



# **Addressing Childhood Obesity/Healthy Weight: A guide to promoting breastfeeding in the curriculum, using a whole school approach**

Produced by: The NW Healthy Schools Coordinator Network and the NW Infant Feeding Coordinator Network and Children Trust colleagues

## **Overview**

This guidance document is for senior school leadership teams, governors, teachers and children's trust managers. It is designed to support schools to identify opportunities within the whole school curriculum for developing an awareness of the importance and benefits of breastfeeding.

The guidance covers:

- A rationale for school engagement
- Facts about breastfeeding in the NW and a summary of the benefits of breastfeeding.
- Links with the Healthy Schools enhancement model
- Opportunities within the whole school curriculum for raising awareness of the importance and benefits of breastfeeding.
- Resources to support the promotion of breastfeeding.

## **Rationale for school engagement**

There is an association between breastfeeding, cognitive ability and improved educational attainment.<sup>1</sup>

Exclusive breastfeeding for six months and beyond is associated with short and long term health benefits for children. It provides a protective factor against gastroenteritis<sup>2</sup>, tummy upsets, ear<sup>3</sup> and respiratory infections<sup>2</sup> long after breastfeeding has ceased and therefore children who are breastfed are less likely to have time off school as a result of these ailments.

---

<sup>1</sup> Ineichen, Pearce & Lawrenson 1999

<sup>2</sup> Howie et al, 1990

<sup>3</sup> Duncan et al, 1993

Breastfeeding promotes natural appetite control and as a result can reduce the likelihood of a child becoming overweight or obese later in life<sup>4</sup>. It also reduces the likelihood of associated conditions such as diabetes and heart disease in adults.<sup>5</sup>

Research suggests that girls make a decision about whether to breast feed their children, before they leave school<sup>1</sup>.

## Facts about breastfeeding in the North West region

The North West region has some of the lowest breastfeeding rates in England.

- Only 64% of women in the North West start to breastfeed at birth.
- In some areas within the region only 33% of women attempt to start breastfeeding.
- At six months, only two out of 10 women across the region are breastfeeding.

## The benefits of breastfeeding

The following table summarises the short and long term benefits of breastfeeding<sup>2</sup>

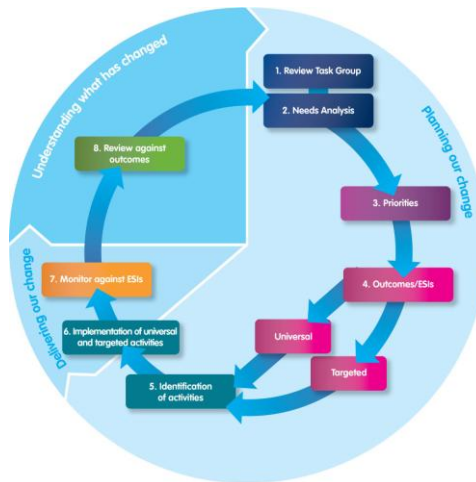
Health benefits of breastfeeding for babies	Health benefits to mothers	Additional benefits
<p>Smaller chance of:</p> <ul style="list-style-type: none"> <li>• developing eczema, asthma and other allergies</li> <li>• getting ear and chest infections, enteritis and tummy bugs</li> <li>• being fussy about new foods</li> <li>• being constipated</li> <li>• urinary infections</li> <li>• being obese and developing conditions such diabetes, heart disease and high blood pressure, when they are older</li> <li>• sudden infant death syndrome (cot death)</li> <li>• dental caries, jaw and teeth deformity (malocclusion)</li> </ul>	<ul style="list-style-type: none"> <li>• lower risk of breast and ovarian cancer</li> <li>• lower risk of osteoporosis and hip fractures (promotion of additional calcium)</li> <li>• helps to maintain a balanced weight - breastfeeding naturally uses up about 500 extra calories a day so mums who breastfeed often find it easier to lose their pregnancy weight. Breastfeeding also promotes natural appetite control for life</li> </ul>	<ul style="list-style-type: none"> <li>• saves money: formula feeding can cost as much as £45 a month</li> <li>• environmentally friendly</li> <li>• convenience - there is no need to clean and sterilise bottles, boil kettles and wait for the milk to cool every few hours during the day and night</li> </ul>

## Linking breastfeeding with the Healthy Schools enhancement model

The Healthy Schools enhancement model provides a framework for schools to develop their wider thinking and planning in achieving better outcomes around health and well-being for children and young people.

