

It's All About Us



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56.1 Message from Shereen



The Breastfeeding Network has a new look! I am excited to be able to unveil BfN's fresh new look in this newsletter. This follows a six-month consultation process involving many of you across the charity – thank you for all your help. We are really

pleased to be launching our new look, which forms a vital part of our long-term vision for the network.

After seventeen years using the same brand it was time for a change to reflect the rapid growth and development of BfN. The new brand supports our aim of increasing awareness of our work in the wider world while still staying close and relevant to the mums and families we support. We hope that our new, more professional look will also help with staff and volunteer recruitment and appeal to potential new funders.

As many of you may know, we have worked closely with Ian Cuthbert, the designer who also developed the National Breastfeeding Helpline logo. He works exclusively for the not-for-profit sector and has been able to deliver the new brand within a very small budget.

The challenge has been to strive for a refreshed look while still reflecting BfN's roots.

Consultation for the rebranding has been underway since last summer, beginning with our project staff looking at the values of the BfN brand. Given an agreed specification, Ian produced a logo on which we invited consultation from projects, central team staff and volunteers. Some strong themes emerged; in particular the connection to our early colours and that breastfeeding is an issue that cuts across mothers, families and the whole of

society. The logo was then adjusted and the graphics approved after careful consideration by the Board and myself.

Now we are consulting further, looking at local variations of the brand for specific project areas.

The brand created for us builds on our important values of networking, partnership and relationship building with a subtle figurative image. We also overhauled our look for Mums' Milk Run, which was launched last month and shared on Twitter and Facebook.

"The new look brings with it a breath of fresh air and we believe it complements all that BfN stands for," says Sukie Woodhouse, Chair of the Board of Directors.

The new identity will be incorporated throughout BfN, first centrally and then in local projects. We expect the new brand to be phased in over time to help manage costs and reduce waste. There is no need to throw away existing stock and reprint but where we run out, and items are to be replaced, the new brand should be used.

Implementation will be most dramatically felt online with our new website, launched mid-August, followed by our social media sites, and at the BfN AGM and National Study Day in Glasgow on 4th October.

Brand guidelines will be available to all via the website Brand Champions who have been appointed to help ensure consistency and value. They are Director, Madeline Lowe; Clare Farquhar, BfN's Finance and Technical Manager; and Jenny Stone, BfN's Programme Manager.

We have been delighted with all the input on this from staff and volunteers – it has resulted in a really strong brand that we can all be very proud of and will represent BfN well for many years to come.

Shereen Fisher, CEO, BfN

56.2 Editorial and General Information

As you read in [Shereen's piece](#) this newsletter is the vehicle for unveiling the [new BfN brand](#). The newsletter content is all about us, our recent successes as an organisation and as individuals.

First, Mums' Milk Run! All over the country 'Bf-Ennies' have been having fun and raising awareness. Directors and Central team undertook some physical challenges: Maddie Lowe, completed a triathlon; Sarah Edwards and Sukie Woodhouse cycled for BfN, Kate Meads ran a half marathon: and Shereen ran 10 kilometres with Nina and Lorna in Sandwell Valley, cheerfully supported by local BfN projects staff, volunteers and local families. In the Midlands [Diana](#) was asking the public their opinion of breastfeeding in public and coming up with some surprising answers. In [Glasgow](#) supervision was in the park, in [Gloucester](#) everyone was doing Zumba, in [Wolverhampton](#) drinking tea, and in [Stevenage](#) eating cake.

BfN mother and daughter pairs also feature more than once. [Rayanne's daughter](#) Hannah, takes the scenic route to graduation, while [Wendy's daughter Beth](#), addresses a breastfeeding conference with her mum.

Beth was speaking about anxiety and depression in new mums. But what if it is worse than that? One of our members is brave enough to describe her experience of [post-partum psychosis](#).

Meanwhile Alison is at home studying online - a useful alternative to attending study days.

The copy dates for future newsletters are below, but perhaps you don't want to wait that long. [Email me](#) at any time with your reaction to the newsletter, to tell me what you want to read about, and what you want to write about.

Veronika Tudhope

Central Line

As a way of improving communication between the board and members of BfN, a new e-letter called Central Line has recently been developed especially for tutors, supervisors, helpers, supporters and project staff. It is issued, via email only, on a quarterly basis following each board meeting. It gives more information on policy changes and board decisions than is possible or appropriate within the context of the BfN newsletter.

