



Leicestershire Partnership
NHS Trust

MEDIA RELEASE / INVITATION

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Celebrating ten years of Mammas breastfeeding support in Leicester



Leicester Mammas, a community peer support programme, which works closely alongside public health nurses (health visitors) from Leicestershire Partnership NHS Trust (LPT) to help families across the city with infant feeding, is celebrating its ten year anniversary at a special event at Wesley Hall Community Centre on Tuesday 24 April.

Since Mammas was set up in 2008, more than 100 local mothers have completed the twelve week breastfeeding

support course, and thousands of families have benefited from the advice and help Mammas provides. The event will be an opportunity to celebrate mothers who have overcome challenges to breastfeeding and successfully achieved their feeding goals. In addition, Mammas will recognise midwives and public health nurses (health visitors) nominated by mothers for going 'above and beyond' in the care and support they provide in relation to establishing and sustaining breastfeeding.

MEDIA INVITATION: The Mammas ten year anniversary celebration will be held on Tuesday 24 April from 12pm – 2.30pm at Wesley Hall Community Centre, Hartington Road Leicester LE2 0GN. Members of the press are warmly invited to attend. There

will be opportunities to take photos with local mums, and interview breastfeeding peer supporters from Mamas, as well as members of the infant feeding team from LPT. If you would like to attend, please contact Rosie Huckle, Communications Manager for Families, Young People and Children's Services at LPT (rosie.huckle@leicspart.nhs.uk).

Breastfeeding has a range of health benefits for both mothers and babies. Breastfed babies are less likely to suffer from gastro-intestinal, respiratory, urinary tract and ear infections. They are less likely to have asthma, eczema, food allergies and diabetes. The danger of obesity in later childhood is also lessened by breastfeeding. At the same time, mothers who breastfeed may find it easier to return to their pre-pregnancy weight and are less likely to develop breast and ovarian cancers.

Sally Etheridge, Mamas Programme Lead, said: "The World Health Organisation recommends babies are exclusively breastfed for the first six months where possible. However, for many women breastfeeding can be difficult, so having a support network in place, especially during the first six weeks, is really important. Mamas has a reputation for offering culturally sensitive breastfeeding advice in many languages, reflecting Leicester's multicultural community. I'm thrilled that we are able to celebrate ten years of effective support to local families."

Carole Fishwick, Infant Feeding Lead at LPT, said: "We are delighted that through Healthy Together, we have had the opportunity to work so closely with Mamas across Leicester. The high quality of the infant feeding support that we are able to offer to families is recognised in the prestigious Baby Friendly accreditation which we have held since the end of 2015. It's lovely to hear that Mamas' service users are taking the opportunity of their anniversary celebrations to nominate some of our public health nurses (health visitors) for special recognition. We're delighted to be part of the event."

Julia Austin, consultant midwife for Leicester's Hospitals, said: "We would like to add our congratulations to Mamas, who are celebrating 10 years of supporting mums to breast feed. We were delighted to hear that some of our staff have been nominated by local mums for making a significant difference to their breastfeeding success. We look forward to continuing our partnership with Mamas, LPT and public health to provide high standards of breastfeeding support."



ENDS

NOTES TO EDITORS

- Leicestershire Partnership NHS Trust (LPT) provides community health, mental health and learning disabilities services for the one million people living in Leicester, Leicestershire and

Rutland. We have a budget in excess of £275 million and employ approximately 5,500 staff. For more information visit: www.leicspart.nhs.uk. Our registered charity is called Raising Health (charity number 1057361). The charity fundraises to support excellent care initiatives, equipment and innovations which go above and beyond core NHS provision to enhance the experience of our patients, service users and staff. See www.raisinghealth.org.uk

- Healthy Together is a public health programme for children and young people aged 0-19 and their families, provided by LPT in partnership with some other organisations, including Leicester Mamas. Healthy Together includes health visiting and school nursing services, giving families the care they need, including early help if necessary. Visit the Health for Under 5s website: www.healthforunder5s.co.uk to access infant feeding advice and support.
- **For further information contact:** Rosie Huckle, Communications Manager for Families, Young People and Children's Services, Leicestershire Partnership NHS Trust, Tel: 0116 295 0802, Email: rosie.huckle@leicspart.nhs.uk
- Leicester Mamas supports pregnant and new mothers and their families in Highfields and the local community who want to breastfeed their babies. Mamas is sub-contracted through Healthy Together to work alongside LPT's public health nurses in Leicester and provide breastfeeding peer support.
- **For further information, contact:** Sally Etheridge, Programme Lead, Tel: 07580 159278, Email: sallyjeth@hotmail.co.uk