<sup>4</sup> Karaolis-Danckert, 2008

<sup>5</sup> Mayer et al, 1998



As part of the enhancement model schools are encouraged to carry out a needs analysis and identify local health priorities such as reducing obesity. Schools will then develop meaningful outcomes which are the measurable health and wellbeing improvements they can contribute to, as well as early success indicators (ESIs), which are the milestones which will demonstrate impact.

A school may choose to incorporate the promotion of breastfeeding into their work on obesity.

Illustrative examples of **early success indicators** linked to breastfeeding include:

- Increase in the number of children and young people with a knowledge of the health benefits of breastfeeding
- Increase in the number of children and young people aware of the impact of societal, cultural and media influence on women's decision making regarding infant feeding (including body image, sexualisation of the breast, formula milk advertising, family/friends, human rights, cultural interpretation of religious writings)
- Increase in the % of young people who say that they would choose to breastfeed from xxx to yyy
- Most staff report having an understanding of the benefits to health and well-being of breastfeeding
- Children and young people demonstrate an awareness of breastfeeding as the biological norm for feeding a baby
- The school environment welcomes breastfeeding by providing appropriate facilities (using local award scheme if available eg. 'Baby Welcome'). See: [www.hse.gov.uk/mothers](http://www.hse.gov.uk/mothers)
- Toys and reading materials do not reinforce bottle feeding but rather promote breastfeeding as the norm
- School develops policy to ensure facility is breastfeeding friendly, (eg welcoming environment, a suitable private facility available, library stock books which explore mother-infant feeding of various species, library does not stock books with pictures of bottles, formula or pacifiers, toys are breastfeeding friendly – no pacifiers with dolls)
- Information is routinely given to parents/carers describing breastfeeding friendly policy and the rationale for this
- School integrates material about breastfeeding into the school curriculum
- School identifies external sources of support to address challenges, queries and debriefing of staff (for example, school may be able to negotiate that this support is provided by the Infant Feeding Coordinator within the local PCT)

There is more information about selecting priorities, meaningful outcomes and early success indicators for the Healthy Schools enhancement model in guidance for schools, available on the Healthy Schools website – [www.healthyschools.gov.uk](http://www.healthyschools.gov.uk)

## References

<sup>1</sup>Ineichen, B, Pierce, M, Lawrenson, R. (1999) *Young people's views on breastfeeding* cited in *British Journal of Midwifery* Vol:7 issue 5.

<sup>2</sup>Howie PW, Forsyth JS, Ogston SA, Clark A, du V Florey C (1990). Protective effects of breastfeeding against infection. *British Medical Journal* 300(6716):11-16.

<sup>3</sup>Duncan B, Ey J, Holberg J, Wright AL, Martinez FD, Taussig LM (1993). Exclusive breastfeeding for at least four months protects against otitis media. *Paediatrics* 91(5):867-872.

<sup>4</sup>Karaolis-Danckert N., Buyken A. E., Kulig M., Kroke A., Forster J., Kamin W., Schuster A., Hornberg C., Keil T., Bergmann R.L., Wahn U., and Lau S.. How pre- and postnatal risk factors modify the effect of rapid weight gain in infancy and early childhood on subsequent fat mass development: results from the Multicenter Allergy Study 90. *Am. J. Clinical Nutrition*, May 1, 2008; 87(5): 1356-64.

<sup>5</sup>Mayer E, Hamman R, Gay P, Lezotte DC, Savitz DA, Klingensmith GJ (1998). Reduced risk of IDDM among breastfed children: The Colorado IDDM Registry. *Diabetes* 37(12):1625-1632

## Opportunities within the whole school curriculum for raising awareness of the importance and benefits of breastfeeding

The following information provides a developmental framework across the whole curriculum to meet QCDA learning outcomes. Rather than providing a series of specific lessons, the framework identifies outcome areas which you can monitor and achieve in school, across a range of curriculum areas. You may find that some examples are already being covered in your school but others give you new suggestions to explore and develop.