The first issue was distributed in June following the April board meeting and included information on Mums' Milk Run, the Code of Conduct, Tutor/Supervisor CPD and the upcoming re-branding. The next issue, due shortly, will include updates on the Safeguarding and Expenses policies, the Drugs In Breastmilk (DIBM) line as well as more information on the AGM/Study Day In Glasgow on 4th October.

If you would like to receive this communication, please email [April Pardoe](#) to be added to the distribution list.

Copy Date for future Newsletters

Issue Number	Name	Copy date	Published by
57	Autumn 2011	31 st October 2014	21 st November 2014
58	Winter 2015	30 th January 2015	27 th February 2015
59	Spring 2015	25 th April 2015	May 2015
60	Summer 2015	Late July 2015	August 2015



Congratulations and Well Done

Full supporters

Marjorie Aissani, Lisa Libby Inman, Gillian Hall, Alice McAllister, Esther Pierce

Thank you to their tutors

Abbi Ayers, Deborah Behrman, Ursula Gallie, Sukie Woodhouse

Supporters starting their probationary period

Anita Anderson, Sarah Arbon, Eve Becher, Beata Brown, Antonia Catchpole, Nicola Eldridge, Karen Finegan, Emma Gentles, Heather Goodfellow, Julie Hewes, Karen Lindsay-Smith, Lauren McCann, Kathryn McKenna, Ruth Murley, Jenni Newton, Elizabeth Parker, Diane Smith, Claire Spencer, Katarzyna Stawiak, Jo Twyman

Thank you to their tutors

Lesley Backhouse, Deborah Behrman, Zoe Chadderton, Claire Davis, Erika Devine, Sarah Edwards, Susy Gilvin, Joy Hastings, Carolanne Lamont, Helen Palmer, Anne-Marie Thomas, Jacqui Stronach, Sukie Woodhouse, Nicola Worsnop

Thank you and goodbye to

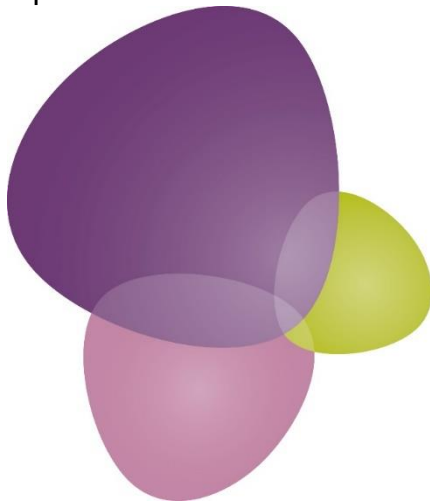
Wendy Bascal, Cathy Clayton, Claire Needham, Mel Scarr



56.4 You make me feel Brand New

Do we look different to you? Is it a different hairdo? New glasses? Oh, it's the new BfN brand! We have a new motif, new logo, new colours and new typefaces.

The basis for the new brand is a motif made out of three overlapping pebble shapes. This is an abstract representation of a baby breastfeeding and also represents BfN networking and partnership.



All of the branding is available in various versions:

- For pale or dark backgrounds
- In colour or black and white
- For online or screen uses
- For commercial printing
- For presentations and word processing

As you can see in this newsletter we have changed our standard typeface. BfN publications should now have headings and subheadings in Bree bold and the main text in Museo Sans 500. The latter is free, the former available to buy on licence. Please contact [admin](#) if you need to use it, we will be able to help. For emails and other places where these fonts cannot be used we can use Arial and Helvetica.

Our colours are still purple and green though the emphasis has changed slightly

The primary colours are

- Purple (# 6e3b76, RGB 110:59:118, CMYK 66:85:22:8)
- Bright green (# b5be13, RGB 181:190:19, CMYK 38:9:100:0)
- And pink (# c486a5, RGB 196:134:165, CMYK 24:53:15:0)

There are a further five secondary colours available, ranging from green through to yellow and orange.

Our name, of course, has not changed at all! Our full name is still the Breastfeeding Network, which may be abbreviated to BfN

Please use the new brand on all your BfN communications from now on (unless you have old printed materials which need to be used up). The logos used on this page are for illustration only. We hold files with high-resolution logos for every purpose centrally.

We can also let you have a copy of the brand guidelines. This is a comprehensive, illustrated document giving more detail on the above information in an easy to read form. This is where you will find guidelines about things like the size of the logo, the space you should leave around it, when to use each font and the numbers of the colours for the primary and secondary colours. It also shows you what not to do with the logo to keep your brand integrity.



For the brand guidelines and logos please [email](#) the office in Paisley.

