

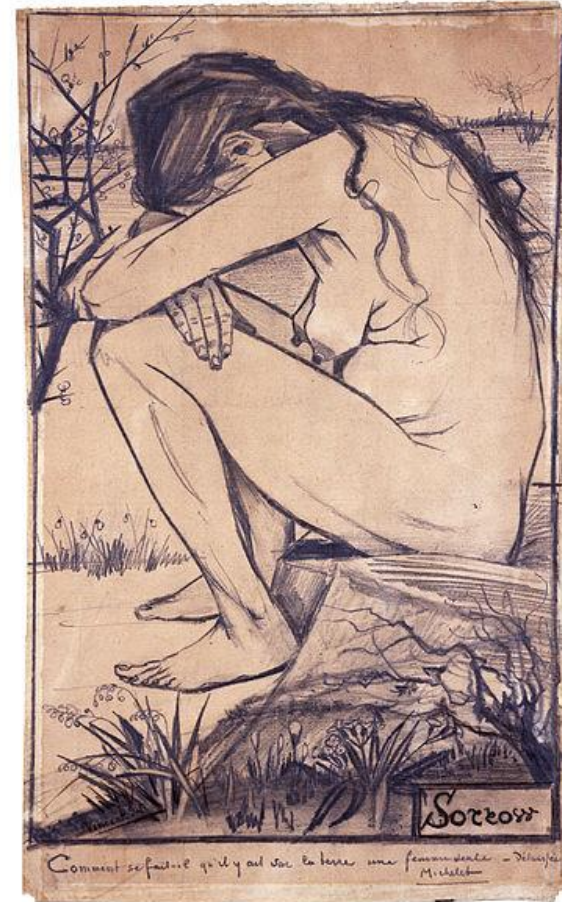
The Breastfeeding Dilemma

How PeRU funding helped me make
friends & influence people

Dr Fiona Woollard
23rd March 2016

The Research: The Breastfeeding Dilemma

How do we **support** and encourage **breastfeeding**, **without** subjecting those who are unable, or choose not to, breastfeed to **shame** and **guilt**?



First contact

I emailed the NCT to our workshops on “Taking Pregnancy Seriously”



nct

The PeRU Grant: £3000

- Get on NCT Research Advisory Group Programme
- Hold two-way Workshop with key stakeholders, NCT, La Leche League, Mumsnet, Midwives.
- Use notes from workshop to gain a concrete understanding of how our research can be used by NCT and other front line care providers.
- Take first steps towards a memorandum of understanding agreeing a public engagement partnership with the NCT using our research in e.g. NCT antenatal and postnatal classes.
- Disseminate learning about the process of forming a public engagement partnership to the Public Engagement Network via a talk

Breastfeeding Dilemma Workshop

- Planned to bring together academics, policy makers, practitioners and parents
- Used contact at NCT to advise on speakers
- Held in London 23rd March 2016
- Advertised through NCT mailing list and social media
- Followed by ‘Virtual Workshop’ in August



Breastfeeding Dilemma Workshop Feedback

- 80% of respondents indicated that they were likely to use the research in their personal or professional lives.
- “This will inform my tutoring and supervision.” (BfN Tutor, supervisor and supporter)
- “As a student midwife I hope to use this broadening of thought to facilitate my understanding/ empathy when working with individual women that I encounter during my hospital placement.” (Student Midwife).

After effects...

- Invited to present at BFN Annual Conference, where I met..
- ...Alison Thewliss, MP, chair of APPG on Infant Feeding, so I was...
- ...Invited to attend APPG IF
- ESRC IAA application with Laura Dennison, NCT, BFN, RCOM, local HV,..
- Article for NCT Perspective (led to more media coverage)
- Invitation to present at NCT RAG (hopefully!)
- In position to influence NCT and BFN infant feeding policy 7

Tips?

- Be ready for unexpected hiccups/ opportunities
- Go to as many events as possible.
- Hold events of your own as invitations are a great way to make contact.
- Talk to people at events and ensure you follow up afterwards.
- Be active on social media. Follow people on twitter, retweet relevant material and get in touch to thank people who retweet your messages.