MARY SEACOLE
1805~1881

Befriending Breastfeeding

Naomi Douglas

Overview

- The Issues
- The Project
- Results so far
- Positives, challenges and learning
- Organisational Benefits
- Personal benefit
- Mary Seacole

The issues

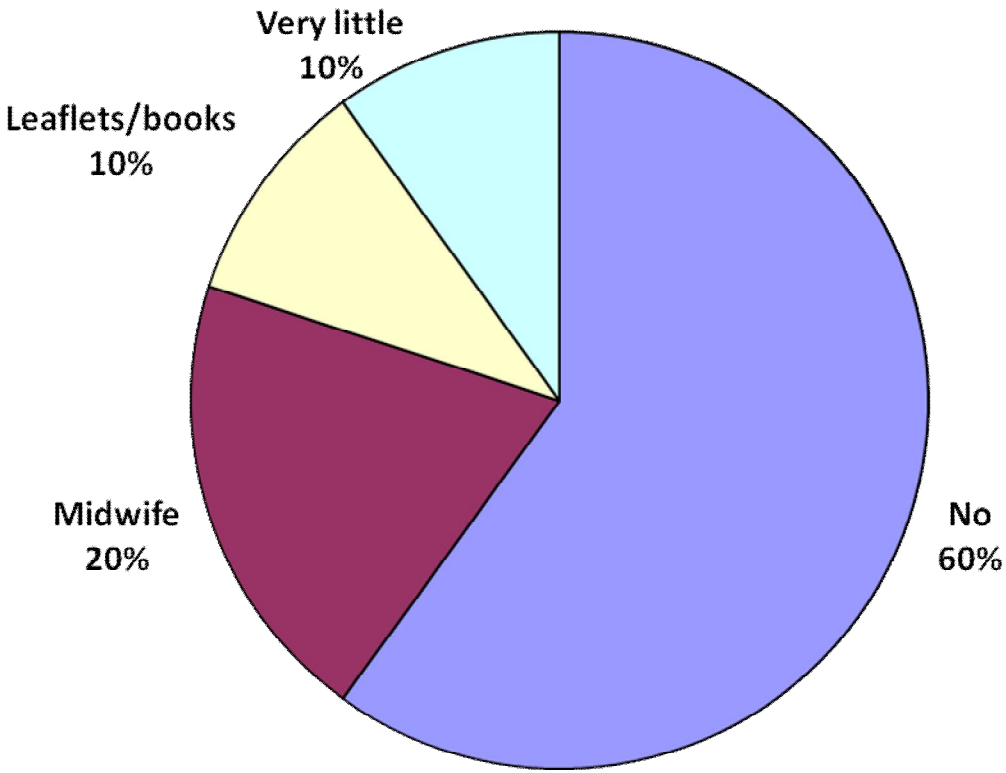
- Early introduction of formula.
- Incorrect information.
- Attendance at information sessions.
- Current service design.

The project

- South Asian women
- Opt-out basis
- Set schedule of care
- Equity of access to services
- Personalised care
- Increased support

Results

If we hadn't come to visit would you have had this information from anywhere else?



Challenges and Learning

- Operational – ownership
  - SLA
  - protected time
  - partnership working
  - redundancies!
- Cultural
- Did we ask the right question?

Positives

- Galvanised Asian CC workers
- Word of mouth – people requesting service
- Better understanding of community
- Embedded breastfeeding knowledge