Veronika Tudhope

56.5 Portsmouth Study Day: Helping mothers with Depression and Anxiety

In June I was privileged to address Portsmouth Study Day, sharing the platform with my daughter Beth Chapman.

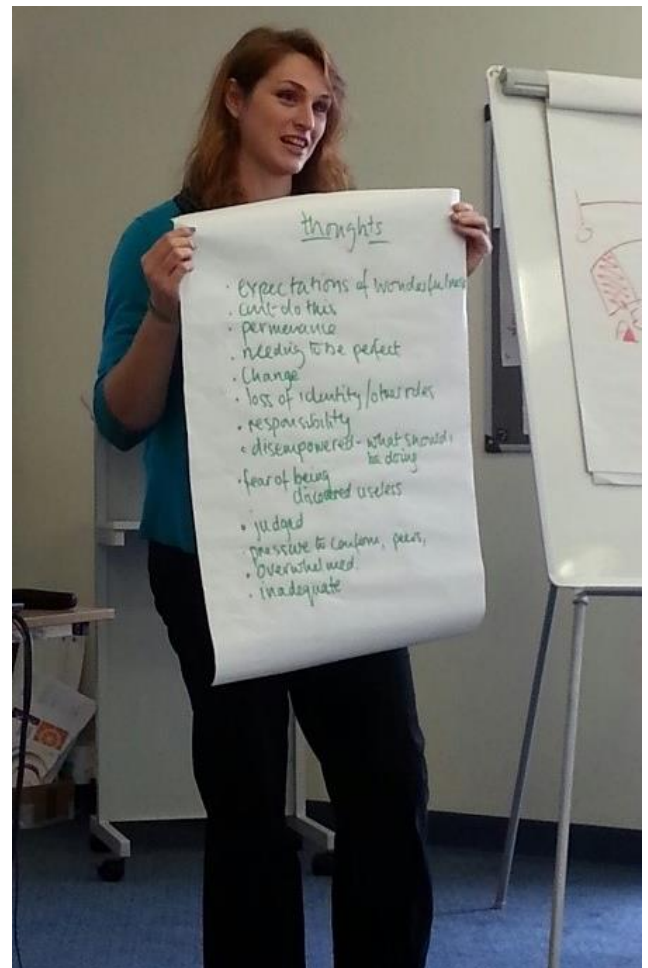
Beth is a Cognitive Behavioural Psychotherapist working in Somerset for the NHS. She helped us to consider how we can help mothers with issues around anxiety and depression, without diagnosing their condition or discussing medication. We all acknowledged that mental health illness has a stigma and that it can be easier to try to avoid talking to people who are distressed. Mental health raises issues for many of us. Our reaction to problems might be that "it's up to the professionals", "what I can do to help?" and other similar statements. Beth helped us to see that we can, in fact, do a lot. We are good at listening to mothers. We are good at women-centred care. We can signpost mothers to other sources of support and information. We can make tea and just be with a mother. These are skills we should not underestimate.

Beth also helped us to look at the boundaries around our code of conduct as healthcare professionals or volunteers. This encouraged us to consider safeguarding issues and highlighted that listening is the most important thing for all of us.

I delivered a session on drugs in breastmilk but avoided talking about the drugs used in mental health. Beth and I have different views on their value. I believe drugs help a mum reach a state to help herself, we both agree that long term cognitive behavioural therapy is what empowers her to take control of her life.

The evaluations of the day were amazing. I was very proud to be working with my daughter and reflected that my journey into breastfeeding support began when she was two-weeks-old. Now, here we were standing together as equals, still supporting women and breastfeeding.

Wendy Jones
BfN Drugline Pharmacist



Beth and Wendy will be speaking again in Reading on 18th October 2014

56.6 National Breastfeeding Helpline

Tips for you to help more mums

Another newsletter, another update on one of our much-loved and valued services - the National Breastfeeding Helpline.

As always I want to say a huge thank you to every one of you that logs in to the Virtual Call Centre and offers your support to mums. Every single call makes a massive difference. In the first half of this year, we answered 16481 calls on the NBH – that's 1135 more than in the same period last year.

Summer is always a difficult time for the helpline as volunteers are often less available – kids are home from school, often bored, and need entertaining. Many supporters are off on their well-deserved summer holidays. Perhaps the idea of being out in the garden enjoying the sun is also more appealing than sitting by the phone!

But babies are still being born, and mums still need support. We are really struggling to get many calls answered during the daytime and we want to make it as easy as possible for you to support them.