Links to curriculum areas	PSHE education and Citizenship learning outcomes  By the end of this key stage:	Science	Geography	History	Religious studies	Art
<b>Foundation</b>	<p><b>Most children will:</b> Have an understanding of how mothers feed their babies</p> <p><b>All children will:</b> Have an awareness of breastfeeding</p> <p><b>Links to QCDA:</b></p> <p>3d) About the process of growing from young to old and how people's needs change</p> <p>3e) The names of the main parts of the body</p>	<p>- Animals- mammals and how we feed</p> <p>- How the body changes</p> <p>- Links to oral health</p>				- Family – the new baby
<b>Key Stage 1</b>	<p><b>Links to QCDA</b></p> <p><i>3d) About the process of growing from young to old and how people's needs change</i></p> <p>3e) The names of the main parts of the body</p> <ul style="list-style-type: none"> <li>• Diet – breastfeeding as a fast food</li> <li>• Cultural views and influences</li> <li>• Reducing obesity</li> </ul>					

Links to curriculum areas	PSHE education and Citizenship learning outcomes	Science	Geography	History	Religious studies	Art
<p><b>Key Stage 2</b></p>	<p><b>By the end of this key stage:</b></p> <p><b>Most children will:</b> Understand why mothers choose to breastfeed their babies</p> <p><b>All children will:</b> Know that the female body changes in order to prepare for breastfeeding</p> <p><b>Links to QCDA</b></p> <p>1a) To talk and write about their opinions, and explain their views, on issues that affect themselves and society</p> <ul style="list-style-type: none"> <li>• Diet – breastfeeding as a fast food</li> <li>• Cultural views and influences</li> <li>• Reducing obesity</li> </ul> <p>1d) To recognise, as they approach puberty, how emotions change and how to deal with feelings towards themselves, and their families, and others in a positive way</p> <p>3c) About how the body changes as they approach puberty</p> <p>5i) Prepare for change</p>	<p>2.1a Children should be taught that the life processes common to humans and other animals include nutrition, movement, growth and reproduction</p> <p>- Links to oral health</p>	<p>- Environmental issues</p> <p>- Sustainability</p> <p>- Global Warming</p> <p>- Water sanitation and the difficulties of ensuring safe formula feeding</p>	<p>- Wet nurses</p> <p>- History of formula milk</p>	<p>- Koran and its support of breastfeeding</p> <p>- Cultural influences</p>	<p>- Cultural views and images of breastfeeding</p> <p>- Family and food groups</p>

Links to curriculum areas	PSHE education and citizenship learning outcomes	Science	Geography	History	Religious Studies	Art
<b>Key Stage 3</b>	<p>By the end of this key stage:</p> <p><b>Most children will:</b> Understand why mothers choose to breastfeed their babies</p> <p><b>All children will:</b> Know that the female body changes in order to prepare for breastfeeding</p> <p><b>Links to QCDA</b></p> <p>1a) To talk and write about their opinions, and explain their views, on issues that affect themselves and society</p> <ul style="list-style-type: none"> <li>• Diet – breastfeeding as a fast food</li> <li>• Cultural views and influences</li> <li>• Reducing Obesity</li> </ul> <p>1d) To recognise, as they approach puberty, how peoples emotions change and how to deal with feelings towards themselves, and their families, and others in a positive way</p> <p>3c) About how the body changes as they approach puberty</p> <p>5i) Prepare for change</p>	<p>2.1a Pupils should be taught that the life processes common to humans and other animals include nutrition, movement, growth and reproduction</p> <p>- Links to oral health</p>	<ul style="list-style-type: none"> <li>- Environmental Issues</li> <li>- Sustainability</li> <li>- Global Warming</li> <li>- Water Sanitation</li> <li>- The physical impact of breastfeeding on world economies</li> <li>- Third world economies</li> </ul>	<ul style="list-style-type: none"> <li>- Wet nurses</li> <li>- History of formula milk</li> </ul>	<ul style="list-style-type: none"> <li>- Koran and its support of breastfeeding</li> <li>- Cultural influences</li> </ul>	<ul style="list-style-type: none"> <li>- Cultural views and images of breast feeding</li> <li>- Family and food groups</li> </ul>

	<p><b>Key concept:-</b>  <b>Healthy lifestyles</b></p> <p>a) Recognising that healthy lifestyles, and the well-being of self and others, depend on information and making responsible choices</p> <ul style="list-style-type: none"> <li>• Looking at role models</li> <li>• Body image and media pressure</li> <li>• Contraception</li> </ul>					
	<p><b>Links to citizenship:</b></p> <p>2.1A Engage with and reflect on different ideas, opinions, beliefs and values when exploring topical and controversial issues and problems</p> <p>2.1C Analyse and evaluate sources used, questioning different values, ideas and viewpoints and recognising bias</p>					
	<p>2.1C continued...</p> <ul style="list-style-type: none"> <li>• Mothers choice of feeding</li> <li>• Debating issues around breast feeding in public</li> </ul>					

