



breastfeeding

GOOD FOR BABY. GOOD FOR YOU.

Community Pharmacy
Living Well
Campaign

“One customer was very concerned about breastfeeding and explained that her midwife had recommended a book with good advice and details. She was so amazed when we were able to provide her with a copy she burst into tears. Lovely to see the impact these campaigns and resources can have .”

“A young mother making a purchase at the counter, noticed the seating we have in the pharmacy, and while looking at campaign poster, commented that ‘If I'd remembered you'd a comfortable seat, I wouldn't have fed my daughter in the train station, the other day .”

“We don't often get queries around breastfeeding, however we found during the campaign we received more queries than usual. One topic that came up often was painful breasts during and after feeding leading to feeding aversion. We were able to explain that problems with latch or damage to nipples can cause problems. We referred one patient to see a midwife who identified a tongue tie in the young baby.”

“I referred an isolated mother to a local breastfeeding support group; she got a lot of benefit from it.”

“Young pregnant woman came into to ask about formula milk and what the differences between it and breastfeeding are and which is more beneficial. In this discussion she was informed of the benefits of breastfeeding to mother and baby and any questions she had were answered. The 'Breastfeeding welcome here' scheme was explained to her which gave her more confidence and reassurance about feeding her baby whilst out and about.”

“Mother was surprised we had signed up to ‘Breastfeeding Welcome Here’ scheme and complimented us for being so forward thinking!!!”

“One consultation with a first time mum who was frustrated with lack of weight gain despite constant feeding. This mum was feeling overwhelmed with all the advice from other people and felt like giving up. Our Pharmacist was able to have a consultation with this mum to discuss the challenges she was facing and how to overcome. Using the resources provided as part of the campaign (such as the *Off to a good start* booklet), she was able to reassure the mum and advised her to come back in to discuss how she was getting on. She was referred to breastfeeding support also to ensure her and the baby received the correct care. This particular mum is still on her breastfeeding journey and is feeling much more confident having received the correct support.”

“Young mother thinking of giving up breastfeeding.....following conversation and encouragement in pharmacy persevered and was thankful to us later that she did.”

“A pregnant woman presented at the pharmacy and I noted that she was a smoker. I provided her with some of the breastfeeding campaign material and she said she hadn't considered breastfeeding before our discussion as she did not realise the benefits. I directed her to the Breastival website, where she found a wealth of valuable information. I also referred her to the smoking cessation service and explained the benefit of this service to both her and the baby. She is now strongly considering breastfeeding.”

“A new first time mum came into the pharmacy with concerns about her ability to breastfeed. Everything had been fine while she was in hospital but on returning home she was finding her little girl wasn't latching on properly. She was feeling pretty down about this as she had resorted to milk formula, which was not what she had wanted. I spoke to this lady and reassured her as much as possible that this was not unusual and if she wanted to breastfeed to persevere and give it another go. I explained the importance of relaxing herself but no matter what happened she was not failing her baby. She returned three days later to let me know she had tried again and things were improving greatly. She thanked me for my reassurance.”

“One patient was particularly concerned with the stigma surrounding breastfeeding in public. As a result of this campaign, I was able to signpost her to information on Breastival and the ‘Breastfeeding welcome here’ scheme so that she would feel supported by a community of people in a similar situation to herself.”

“I was able to support two colleagues in work with their breast feeding journey. The information available was good and because my wife has breastfed I was able to give them a good perspective of what to expect and some of the issues they might encounter. They told me it made them feel more positive about breastfeeding, as they mainly have just heard from friends that it is too difficult.”

“Most queries or engagement with the service came from new mothers who were struggling with breastfeeding. They appreciated that this campaign normalised breastfeeding, with one woman feeling relieved having talked to a member of staff who shared their experience of returning to work and breastfeeding.”

“New mums seemed to love the opportunity to talk and to have someone to speak to about their concerns and get reassurance.”

“It was good to be able to use the resources to springboard into conversations with patients, as I think they felt more comfortable seeing the breastfeeding friendly signs up to engage. I was able to support a mum who was struggling with sore nipples to continue to feed through it with advice and appropriate products.”

61 pharmacies referred patients to another pharmacy service, such as Stop Smoking.

Over **44,400** patients were engaged through 521 pharmacies on campaign messages.

94 pharmacies referred patients to another healthcare professional.

67 pharmacies publicised and engaged with Breastival.

14 pharmacies referred patients to a community or voluntary service.

471 pharmacies felt campaign resources supported them to answer related queries or know where to signpost patients to.

3 pharmacies referred patients to a social prescribing project.

The main age groups that were provided with campaign information were those aged 16-30 and 31-50 years old.



How did pharmacy engage?

- 19** Via their delivery driver
- 68** Used social media or their website
- 489** Displayed leaflets
- 56** Created visual displays at windows and instore
- 204** Provided leaflets alongside prescriptions
- 43** Disseminated information to other healthcare professionals
- 2** Disseminated information to schools or other educational settings
- 20** Disseminated information to community groups
- 2** Disseminated information to churches
- 15** Disseminated information to local retail shops

Number of pharmacies that addressed queries on:

346	Health benefits of breastfeeding for mother	48	Perceived low milk supply
373	Health benefits of breastfeeding for baby	236	Breastfeeding and medication
189	Other benefits of breastfeeding	103	Breastfeeding and smoking
173	Barriers to breastfeeding	112	Breastfeeding and alcohol
71	Positioning and attachment	68	Breastfeeding and caffeine
115	Expressing breastmilk	65	'Breastfeeding welcome here' scheme
113	How to support a breastfeeding mother	50	COVID-19 and breastfeeding
71	Local support groups	94	Breastfeeding and COVID-19 vaccination
52	Breastfeeding and returning to work	68	Breastfeeding counselling
153	Mastitis	25	Breastfeeding peer support
217	Oral/ nipple thrush	149	Bleeding/ painful nipples

Other areas addressed: outreach to those who do not use English as a first language; tongue tie; milk bank; reassuring mothers; perseverance with breastfeeding ; engaging with fathers, grandparents, new mothers, first time mothers, pregnant women; queries in relation to comparison of formula milk to breastfeeding.

Number of pharmacies that provided information to the following groups:

9	Homeless
27	Victims of domestic abuse
48	BAME community
28	Housebound
63	Those with drug and alcohol issues
85	Socially isolated
460	Young families
10	Elderly
34	Those with long term health conditions or their carers
97	Those living in poverty or deprivation
9	Those with hearing or visual impairments
99	Those where English is not their first language

**Over 53,250
leaflets were
distributed**

**The number of pharmacies
that reported the public's
feedback to the campaign
to be:**

105 “very positive”

292 “positive”

105 “neutral”

1 “negative”