Here are a few ideas to help you help us answer more calls this summer:

- You're very welcome to log on, take **just one call**, and then log out again straight away. That's absolutely fine!
- We can cover **childcare expenses**, so if a relative is happy to look after your kids for a few hours while you do a block of helpline calls, that's great. To claim expenses, simply submit a receipt (you can buy very cheap receipt books).

- If the kids are old enough to look after themselves, but are too noisy or hog the landline, perhaps **web chat** could be a way you could offer your support instead of telephone calls? Training to do this is very quick and simple, just [email me](#) for more info.
- If you're staying away with family or friends in the UK and still willing and able to take helpline calls, you can **change the number you receive calls on**. Simply log into the VCC and click on the phone number under your name in the top left hand corner.
- You can even **redirect** to a mobile phone temporarily if you are out and about in the garden but able to take calls (it does cost us a bit more so this is more of a short term option).

Please don't be tempted to log on if you are not in the UK though. You aren't covered by insurance unless you are in the UK.

If you don't log on very often, perhaps you could set yourself the target of taking two calls per week over the summer? You can fit them in whenever you want and if everyone did this it would make a huge difference to our answer rate.

Felicity Lambert,
NBH Manager



56.7 Hannah has graduated, but that is not all

When my daughter Hannah decided to study history at degree level she was already a single mother to two-year-old Oliver. She had spent some time working in the hospitality trade and wanted to embark on a different career path.

Being the sole breadwinner and only involved parent, this was quite a challenge. She returned to college and retook some A-levels to achieve better grades. Although there were many ups and downs along the way Ollie and my son Jacob were more like brothers than uncle and nephew. Moses' (Jacob and Hannah's brother) arrival in 2008 just added to the chaos. The strength and support from family carried her through and Ollie was lucky enough to have caring and useful aunts to assist.

During this time she worked as bar manager, ran a home and helped me care for my young boys whilst I worked shifts and became a midwife. Hannah was then accepted at Reading University to study Politics and History. She needed to continue working and managing a busy cocktail bar, which often involved long and antisocial hours. A co-dependence between mother and daughter developed and a kind of three-way parenting, as every week diaries were consulted and work commitments and childcare needs covered.

Happily, Hannah met Dan and they married in 2012, giving Oliver much needed stability and Hannah great support and encouragement to study. I am in awe of her determination and ability to meet deadlines for assignments and produce A-grade essays under great pressure and in spite of seemingly impossible time constraints.

In her second year at university Hannah undertook a PTLLS (Preparing to Teach in the Lifelong Learning Sector) teaching course at evening class and volunteered at college to assist with A-level teaching.



This has established links and given her experience, which has contributed to securing her a new job teaching Politics and History at A level. She attended the interview at 38 weeks pregnant and within the space of a few weeks has given birth to another son, Arthur, graduated with a 2.1 and was the successful candidate for the part-time teaching job at Bracknell College.

She is an inspiration to all young single mums and has turned her life around through hard work and determination. She is also a wonderful mother to my grandsons and I feel joy and pride as I watch them thrive through her nurture. September brings new beginnings and challenges with more juggling and complicated shift co-ordination. It also means plenty of expressing for Hannah and many cuddles for Grandma!

Rayanne Napper

56.8 To see ourselves as others see us¹ A visitor joins in with Mums' Milk Run events in Gloucester



The bright morning sun promises to keep the rain clouds away from Gloucester as I walk down the bustling pavements of Southgate Street on Saturday 14th June. Arriving in the glass walled foyer of [Brunswick Baptist Church](#), muted chatter and the sound of children playing greets me. This is the [Mama Latte Cafe](#), run and organised by Breastfeeding Network in Gloucester

At once I am made to feel welcome and I join in the chatter. Over coffee Anne-Marie Thomas, Baby Feeding Co-ordinator explains that the idea behind the "drop in" café style meetings is to encourage mums to meet other mums or even leave the babies and toddlers with Dad while they take a breather and pop to the shops. I can see a couple of dads supervising their young families, and a little group of nursing mums chatting over coffee. Some

youngsters seem to have bonded in their play in the home corner.

The chilled out atmosphere gives me a few minutes to talk to some of BfN's Volunteers...

Breastfeeding Network in Gloucester has held several events at the church over the last two years. It is a popular venue, centrally situated and with plenty of space for the children to run around, letting off steam. The volunteers have undergone intensive training before they became qualified as registered volunteers and hold a firm belief that breastfeeding is the best start, the biologically normal way to feed babies.

Gloucester BfN volunteers attend most antenatal sessions facilitated by community midwives. They give information to pregnant mums about what is in breastmilk and what it is really like in those early days of feeding a new baby. They also have regular sessions for second time parents.

