East Lancashire Hospitals NHS
NHS Trust

NHS
Blackburn with Darwen

Breastfeeding Promotion in Schools

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The World Health Organization's Global Strategy on Infant and Young Child Feeding recommends that

'information on breastfeeding be provided by schools, in order to increase awareness and positive perceptions'

The NW Breastfeeding Framework for Action (objective 6) asks us to **improve breastfeeding awareness for school children and teaching staff. . .**

…‘developing innovative ways’

Attitudes

Attitude Change

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Raise the level of knowledge and understanding amidst the general public

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School pupils are our future generation of parents :

so a sensible place to start in the deliverance of breastfeeding messages

What works in schools?

- There is little evidence in highlighting what works in schools with regard to breastfeeding
- There are a number of schools packs available and there is anecdotal evidence that these improve attitudes to breastfeeding

My Journey. . .

Me lecturing. . . Boring!

↓

Innovative thinking. . .

↓

Needs to be memorable and effective and fun?

↓

DRAMA!

What next. . .

- Funding
- Actresses
- Script writer
- Venues to rehearse
- Supporting material

Learning Aim

The overall learning aim of the session is to:

‘Provide the students with an opportunity to consider breastfeeding as the optimal way to feed babies.

We want to help students ‘think’ about breastfeeding as ‘normal’, and learn in a way that creates interest; through drama’

Learning Outcomes. . .revolve around:

- Health benefits of breastfeeding
- Risks of formula feeding
- Environmental effects of formula feeding
- Why mothers choose and maybe not choose to breastfeed
- Have personal views challenged - breastfeeding in public, breasts as body milk producing organs
- How to make breastfeeding more fashionable
- Helping with informed decision making in the future, and improving health

A play was born. . .

‘Sophie's Choice’

Still is breastfeeding – loves and understands it

Not sure about breastfeeding – never did it

Boyfriend

Mum in law

Sophie

Mum

Midwife

Real to Life

Music

Nightmare scene – dramatic ending!

Format of performance. . .

- Timing
- Workshops
- Handouts / homework
- Evaluations
- Teachers too

Evaluations

Boys:

- A big responsibility – make the decision.
- Formula milk = constipated babies!!
- Babies need breastfeeding
- Breastfeeding saves money.
- It’s important to breastfeed.
- I enjoyed the music and acting, the humour and the song

Girls:

- Breasts are made for breastfeeding
- That it doesn’t hurt when you breastfeed
- breastfeeding does your baby good.
- Bottle feeding can increase the risk of allergies
- Interesting facts
- Sophie told her mum what she was going to do
- I liked the dream, and learning about the two mothers

Teachers:

- They'll tell their family. They won't forget it – it will come back to them later. For some it will be the first time they've heard about it.
- I think this was a super idea.
- Pupils engaged and seemed to be actively involved in group sessions – this was good. Pleasing to see that it wasn't just girls who were engaged.

Presentations

- National Conference
- International Conference
- Healthy Schools Coordinators NW
- 2 Local Schools
- 2 ‘Father’s Forums’
- Best Beginnings

What next. . .

Proposed inclusion in a National School Toolkit being developed by Best Beginnings

Thank You