



## Breastfeeding Celebration Week

1<sup>st</sup>-7<sup>th</sup> June 2020



### Signposting Families to Support

Dear GP Colleagues,

1<sup>st</sup>-7<sup>th</sup> June 2020 is Breastfeeding Celebration Week in England, led by Public Health England. The aim this year is to raise awareness of the support and resources that are available during the COVID-19 pandemic.

Our suggestion to primary care clinicians is:

At any maternal contact from birth to the 6-8 week postnatal check –  
***Enquire about infant feeding and signpost the mother to skilled breastfeeding support as appropriate***

The pandemic has necessitated significant changes to face to face postnatal care and opportunities for new parents to seek advice and practical support from early years services, family and friends.

Parents who experience breastfeeding problems or postnatal challenges such as wound infections, postnatal pain and mental health problems may not know how to access help with infant feeding during the pandemic.

Breastfeeding can contribute to health benefits for both infant and mother. Alongside management of maternal postnatal problems, GPs can support mothers who want to breastfeed by helping them access skilled breastfeeding support when it is needed – for example, to assist with maximising breastmilk supply and addressing underlying causes of breast pain.

Useful links for families:

- [The Breastfeeding Network](#) – a national breastfeeding support organisation, also providing links to other major breastfeeding support organisations and the National Breastfeeding Helpline contact details
- [Start4Life information about breastfeeding](#) and answers to questions on [infant feeding during the COVID-19 pandemic](#)
- Your local breastfeeding support organisations may have adapted to offer remote support during the COVID-19 pandemic; local Infant Feeding Co-coordinators and Health Visitors are likely to know.

Useful links for professionals:

- [GPIFN website](#) – a free, open access website for GPs and other primary care professionals with information about infant feeding and other associated topics
- [UK Drugs in Lactation Advisory Service \(UKDILAS\)](#) – pharmacist service from UK Medicines Information providing evidence-based information on the use of drugs in breastfeeding; this service is continuing to operate as normal throughout the pandemic

With best wishes,

**The GP Infant Feeding Network Executive Team**