As I chat to each volunteer in turn, I gather information that makes me realise the level of professionalism behind the BfN and how seriously each volunteer takes her role. The support offered is based around the volunteers' own experiences, expertise and training. Emotional support and information are offered to enable mums to breastfeed comfortably without embarrassment or physical discomfort.



Each mum I speak to feels she has gained so much from attending the groups. One young mum with a

¹ Quote from '[To a Louse](#)' by Robert Burns.

toddler and a four-month-old baby boy tells me that she had felt very uncomfortable breastfeeding in front of other people. She confided in a friend who introduced her to the BfN. Although she is still experiencing shyness feeding in front of male members of her family, she is feeling much more confident and aims to continue breastfeeding her baby for as long as possible.



As I look around I can see a couple of volunteers engaging a new mum and Grandma Anne-Marie disappears to talk to mum in private, taking a kit bag with her which includes a baby doll and knitted boobs to explore positional attachment (latching on).

Another volunteer introduces me to her two sons. She breastfed her eldest, now eleven, until he was six-years-old. She talked about how important her support network was to her at the time when she often felt marginalised because most people didn't understand extended breastfeeding. We discussed the benefits of the strong bond created between mother and child during the breastfeeding years and how the immune system is strengthened by the mother's antibodies; the longer breastfeeding carries on the more benefit to the child.

A couple of volunteers begin to encourage the children to put toys away and get ready for the next event. There is a lot of excited chatter as "Just Jane" takes the floor. Jane fully engages all the children in acting out a musical journey to the seaside filled with imaginative sea creatures, crashing waves, sun baked sands, melting ice creams, and colourful bouncing beach balls ending with a very noisy train journey back home.

After lunch a short bus ride takes me to the afternoon venue. At [St James City Farm](#), I am taken

by surprise at this buzzing oasis in the centre of a densely populated city. The warm, sunny afternoon is punctuated with bleats, clucks and grunts. Green and purple bunting flutters.

BfN has taken over the farm for the afternoon with members of the public invited to join in the fun and games. There are raffle prizes to win, lucky dips to dive into; faces to be painted by Esther and Amia; beaded bracelets to design and lots of yummy, cream teas, scrummy homemade cakes and ice creams to devour (my favourite part).

When all the little painted butterflies, tigers and superheroes are full to the brim with cake, all the animals visited, petted and loved, Leila cranks up the music and the Zumba dancing begins. Just watching wears me out.

As the afternoon draws to a close, and rain clouds threaten, I take my leave. I can still hear music and laughter as I walk back towards the stifling city heat.



Thanks to all who donated raffle prizes. To Leila Thomas, Esther, Amia, Jane Cawson ("Just Jane") and all the volunteers and supporters at BFN Gloucester who worked so hard to make this day a success. My personal thanks to Anne-Marie Thomas and her mum for a smashing day out in wonderful company.

*Sue Lawton, Freelance Journalist @ Calico©
Pictures by Beata Brown
With additional information from Anne-Marie Thomas*

56.9 MOOCing About on the Internet Again?



I obviously have too much time on my hands. Not content with volunteering for BfN as well as tutoring and supervising I have a new hobby - online study.

It all started with the need to find an extra study day (all BfN registered supporters need to attend two study days a year) in 2013 when I couldn't attend the AGM.

Other tutors and supporters had mentioned online study. I understood it generally meant signing up to conferences and watching them online, which BfN in Wales cannot afford to do.

My husband, a university professor, also has a lot of time on his hands. 'Have you heard of MOOCs?' he said. No, I hadn't, but I did watch [Will o' the Wisp](#) on TV about 30 years ago. 'Not the Moog', he said, 'MOOCs – Massive, Open, Online, Courses'. He and our nine year old were already spending evenings studying a MOOC on the moons in the solar system.

After that he mentioned MOOCs several times over the course of the next few weeks. Eventually I responded, just so I could say over tea one night, 'yes of course I looked them up, I told you I would'.

All I had done was type MOOC into a search engine and was guided to a Wikipedia [definition](#) and the [MOOC List](#). There are any number of MOOC providers around the world and using this directors lists them all. MOOCs on the list are all free, but some universities provide them as taster courses to attract students to paid courses.

The first course I signed up for was to complete my BfN Supporters Annual Return. I found a course provided by an Australian University called "Becoming a Confident Trainer". I trained as a BfN

tutor in 2010/11 and have already taught three helpers' courses and two supporters courses, and second assessed several trainee supporter's portfolios. I felt the training I'd done with BfN had been great but it'd be stupid to say that I know everything there is to know about tutoring.