	<ul style="list-style-type: none"> <li>• Discrimination and the media</li> <li>• Moral and social dilemmas</li> <li>• Government policies and manifestos</li> <li>• Department of Health, UNICEF and WHO</li> </ul>					
<b>Key Stage 4</b>	<p><b>Most pupils will:</b> Be able to present an argument for and against breastfeeding</p> <p><b>Key concept: Healthy Lifestyles:</b> a) Recognising that healthy lifestyles, and the well-being of self and others, depend on information and making responsible choices</p>	5e Human health is affected by a range of environmental and inherited factors, by the use and misuse of drugs and by medical treatments	<b>There are many areas of the KS4 curriculum into which breastfeeding can be incorporated.</b>			

<b>Links to curriculum areas</b>	<b>PSHE education and Citizenship learning outcomes</b>	<b>Science</b>	<b>Literacy/English</b>	<b>Numeracy/Maths</b>	<b>ICT</b>	<b>Physical Education</b>
	<b>By the end of this key stage:</b>					
<b>Foundation</b>	<p><b>Most children will:</b> Have an understanding of how mothers feed their babies</p> <p><b>All children will:</b> Have an awareness of breastfeeding</p> <p><b>Links to QCDA:</b></p> <p>3d) About the process of growing from young to old and how people's needs change</p> <p>3e) The names of the main</p>	NA	- Books and stories – no bottles and dummies, Images show breastfeeding			- Healthy diets

	parts of the body					
<b>Key Stage 1</b>	<p><b>Most Children Will:</b> Understand how mothers breastfeed their babies</p> <p><b>All Children will:</b> Know that all mothers produce milk from their breast for babies</p> <p><b>Links to QCDA</b></p> <p><i>3d) About the process of growing from young to old and how people's needs change</i></p> <p>3e) The names of the main parts of the body</p>	<p>2.2b That humans and other animals need food and water to stay alive</p>	<p>- Write about life stories and home experiences around family and feeding</p>			

Links to curriculum areas	PSHE education and Citizenship learning outcomes	Science	Literacy/English	Numeracy/Maths	ICT	Physical Education
Key Stage 2	<p><b>By the end of this key stage:</b></p> <p><b>Most children will:</b> Understand why mothers choose to breastfeed their babies</p> <p><b>All children will:</b> Know that the female body changes in order to prepare for breastfeeding</p> <p><b>Links to QCDA</b></p> <p>1a) To talk and write about their opinions, and explain their views on issues that affect themselves and society</p> <p>1d) To recognise, as they approach puberty, how emotions change and how to deal with feelings towards themselves and their families and others in a positive way</p> <p>3c) About how the body changes as they approach puberty</p> <p>5i) Prepare for change</p>	<p>2.1a Children should be taught that the life processes common to humans and other animals include nutrition, movement, growth and reproduction</p>	<p>- Books and stories – no bottles and dummies, images showing breastfeeding as the norm</p> <p>- Writing about life stories/home experiences</p>			<p>- Looking at lifestyle</p>

Links to curriculum areas	PSHE education and citizenship learning outcomes	Science	Literacy/English	Numeracy/Maths	ICT	Physical Education
<b>Key Stage 3</b>	<p>By the end of this key stage:</p> <p><b>Most young people will:</b> Know and understand the specific nutritional and health benefits of breastfeeding</p> <p><b>All young people will:</b> Recognise the factors that influence a mother's decision to breastfeed. Understand the health benefits of breastfeeding to mother and baby.</p> <p><b>Key concept:-</b> <b>Healthy Lifestyles:</b> a) Recognising that healthy lifestyles and the well-being of self and others depend on information and making responsible choices</p>	3.3c Conception, growth, development, behaviour and health can be affected by diet, drugs and disease	The Politics of Breastfeeding – Gabrielle Palmer, Debating Opportunities	<ul style="list-style-type: none"> <li>- Mapping of local and breastfeeding rates</li> <li>- Matching to local footprints</li> <li>- Identifying needs of poverty - setting up databases using statistics etc.</li> </ul>	<ul style="list-style-type: none"> <li>- Mapping of local and breastfeeding rates</li> <li>- Matching to local footprints</li> <li>- Identifying needs of poverty- setting up databases using statistics</li> </ul>	- Breastfeeding reduces obesity in later life and impacts on all health related issues
<b>Key Stage 4</b>	<p><b>Most young people will:</b> Be able to present an argument for and against breastfeeding</p> <p><b>Key concept:-</b> <b>Healthy lifestyles</b> a)Recognising that healthy lifestyles, and the well-being of self and others, depend on information and making responsible choices</p>	5e Human health is affected by a range of environmental and inherited factors, by the use and misuse of drugs and by medical treatments	<b>There are many areas of the Key Stage 4 curriculum into which breastfeeding can be incorporated</b>			

