

Breastfeeding support journey in Wiltshire

“It’s more than just food”

“Celebrate every breastfeed”



Breast milk is the healthiest food your baby can have – it’s full of nutrients only available in breast milk



Breast milk can help boost your baby’s immune system throughout childhood



Breastfeeding can help improve oral health



Helps with relationship building and attachment between mother and baby



Start introducing solid foods from around six months of age



Reduces the risk of sudden infant death



Breastfeeding can help protect against some cancers



It can help prevent obesity for the child later on in life and helps the mother with weight loss after pregnancy



8 out of 10 woman stop breastfeeding before they wanted to



It is free – breastfeeding doesn’t cost a penny

We're here to support you and your family – nothing is too trivial

Who will support us to breastfeed?



These arrows represent the direction of communication

Midwife

We will discuss breastfeeding whilst you're pregnant and will be there to help you get feeding off to a good start, from the moment your baby is born.



Health visitor

I hope to meet you in pregnancy and will then be there to support you from a couple of weeks after your baby is born until your child starts school. I am trained to support you with breastfeeding. Your partner and/or family/friends are welcome to come with you.

Breastfeeding peer support

We are mothers with experience of breastfeeding who are trained to offer you free breastfeeding support. We can also help direct you to specialist support if you need it. Available at your local children's centre.



www.wiltshire.gov.uk/public-health-pregnancy-breastfeeding

Health visiting contact:
0300 247 0090

Health visitor

I see you a couple of weeks after you've had your baby to see how you're getting on with breastfeeding and to help support you. We can also talk about introducing solids and returning to work.



Children's centre

You can access breastfeeding support through your local children's centre. They may have breastpumps for you to borrow. They will also signpost you to for extra help if you need it.

Child health clinics

Drop in to your local clinic to see a health visitor or community nursery nurse for support with breastfeeding and anything else to do with your child's health.

Maternity care assistant

I am there to support you with breastfeeding on the postnatal ward/birth centre. I will visit you at home after you've had your baby on day three and five. I can also help if you need extra support.

Community nursery nurse

I work closely with the health visiting team and also offer breastfeeding support. I will phone you three, four and five weeks after you give birth to see how the breastfeeding is going and I will be available if you need support at other times.

Wiltshire provides specialist breastfeeding services which you can access via your midwife or health visitor.

A resource to help dads support their partners to breastfeeding.

DadPad



Wiltshire Council
Where everybody matters