



Bradford Teaching Hospitals
NHS Foundation Trust

INFANT FEEDING SURVEY

DEC 2020
REA HALSTEAD

A brief survey to gauge a rough baseline of service-user feedback based on experiences surrounding Infant Feeding over the last year

Recognise limitations

- Small snapshot of service-users
- Distribution of survey: BRI Maternity Facebook page & MVP
- 40 Service-users responded
- For those interested in making a change



FEELINGS AROUND FEEDING

Recognition that it has been an unforeseen and challenging year for everyone

57.5% felt neutral / negatively towards their experience with infant feeding provision over 2020

However, 42.5% satisfied, or very satisfied



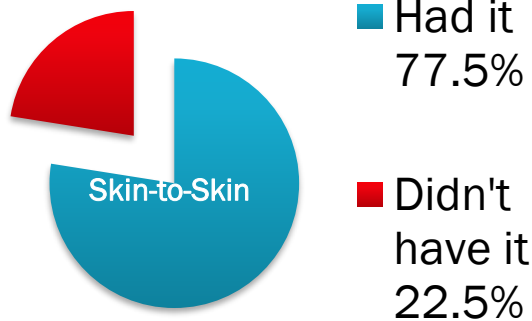
■ Formula Feeding 5% ■ Breastfeeding 80%
■ Combination 10% ■ Not thought about it 5%

FEELINGS AROUND EXPERIENCE



We've been able to ensure that most women had skin-to-skin with their babies as soon as they were born.

Of our small sample, of the 22% who didn't have Skin-to-skin, these were due to Neonatal Unit Admissions or, Maternal preference

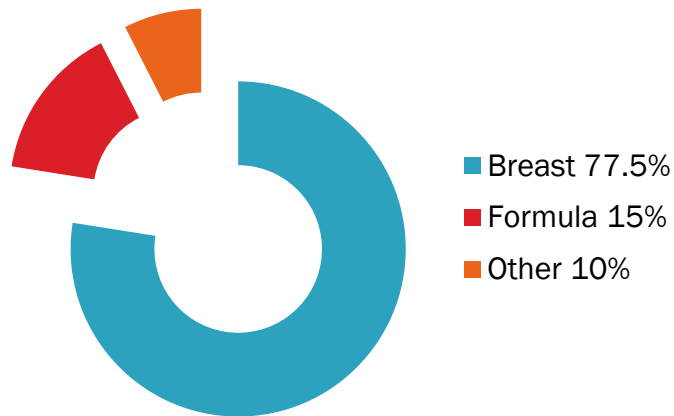


It was felt by many, that midwives and midwifery support workers were best placed to offer support. Being supported immediately after the birth & on M4. Most were supported by midwives, some by MSWS And once home – a couple of IBCLCs, Health Visitors and Peer Support networks (NCT BF Buddies)



OUTCOMES AROUND FEEDING

The first feed for this snapshot of service users shows an increase initiation of breastfeeding



Feeding at the time of survey varied – age of babies varied between 6 weeks & 12 months