## Resources to Support the Promotion of Breastfeeding

The following resource list considers all key stages and offers suggestions on books, teaching packs, DVDs, theatre groups and websites available to support the curriculum and a welcoming environment. Some of these resources may be available free of charge.

### Books

The selection of books listed here, include positive images of breastfeeding. All of the books comply with the WHO International Code of Marketing of Breast Milk Substitutes and will support a setting achieving UNICEF Baby Friendly status.

**Disclaimer: These resources are only provided because they do not include images of bottles or dummies. It is not our intention to promote any commercial products but to simply provide examples.**

Key stage/ age group	Type of resource	Title	Brief description	How to access resource
Foundation/key stage 1 and children centre's	Book	<b>We Have a Baby</b> <i>(ages one to three) text and full colour illustrations by Cathryn Falwell.</i>	This book will appeal to girls and boys, including different racial backgrounds.	La Leche League (LLL) Library or catalogue Local library Local bookstore Amazon.co.uk
Foundation	Book	<b>Rosie's Babies</b> <i>(ages three to five) by Martin Waddell and Penny Dale.</i>	A picture book that shows a child adapting to a new sibling. Portrays mother discreetly breastfeeding.	La Leche League (LLL) Library or catalogue Local library Local bookstore Amazon.co.uk
Foundation/key stage 1 and Children Centre's	Book	<b>Happy Birth Day!</b> <i>(ages three to eight) text by Robbie H. Harris, illustrations by Michael Emberley.</i>	Well illustrated book outlining the first days of a baby's life	La Leche League (LLL) Library or catalogue Local library Local bookstore Amazon.co.uk

Key stage/ age group	Type of resource	Title	Brief Description	How to access resource
Foundation/key stage1& Children Centre's	Book	<b>Big Like Me</b> <i>(ages three to six) text and pictures by Anna Grossnickle Hines.</i>	A well illustrated book which shows how a preschooler can interact with a baby sibling in a positive way.	La Leche League (LLL) Library or catalogue Local library Local bookstore Amazon.co.uk
Foundation/key stage1	Book	<b>Katie Morag and the Tiresome Ted</b> <i>(ages three to six) text and illustrations by Mairi Hedderwick.</i>	Life experiences of Katie and her family	Library or catalogue Local library Local bookstore Amazon.co.uk
Foundation/key stage1	Book	<b>We Like to Nurse</b> <i>(ages one to four) by Chia Martin, illustrations by Shukyo Lin Rainey.</i>	Well illustrated using simple text with animals nursing their babies	La Leche League (LLL) Library or catalogue Local library Local bookstore Amazon.co.uk
Key Stage1	Book	<b>See How You Grow</b> <i>(ages four to eight) by Patricia Pearse</i>	Foetal development and human development across the life span explained in a pop-up format	La Leche League (LLL) Library or catalogue Local library Local bookstore Amazon.co.uk