The course lasted for four weeks and I went about it in an organised fashion (first time for everything). I set aside Monday mornings, and as the course suggested, tackled three to four hours of work per week. I watched videos by two trainers covering various topics like "How to ensure that students are engaged", "How to write good questions", "Getting students motivated". Each session ended with a short quiz. There were some minimum attendance requirements, and a few weeks after the end of the course a free Certificate of Accomplishment arrived by email to download and print (some courses will charge for a certificate).

Since then I have signed up for other courses which are potentially useful for BfN volunteering. I have found one on Population Health (University of Manchester), Nutrition (University of York) and one on Obesity.

There are lots of opportunities to post on discussion forums. Sometimes you have to make a certain number of posts to meet course criteria and I find I can post about breastfeeding as my area of interest. Other students may be looking for background information for study, they may work in the subject area or they may be doing it to make themselves more employable.

As I said, I initially went in to it wondering if there'd be anything that might be useful for my life as a BfN volunteer and tutor. Now I've branched out into other interests like The Bible, its Prehistory and Political Implications; Literature of the Country House; Irish History 1915-1923 ;and English History in the Time of Richard II . I am contemplating Chinese History and Culture. I have signed up for some that don't start till 2015. As a result I find that I am not at a loss for something (reasonably) interesting to say when I find time to have a conversation with my husband. In fact we're both signed up to the same MOOC on the Archaeology of Portus at the moment, and we both lookout for subjects that will interest the other. These benefits are in addition to those listed by Wikipedia

- Appropriate for any setting that has connectivity (Web or Wi-Fi)
- Any language or multiple languages
- Any online tools
- Escape time zones and physical boundaries
- Produce and deliver in short timeframe (e.g. for relief aid)
- Contextualized content can be shared by all
- Informal setting
- Peer-to-peer contact can trigger serendipitous learning
- Easier to cross disciplines and institutional barriers
- Lower barriers to student entry

- Enhance personal learning environment and/or network by participating
- Improve lifelong learning skills

I hope that you, my fellow BfN volunteers, find other courses that can be part of your ongoing learning requirements. If you do, please post about them on the [yahoo group](#) for others to see.

Maybe BfN too, could write a MOOC aimed at parents or even health professionals?

Alison Garrod

56.10 Mums' Milk Run 2014 - Stevenage Day



On Sunday 8th June, Stevenage-based volunteers ran a BfN stall at 'Stevenage Day'. It was a great success both in terms of raised awareness, and in funds raised from lots of [donated cakes](#)! The breastfeeding area was also popular.

56.11 More than the Baby Blues

My name is Fiona and having my daughter made me go mad! Most mothers will tell you that raising children drives them crazy, but in my case it is heartbreakingly close to the truth.

Everyone has heard of the baby blues and post natal depression. I was unlucky; I am one of the 0.01% of mothers who develop puerperal or post-partum psychosis.

Our much wanted baby girl was born in November 2009. Things started well in the post natal ward but at home I found I was very anxious and scared that my little baby girl would go to sleep and never wake up. Family and friends tried to reassure me that what I was feeling was a normal for a new parent.

Within days things were worse. Nine days after Katy's birth my husband told the midwife on a routine visit that he was concerned. He had found me manically cleaning the house at 3am. I had also expressed milk and stored milk although I had no plans to express. In addition, I was having auditory and visual hallucinations. They felt normal to me so I had not mentioned them to my husband. I believed I was being given signs, both through the television and via Katy. There were hidden meanings in everything from magazines to cereal boxes. The midwife, June, held Katy while she was chatting to me. I remember thinking she had magical powers as Katy stopped crying instantly. It seemed that every time I blinked she was moving around the room. After what seemed like a short visit she had told my husband she was very concerned for my safety and dialled 999 for an ambulance.

I remember clearly what happened next. I wouldn't get dressed. My husband could only persuade me to put on jogging

trousers and a hoodie over a nursing nightdress, all very well suited to the popular image of a 'mental' patient. I was then accompanied, screaming, into the ambulance. We arrived at the maternity department of the hospital I'd delivered Katy in. I ran up to the triage ward thinking that it was a test and if I connected myself to the machines there I'd pass. With each odd thing I did I was proving how unwell I was. Within a few hours I had been seen by the consultant and transferred to a psychiatric hospital for assessment. After assessment by the intensive home treatment team (IHTT) I was moved to another hospital. While I was being assessed I felt that nothing was wrong. I was sure I was fine and happily answered all the questions assuming once I was done that I would be allowed to go home. Finally I was subjected to yet another transfer, this time by taxi.

