Some slides had too much information/charts not easy to read from the back of the room.
• Clarification of the aims of the day and a variation in delivery style.
• We need more breastfeeding education in schools (change thinking). Reduce media coverage of formula feeding, increase breastfeeding benefits coverage on tv, radio etc.
• Need to address the issue around traumatic birth.
• Focus on medications and breastmilk, common breastfeeding issues.
• Look at best ways to support mothers who don’t breastfeed.
• Better use of social media for parents.
• Hotel staff were excellent.
• Lovely lunch.
Speaker Biographies

Alison Bedford-Russell
Clinical Director, West Midlands Maternity and Newborn Clinical Network

Expert advisor roles for BAPM (British Association of Perinatal Medicine); the DH Infection in Critical Care Quality Improvement Programme (ICCQIP); the national Group B Streptococcus Support (GBSS) charity; the Congenital Diaphragmatic Hernia UK charity; NICE Early Onset Neonatal Infection guideline development group and the Antibiotic resistance and health care associated infections (ARHAI) neonatal gram-negative infections sub-group.

Moved to West Midlands in 2005. Appointed as South West Midlands Newborn Network (SWMNN) Workforce, Education and Training lead. 2008-2013 Clinical Lead for SWMNN. Alison is deeply committed to improving quality of care for Women, their babies and families and have driven improvements and service reconfigurations (at some personal cost), within the network leading to sustained reductions in perinatal mortality. (Survival of smallest sickest babies 50% in 2006 and >80% by 2011). 2012 to 2013 undertook the NHS Leadership Academy Certificate in Leadership and Service Improvement.

Professor Simon Murch, Professor Emeritus
Warwick University and Consultant Paediatric Gastroenterologist, University Hospital Coventry & Warwickshire
Simon is a Consultant Paediatric Gastroenterologist at University Hospital Coventry & Warwickshire and is Emeritus Professor of Paediatrics at Warwick University. His clinical interests include non-IgE-mediated food allergies, coeliac disease and IBD. His research background is in mucosal immunology, and his early studies of the role of macrophage cytokines in intestinal and lung inflammation contributed to the introduction of anti-TNF therapy in Crohn’s disease. He has subsequently worked in the areas of intestinal immune responses in food allergies and related disorders. His other main areas of research have been into mechanisms of intestinal protein leakage and of malnutrition in children from underprivileged countries. He is Chair of the BSPGHAN Working Group for Coeliac Disease and a member of the steering group of the ESPGHAN Working Group for Eosinophilic Oesophagitis.

Karen Saunders
Health and Wellbeing Programme Lead and Public Health Specialist (FR0747), Public Health England (PHE) in the West Midlands
Karen is a committed and passionate Public Health professional with wide and varied experience across a breadth of health inequalities and health and wellbeing priorities. She has worked at international, national, regional and local levels with partners in Public Health England and the Department of Health; other government departments; local government; the NHS and voluntary sector. Karen has led on arrangements for delivering the 2012 Public Health reforms across the Midlands and East patch to enable the transition of Public Health to
local government. Currently the lead in PHE in the West Midlands on health inequalities and health equity priorities focusing on the social determinants of health; on obesity prevention; on promoting and improving children and young people’s health and wellbeing and leadership for migrant health and wellbeing priorities; homelessness and modern slavery. Karen has a strong publications record and has written on child obesity prevention; child accident prevention; social marketing and behaviour change; genetic services and clinical governance in relation to Public Health. She teaches on undergraduate and postgraduate courses at various academic institutions in the West Midlands.

Francesca Entwistle
Baby Friendly Initiative Professional Officer, UNICEF
A midwife of over 30 years, Francesca works as Professional officer – policy and advocacy at UNICEF UK Baby Friendly Initiative. Her specialist interest in breastfeeding was consolidated through her research exploring the impact of midwifery training and women’s self-efficacy on breastfeeding outcomes for women from low income groups. She has worked with the Department of Health developing policy and practice in relation to Maternal and Infant Nutrition and regularly consults with key stakeholders, to ensure the focus on improving public health through breastfeeding and very early child development in the UK continues. Francesca leads the ‘National Infant Feeding Network’ and is a visiting lecturer at the University of Hertfordshire.

Amanda Costello
West Midlands Lead for the National Infant Feeding Network
Amanda is a midwife and lactation consultant, as an Infant Feeding Lead at New Cross maternity unit she has the responsibility for leading on the implementation of the Baby Friendly Initiative (BFI) best practice standards. A fully accredited Baby Friendly Maternity Unit since 2011. Amanda is the West Midlands National Infant Feeding Network (NIFN) lead; recognising the value of being part of a network that can share best practice, learning and experience. The West Midlands NIFN group has representation from maternity, health visiting, children’s centres, public health and higher education. Collectively the group share a great deal of experience, knowledge and skills. The group meet three times a year to discuss national, regional and local strategies and provide support through action learning sets.