Key stage/ age group	Type of resource	Title	Brief description	How to access resource
Key Stage1	Book	<b>One Round Moon and a Star for Me</b>  <i>(Ages two to five)by Ingrid Mennen illustrations by Niki Daly.</i>	Well illustrated multi-cultural resource	La Leche League (LLL) Library or catalogue Local library Local bookstore Amazon.co.uk
Foundation/Key Stage1 and 2	Book	<b>The World Is Full of Babies</b>  <i>(Ages two to six) by Mick Manning and Brita Granstrom.</i>	Well illustrated book of babies across the world	La Leche League (LLL) Library or catalogue Local library Local bookstore Amazon.co.uk
Key Stage 1	Book	<b>Baby Whales Drink Milk</b>  <i>By Barbara Juster Esbensen. Illustrations by Lambert Davis</i>	How humans and other mammals feed their babies	La Leche League (LLL) Library or catalogue Local library Local bookstore Amazon.co.uk
Key Stage 1	Book	<b>Will There Be a Lap for Me?</b>  <i>By Dorothy Corey</i>	How affection is shared at the arrival of a new baby	La Leche League (LLL) Library or catalogue Local library Local bookstore Amazon.co.uk
Key Stage 1	Book	<b>Topsy and Tim and the New Baby.</b>  <i>By J Adamson and G Adamson</i>	This is a book showing a mother breast feeding her new baby	La Leche League (LLL) Library or catalogue Local library Local bookstore Amazon.co.uk
Key Stage 1	Book	<b>Aren't You Lucky!</b>  <i>By Anholt, C. and A Anholt,</i>	Story of a little girl coming to terms with the arrival of her new baby brother. Breastfeeding is depicted.	La Leche League (LLL) Library or catalogue Local library Local bookstore Amazon.co.uk

Key stage/ age group	Type of resource	Title	Brief description	How to access resource
Key Stages 1 and 2	Book	<b>Sophie and the New Baby</b>  <i>By C Anholt and A Anholt</i>	The arrival of a new baby and its effect on the family	La Leche League (LLL) Library or catalogue Local library Local bookstore Amazon.co.uk
Key Stages 1 and 2	Book	<b>Mothers are Everywhere</b>  <i>By K Wallace.</i>	Well illustrated book about animals, humans and their babies	La Leche League (LLL) Library or catalogue Local library Local bookstore Amazon.co.uk
Key Stages 1 and 2	Book	<b>A ride on mothers back: A day of baby carrying around the world</b>  <i>By Emery Bernhard</i>	Images of babies and how they are carried	Local library Local bookstore Amazon.co.uk
Key stage 1 and 2	Book	<b>Over the Green Hills</b>  <i>By Rachel Isadora</i>	Well illustrated multi-cultural resource about caring for and carrying young babies	Local library Local bookstore Amazon.co.uk
Key Stage 3 and 4	Book	<b>The Politics and Breast Feeding: When Breasts and Bad for Business</b>  <i>By Gabrielle Palmer</i>	Provides a history of breast feeding and exposes infant feeding as one of the most important public health issues of our time. Evidence contained in this book can provide debate and discussions in key stage 3 and 4 PHSE lessons	Local library Local bookstore Amazon.co.uk

Key stage/ age group	Type of Resource	Title	Brief description	How to access resource
KS1 and 2 Schools and Children Centres	Teaching pack	<p><b>“Babies” Teaching Pack</b></p> <p><i>By The National Childbirth Trust.</i></p>	<p>Developed by NCT Counsellors in a Sure Start Area of Stockport. The aim of the babies session is:</p> <ul style="list-style-type: none"> <li>- To introduce children to some issues surrounding the arrival of a new baby in the family.</li> <li>- To place having a baby within a social and personal context rather than a medical one.</li> <li>- To raise children’s awareness of breastfeeding as a way of feeding a baby</li> <li>- To provide opportunities for the early development of nurturing skills.</li> </ul>	<p>Further information available from: Debbie Garrod, Consultant Midwife, Public Health, Stockport NHS FT.  <a href="mailto:debbie.garrod@stockport.nhs.uk">debbie.garrod@stockport.nhs.uk</a></p>
Key stage 2	Drama	<b>Get Closer</b>	<p>Developed to complement a social marketing campaign, this play follows the journey of a young woman during pregnancy and after birth. Breastfeeding is promoted as the best start to healthy eating.</p>	<p>Further information available from: Anna Nygaard Tel: 0151 495 5450</p>

<b>Key Stage/ Age Group</b>	<b>Type of Resource</b>	<b>Title</b>	<b>Brief description</b>	<b>How to access resource</b>
Key stage 3	Theatre production	<b>Sophie's Choice</b>	The play is a light hearted look at a day in the life of Sophie, a twenty year old mum who is three months pregnant. The aim of the play is to introduce the idea of breastfeeding babies to young people. The play is designed for an audience of about 60 students. The running time of the play is 20 minutes, followed by a 25 minute workshop. The play can be performed up to 4 times over the course of a school day.	Further information available from: Nicky Hargreaves Tel: 07840728831 email: <a href="mailto:guy.nicky.hargreaves@ntlworld.com">guy.nicky.hargreaves@ntlworld.com</a>
Key stages 3,4 and 5	Exhibition and workbook	<b>Get Britain Breastfeeding</b>  <i>By Charity Best Beginnings.</i>	This is an interactive display for use with young people. The exhibition is accompanied by work books that the young people can use as they view the exhibit. The exhibition is available to hire. It has to be couriered both to and from its destination and these costs have to be met by the host organisation.	For further information contact: Louise Fuller Tel: 0161 625 7268 Email: <a href="mailto:louise.fuller@northwest.nhs.uk">louise.fuller@northwest.nhs.uk</a>