I arrived at one of only two Mother and Baby Units in Scotland, where I was given one of only twelve beds available in the country. I was extremely lucky and it meant I could have my daughter by my side. Many other mothers don't get the help they need or are placed in general psychiatric units away from their babies. It does not always end well.

I felt well and didn't feel I needed to be there. Unusually, I had no negative thoughts towards my baby or myself. I'm extremely thankful for this. I thought that I was a bad mum who needed to improve. Initially I was on a short-term detention certificate under the Mental Health Act. I still felt fine. I don't remember much of the stay except thinking the staff and other patients were actors. I remember accusing the staff of moving my belongings and having an addiction to full fat milk. All very odd. My nursing notes from that time summarise it well by saying I presented

with bizarre behaviour, unclear thoughts and ideas of grandeur!

Although I had been advised to bottle-feed to allow me to sleep I was keen to breastfeed. Nursing staff supported my wish. At one point I was unable to feed Katy and the nursing staff helped me express for her just in case it was needed. I was on sleeping tablets and an antipsychotic drug called Olanzapine, which I was told was the 'safest' drug to take while breastfeeding. At that time I lacked the mental clarity to research and form my own opinion on the drug's safety. After 12 weeks, with a heavy heart, I decided to stop breastfeeding Katy as I couldn't decide if the drug really was safe. I am very proud that I managed to breastfeed her when I was so unwell and many health care professionals have expressed amazement about it. Not bad for a crazy lady!

I stayed in the hospital for four weeks. As I started to improve I was allowed short home visits, then longer ones, and eventually overnight stays. Luckily I was allowed home on Christmas morning and spent Katy's first Christmas with my family. I improved dramatically whilst on the anti-psychotics and my section was lifted on 31st Dec 2009, just in time to start the New Year at home with my family.

Once home I was still very nervous and hyper-aware. Colours seemed brighter and noises enhanced. I couldn't watch the television, except football, which met with my husband's approval! I worried about being a good mother to Katy. I had been allocated a CPN (Community Psychiatric Nurse) who visited regularly and helped me come through. Unfortunately I was diagnosed with post natal depression in April 2010 but with the help of yet another drug made a full recovery and since then have been able to enjoy being Katy's mum.

I now have two children. This surprises a lot of people. Women who have suffered from post-partum psychosis have a 50% chance of it recurring during or after a second pregnancy. My own risk of reoccurrence had been estimated at around 75%. My husband and I talked at length about having another baby. We felt that for us an only child wasn't an option. My son took longer than planned but arrived safely in October 2012.

During my pregnancy I was assured I'd remain under the community mental health team and be visited by a CPN, who would liaise with the consultant at the MBU, and that I would be closely monitored. In the event several factors meant I wasn't as closely monitored as my husband or I would have liked.

Immediately after the birth I started taking a low dose of the antipsychotic that had treated me successfully the first time. I will never know if this was the reason I remained well the second time around or whether I would have been ok without it. For us the risk was too high not to medicate. As I knew about the medication in advance I called Wendy at the BfN Drugs in Breastmilk Helpline and was able to make an informed decision to breastfeed my son. I did so for ten months.

I survived post-partum psychosis. There is still a lot of stigma around mental health conditions and many people have never heard of post-partum psychosis. It's real and happens to 'normal' people like me. I had no history of mental health issues and knew nothing of this disease. If more people knew what to look for then more women could be helped sooner. After my recovery I discovered the [Action on Post-Partum Psychosis website](#) which does amazing work.

All names have been changed

56.12 Breastfeeding in public... is only acceptable if a woman is veiled.

That was just one response in a recent survey and it surprised me!

It was given by a visitor to our breastfeeding stall during a Health and Wellbeing event in Wolverhampton last year. Of course our training with the BfN has taught us that all viewpoints should be respected but I still believe they can be challenged, gently.



Jessica at the information stall

Anyway, back to the survey – what questions did we ask? Only two.

“Where do you feel that it IS appropriate for women to breastfeed their babies?”

And

“Where do you feel that it is NOT appropriate for women to breastfeed their babies?”

