

Breastfeeding Strategy Implementation in Greater Glasgow**Date**

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Location

NHS Greater Glasgow

Key Partners

Local Authorities, NHS
Health Scotland, Scottish
Breastfeeding Group,
Breastfeeding Network,
UNICEF

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Promoting and Supporting Breastfeeding in Greater Glasgow

Glasgow's Breastfeeding Strategy was launched in 1999, with the aim of encouraging and supporting more women to breastfeed. In 2003, the Strategy objectives were updated and grouped in three areas:

- Adopting breastfeeding best practice for professionals
- Promoting social and attitude change so that breastfeeding becomes accepted as the normal feeding choice
- Monitoring changes in breastfeeding rates and targeting areas with low breastfeeding rates

A new unified Infant Feeding Policy and Guidelines has recently been developed within NHS Greater Glasgow to help ensure consistent, evidence-based practice throughout the area. When consulted, health professionals said they wanted an inclusive document, covering care for formula feeding mothers and the introduction of complementary (weaning) foods, as well as breastfeeding. The Policy was produced by a team from all areas who gathered the evidence and consulted with a wide range of practitioners and specialists. It will continue to be 'work in progress' as new evidence and feedback from professionals will keep it up-to-date and workable.

Breastfeeding rates are steadily increasing within the NHSGG area although they continue to vary widely within LHCC area, reflecting different cultural attitudes to breastfeeding. 36.5% of babies within the Greater Glasgow area were breastfed at 6-8 weeks in 2002 and the table below shows the percentage increase from 1997 to 2002:

- 1997 - 29.9%
- 1998 - 31.6%
- 1999 - 32.3%
- 2000 - 33.4%
- 2001 - 33.7%
- 2002 - 36.5%

Source: CHSP - PS, ISD Scotland

Whilst there is still a long way to go, Glasgow's Mums have laid the groundwork to ensure that they and their babies have a healthier future.