Jennie Walker
Assistant Head of Patient Choice, NHS England
Jennie Walker joined NHS England in March 2016 and is currently the Assistant Head of Patient Choice in the Personalisation and Choice Group. Jennie is the lead on the End of Life Choice Commitment from a Patient choice perspective. She sits within the Personalisation and Choice Group, who are also testing the use of Personal Health Budgets in fast-track Continuing Healthcare. Jennie is a solicitor with experience working with personalisation in social care through her previous role at the Independent Living Fund. At the event Jennie will be outlining the End of Life Care Commitment. She will also be giving an overview of the use of Personal Health Budgets in fast-track continuing healthcare.
Kerry Forward  
**Programme Manager, Birmingham United Maternity & Newborn Partnership (BUMP)**

Kerry joined Birmingham Women’s Hospital in 2014 as general manager for Maternity services following several years as the Maternity Commissioner for Birmingham and Solihull. She has a varied background in Children’s Health and Social Care services across the West Midlands and London. As a local mum of two and in her role as Bump programme manager Kerry is passionate about ensuring Maternity and Newborn services across Birmingham and Solihull support Parents through their pregnancy and beyond offering a high quality, safe and personalised service. Kerry is a qualified coach and enjoys supporting colleagues at all levels achieve their potential and reach their aspirations. She loves working in a fast paced multi-disciplinary team where no day is the same.

Vicki Pike  
**Public Health Commissioner, Telford & Wrekin Council**

Vicki Pike is a Public Health Commissioner for Telford & Wrekin Council. She has a wide range of experience and knowledge, having worked in public health for over 15 years. The areas she has worked across include: Physical activity, Cancer Prevention & Screening, Community engagement, Neighbourhood working, Stop smoking, Maternity and Children & Young People. Vicki is currently the commissioner for Children and young people and their parents/carers and one of her roles is chairing the maternal public health group. Vicki has a real passion for partnership working, enabling communities and the desire to make a difference to her local population.

Sara Clarke  
**Senior Specialist Neonatal Dietitian, South West Midlands Maternity & Newborn Network**

Sara qualified in nutrition and Dietetics in 1990. She has worked as a paediatric dietitian for over 25 years at The Children’s Hospital, Birmingham gaining experience in all areas of paediatric dietetics before settling in the Liver Unit working alongside the Intestinal Transplant Team. Presented at many national and international meetings on nutrition and intestinal transplant, a Council member of the Intestinal Transplant Association and was awarded the AHP Outstanding Achievement Award in 2013 for services to Intestinal Transplant. Sara has been the breast feeding lead at Birmingham Children’s Hospital for many years working tirelessly to support and train staff to support mums to initiate and maintain feeding their sick infants. In 2015 an opportunity arose to work for the Neonatal Network where she has been ever since. This role has a strong emphasis on education and training of all staff, production of evidenced based guidelines and cotside consultations. Over the past two years, along with my neonatal colleagues Sara has introduced several new initiatives and changes which are improving the way nutritional support is delivered to these vulnerable group of patients.

Diana West  
**Breastfeeding Peer Support Coordinator, Infant Feeding Team, Royal Wolverhampton NHS Trust**

Originally from East Yorkshire, Diana is now a Breastfeeding Peer Support Co-ordinator in Wolverhampton, based at the Royal Wolverhampton NHS Trust’s New Cross Hospital. With infant feeding training by the NHS, Breastfeeding Network (BFN) and the Baby Friendly Initiative, Diana is also an active Tutor, Supervisor and Supporter with the BFN, across the West Midlands. She contributes to staff training, trains and supervises breastfeeding peer support volunteers and provides infant feeding support and information to...
mothers and mothers-to-be via social media, home visits, breastfeeding groups and over the phone, including the National Breastfeeding Helpline.

Shereen Fisher
CEO, The Breastfeeding Network

Shereen is passionate about breastfeeding and the difference early prevention volunteering can make to parents, babies and families. So much so that for the past 4 years she has led a multi-faceted programme of organisational development for the Breastfeeding Network as their first Chief Executive, including a focus on organisational evaluation and impact. She has worked exclusively in the public and voluntary sectors, after graduating in Law. Her career began when she joined the regulator of charities in England & Wales where her work with trustees enticed her to want to see what life was like within the voluntary and not-for profit world. She led a national volunteer programme for the Royal Town Planning Institute for 8 years. She is a mother of 2 and has 11 siblings. She is an aspiring runner and novice tweeter @shereen_fisher

Louise Moreton
Senior Health Lead, FAYS Locality Children's Centres, Barnardos

Louise is the Senior Health Lead for Barnardo’s, Fays Locality Children’s Centres, Yardley District, Acocks Green and Sheldon, Birmingham. Louise has a Postgraduate Certificate in Early Years. Her background is in Early Years and Adult learning with a career which began 23 years ago and includes being an NVQ Assessor and Tutor. She was involved with setting up Sure Start services and developing Children’s Centres in Warwickshire for 7 years before taking a position with Barnardo’s in 2008 and starting work in Birmingham. For the past 5 years her focus has been on antenatal and perinatal provision including developing breastfeeding support services.