Key stage/ age group	Type of resource	Title	Brief description	How to access resource
Key stage 3 and 4	DVD	<b>Bump to Breastfeeding</b>  <i>By The Department of Health</i>	This DVD gives information to new parents on the health benefits of breastfeeding and features the stories of new parents. This is suitable for a teenage audience undertaking citizenship, sociology and child development GCSE.	Email: <a href="mailto:dh@prolog.uk.com">dh@prolog.uk.com</a> Publications: Tel. 03001231002 Mail:  Department of Health Publications PO box 777, London, SE1 6XH
Key stages 3,4 and 5	Teaching pack and video	<b>Breastfeeding for a New Generation</b>  <i>By Sure Start Blyth, Northumberland Primary Care Trust</i>	The pack is designed for use by young people between the ages of 11-18 years old. Its intended use is with groups in schools or any youth gathering, or with individuals to promote breastfeeding as the healthy modern option. The pack consists of a video and teaching resource file that gives the user an honest guide to breast and bottle feeding.	For further information contact: Alison Welsh – Public Health Development Nurse/Midwife at <a href="mailto:Alison.welsh@sefton.nhs.uk">Alison.welsh@sefton.nhs.uk</a> or phone 0151 928 2668.

Key stage/ age group	Type of resource	Title	Brief description	How to access resource
Key stage 3 and 4	Teaching pack	<b>Breastfeeding Awareness for Schools</b>  <i>By Health Promotion Agency for Northern Ireland</i>	<p>The pack is designed for use by young people between the ages of 11-18 years old. Its intended use is with groups in schools or any youth gathering or with individuals to promote breastfeeding as the healthy modern option. The pack consists of a video and teaching resource file that gives the user an honest guide to breast and bottle feeding.</p>	<p>Available from:</p> <p>Health Promotion Agency for Northern Ireland  18 Ormeau Avenue  Belfast  BT2 8HS</p> <p>Tel: 028 90311611  Email: <a href="http://www.healthpromotionagency.org.uk">www.healthpromotionagency.org.uk</a></p>
KS2/3/4	Teaching resource	<b>Belly Balls</b>	<p>This lactation education tool makes it easy for pupils to visualise the size of a newborns stomach at how much milk it can hold at birth.</p>	<p>Available free of charge from:</p> <p>Ardo medical ltd.  Unit 1  Belvedere Trading Estate  Taunton  Somerset  TA 1 1BH  UK</p> <p>Email: <a href="mailto:info@ardomedical.co.uk">info@ardomedical.co.uk</a>  Tel: 01823 336362</p>

### Further reading/resources for nurseries, children centres and schools.

The International Code of Marketing of Breast-milk Substitutes – [www.who.int/./code\\_english.pdf](http://www.who.int/./code_english.pdf) - This website discusses the prevention of promotion of bottle feeding and sets out how an organisation can promote breastfeeding.

Baby Milk Action – [www.babymilkaction.org](http://www.babymilkaction.org) – Provides insight into the often political process of marketing breast milk substitutes.

Breastfeeding Manifesto – [www.breastfeedingmanifesto.org.uk](http://www.breastfeedingmanifesto.org.uk) – Encourages individuals and organisations to show support for the promotion of breastfeeding - school setting included in manifesto.

UNICEF Baby Friendly Initiative – [www.babyfriendly.org.uk](http://www.babyfriendly.org.uk) – A world wide programme from WHO and UNICEF that encourages hospitals and community settings to implement a stepped plan to successful breastfeeding.  
To access a variety of leaflets and resources free of charge visit: [www.breastfeeding.nhs.uk](http://www.breastfeeding.nhs.uk)  
Further book lists are available from the Breastfeeding Network [www.breastfeedingnetwork.org.uk](http://www.breastfeedingnetwork.org.uk), and La Leche League. [www.laleche.org.uk](http://www.laleche.org.uk).