

## MEDIA RELEASE

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### **New Year's Breastfeeding Boost for New Mums in Leicestershire**

Leicestershire Partnership NHS Trust (LPT)'s infant feeding team has been celebrating this week following the graduation of 28 newly-trained breastfeeding peer supporters. These ladies will be volunteering at local breastfeeding groups '[Bosom Babies](#)' (which covers Blaby, Oadby and Wigston), 'Up Front' (which covers Hinckley and Bosworth) and 'Magic Milk' (which covers North West Leicestershire).

The 28 ladies have recently completed an intensive training programme delivered by LPT, which ensures they are equipped with the necessary skills and knowledge to support new mums throughout their breastfeeding journeys. As breastfeeding mothers themselves, all these volunteers already have considerable experience to share, including around issues such as poor latch, sore nipples, mastitis and confidence to breastfeed out and about in public. Working closely with public health nursing (health visiting) teams, they will help to champion breastfeeding as the best choice, where possible, for parents and babies.



Eighteen of the new recruits (pictured left) will join the popular Bosom Babies group, which runs weekly drop-in sessions for breastfeeding mums in Huncote, Wigston Magna, Braunstone

Town and Countesthorpe, a dedicated telephone support service, as well as free antenatal workshops for pregnant women and their partners.



In Hinckley and Bosworth, six of the new graduates (pictured left) will provide support through the Up Front group, which has weekly sessions at the Children's Centres in Earl Shilton, Hinckley and Desford, and four will join Magic

Milk in North West Leicestershire, where weekly groups are held in Ashby, Measham and Coalville.

LPT's health visiting service holds the prestigious international 'Baby Friendly' accreditation in recognition of the high quality of its infant feeding support, provided as part of Healthy Together – 0-19 services for children, young people and families. The network of trained breastfeeding peer supporters working in the local community to champion breastfeeding and provide practical help and advice is a key part of that provision. New parents can also access infant feeding advice from health professionals via Health for Under 5s ([www.healthforunder5s.co.uk](http://www.healthforunder5s.co.uk)), a public health website provided by LPT.

Carole Fishwick, LPT's Infant Feeding lead, adds: "We know that breast milk is the best nutrition that you can give to your baby. I am really proud of the dedication and commitment shown by all our graduates, and am delighted that they have chosen to help our health visiting teams to support new families in this way."

**Ends**

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## 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](http://www.leicspart.nhs.uk).

Healthy Together is the name for LPT's 0-19 public health nursing offer for children, young people and families across Leicester, Leicestershire and Rutland. The service launched Health for Under 5s ([www.healthforunder5s.co.uk](http://www.healthforunder5s.co.uk)) in January 2019 to complement its suite of public health websites, which also include Health for Kids ([www.healthforkids.co.uk](http://www.healthforkids.co.uk)) and Health for Teens ([www.healthforteens.co.uk](http://www.healthforteens.co.uk)). Full details of all breastfeeding peer support groups across Leicester, Leicestershire and Rutland are available at [www.leicspart.nhs.uk/infantfeeding](http://www.leicspart.nhs.uk/infantfeeding)

Raising Health is our registered charity (number 1057361) which raises funds to support LPT's 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. [www.raisinghealth.org.uk](http://www.raisinghealth.org.uk)

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Health for  
Under 5s