Dr Louise Stewart
Head of Maternity Network, West Midlands Clinical Network

Louise is the new Head of the Maternity Clinical Network. Louise trained as a diagnostic radiographer in Manchester, before moving to the West Midlands in 1995. She then specialised in paediatric ultrasound before becoming Head of the NIHR West Midlands Medicines for Children Research Network. Subsequent roles include Diagnostic and Scientific workforce lead (NHS West Midlands), Birmingham & Solihull workforce lead (Health Education England) and Head of Education at Heart of England Foundation Trust. Research interests include hepatic Doppler in paediatric liver disease, paediatric cystic fibrosis liver disease (PhD from Bangor University) and the role of social media in healthcare communication (MBA with distinction from Warwick University).

Brianna Dymond
Organisational Development Worker, Home Start

Brianna is currently commissioned by Public Health England and working with the HomeStart charity to evaluate and develop the breastfeeding buddy (peer support) programme in the Dudley Borough.
Overview of Feedback
Overall feedback about the event was positive and this is reflected in both quantitative and qualitative feedback. A number of those feeding back highlighted areas that could be improved for future events, including suggestions for extra speakers and session format. This particularly related to some feelings that there was too much information on peer support, whilst others valued the amount of time spent on this topic. This partly reflects the challenge of developing a programme for a wide ranging audience. Keynote speakers were popular sessions, but some participants suggested there needed to be more breakout/workshop type sessions for the day would have been beneficial.

On the day we also had lots of positive feedback about the visual capturing of the day which reflects the key themes that were discussed. This can be used to continue local conversations about the subject.

Lessons Learnt
- Need to book more roving microphones for an event this large
- Detailed briefing to be developed for each chair/session and fed in to by whole team involved.
- Streamlining of registration process for volume of people attending
- Development of expanded detailed job sheet that aligns with agenda and shows staff roles at different times.

Measuring the Impact – how will this event make a difference?
- Feedback immediately following the event was positive with some participants reporting they would take learning back into their workplaces.
- Follow-up evaluation will take place with attendees
- During the event the hashtag #wminfantfeeding was used to allow attendees to virtually communicate via twitter about the topics being discussed. This also enabled engagement with those not attending the event and discussions to continue after the event
- In total there were 152 tweets using the #wminfantfeeding hashtag with the volume of activity by date shown in the graph below.

Force (Volume) of Activity
By day the number of tweets were:
- 06.04.2017 – 134 tweets
- 07.04.2017 – 7 tweets
- 08.04.2017 – 9 tweets
- 10.04.2017 – 2 tweets

The top tweet for the day focused on Prof. Murch’s presentation where he highlighted that breastfeeding is a personalised medicine. From the initial tweet by an attendee this was retweeted 11 times. The top tweets and number of retweets are shown in the table below.

Top Headlines

<table>
<thead>
<tr>
<th>Headline</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rt @shereen_fisher: Not Just Nutrition But Personalised Medicine F...</td>
<td>20</td>
</tr>
<tr>
<td>Rt @francesca343: #wminfanteeding @babyfriendly @niinfweets N...</td>
<td>16</td>
</tr>
<tr>
<td>Rt @dr_amybrowm: It’s Not Only What Mothers Value But Health Prof...</td>
<td>14</td>
</tr>
<tr>
<td>Rt @dmaomibartle: Breastfeeding Is A Personalised Medicine That...</td>
<td>11</td>
</tr>
<tr>
<td>#wminfanteeding Day Now Hearing From Francesca Entwistle Abo...</td>
<td>9</td>
</tr>
<tr>
<td>Rt @shereen_fisher: A Lot Can Be Done Quickly With Simple Syst...</td>
<td>8</td>
</tr>
<tr>
<td>Rt @dmaomibartle: Potential For Extra Breastfeeding Support Via P...</td>
<td>6</td>
</tr>
</tbody>
</table>

The top authors of tweets using the hashtag for the day are shown in the graph below. These included a number of speakers on the day as well as attendees.
Next Steps

- To understand the further impact of the event and continue the evaluation a follow-up survey will be sent to attendees three months after the event. This will gather information on the ways in which they have taken aspects of the event forwards.

- A meeting is being arranged between the Clinical Network, NIFN, Public Health England and leading local experts in infant feeding to discuss how further work could take place locally.

- Understanding if there is a continuing need for this type of event by working with local partners.

Please contact laurasadler@nhs.net if you have any queries about the event or next steps.