We hoped the first was open enough to give scope for true expression of opinion and give us a feel for the current climate. The responses were surprisingly positive

- Anywhere (x 7 responses)
- Anywhere, anytime (x 2 responses)
- Anywhere clean (x 2 responses)
- Anywhere appropriate
- Anywhere, anytime if done discreetly
- In public if done discreetly
- Anywhere provided it is done with decorum
- Anywhere as long as covered up
- Anywhere as long as she is ‘veiled’
- In private or a designated bf room
- In private
- At home

The counter-question was asked to encourage respondents to think about their feelings. Their responses were:

- Nowhere x 13
- In a toilet x 2
- In really public places
- Indiscreetly in public
- In a church
- In the street
- In public

Were we surprised by the responses? Given the range of people who visited our stall to take part in the activities we offered (including the survey, a competition, a quiz, plus general breastfeeding support and information): Not really. The people who visited were 9 grandparents, 7 parents, 3 health professionals, 2 representatives from partner organisations and 3 described as ‘other’. The total was 24 and it did not include any parents-to-be.

Perhaps the responses that mention being “discreet”, “veiled”, observing “decorum”, “in private” or at “home” are a generational response? We could perhaps gauge this if we were to repeat the survey focussing on younger people or parents-to-be.

In the survey undertaken the year before, breastfeeding in public certainly emerged as a major concern for parents and parents-to-be ([BfN newsletter Spring 2014 55.7](#)). Wolverhampton’s response to these surveys was to write a [leaflet](#) giving residents information about breastfeeding-friendly establishments in Wolverhampton.

This leaflet is given to every woman who gives birth in Wolverhampton, and goes on to breastfeed. It is also issued via Children Centres and health professionals. Hopefully it’s one more step forward to a change of attitudes for all age groups towards breastfeeding in public. This is not before time, and even more relevant in the West Midlands, given the recent issues surrounding the experience of one breastfeeding woman in Rugeley. (You can read about that in [BfN Newsletter Spring 2014 55.15](#) if you haven’t heard all about it yet.)

It seems we still have some way to go before breastfeeding is seen as the cultural norm, but we are working on it.

Diana West
Supporter, Supervisor and Tutor, West Midlands

56.13 Glasgow: Not Just Teacakes and Tartan



Glasgow isn't just known for the Commonwealth Games. With an annual birth rate of over 1,300 Glasgow has plenty of scope for BfN work. Kate Bovill and her team are making an impact in the city and surrounding areas.

During June they were providing 'parental pit stops' with refreshments, baby change and a feeding zone at busy summer events, including Lillias Day in Kilbarchan and the Gourrock Garden Party where Kate was interviewed for the Inverclyde Radio. It was found to be a great way to engage with the public, increase knowledge and normalise breastfeeding. Thanks to Kirsty, Hazel, Shona and especially Heather who stuck it out all day in the pouring rain with Kate at Lillias Day and helped out during a gazebo crisis.

For Mums' Milk Run on the 14th June a nature walk and picnic from Elderslie to Kilbarchan was organised along the national cycle network. A troop of about fifteen, including kids, turned up. Attractions included a treasure hunt with prizes and certificates. Thanks to Kirsty, Hazel, Marion and their lovely families

Sma' Shot Day in July is a big event in Paisley. This year BfN had a stall for breastfeeding promotion and information that prompted lots of interesting conversations. A song about breastfeeding was sung to everyone. Thanks to Susan Brush for organising and to Debi, Laura, Shona and Marion for helping out.

Regular events include monthly BfN Antenatal sessions in Glasgow, which started when Kate

spotted, and an opportunity to provide free informal and tailored antenatal information in the community. More are planned to run in Ferguslie, from September. Thanks to Vicky, Becca, Caroline and Susan for getting it off the ground and keeping it going.

Besides support groups in Glasgow, BfN volunteers provide support in three further groups in a broader social setting. In Inverclyde, Gillian and Lynne provide text support in the community and ongoing support at their Happy Tots group (a healthy and free group for babies and families).

Kirsty, Hazel, Shona and Carol provide support at their local toddler group. Mums have found this really helpful and it is viewed positively by the people running the group. Kirsty also provides support at the Queens Park Playgroup in Glasgow's South Side. All this is only possible because there are thirty-two amazing helpers in Greater Glasgow and Clyde, seven of whom are now nearly supporters. Massive thanks to Shona, Heather, Carol, Hazel, Debbie and Joanne for turning up week after week as help supporters, and supporters Kirsty, Melanie, Lynne and Gillian for making it possible for our groups to run.

The photograph shows a supervision session held in July. As always in Glasgow it was a gorgeous sunny day. Thanks to Sarah Edwards for loan of the event shelter which provided a free supervision venue, lots of fresh air and activity for the troop of weans who had a great play in the park during and afterwards. Thanks to Hazel for the chairs!

Written with information from Kate Bovill

56.14 An Afternoon Tea Party in Wolverhampton

The BfN were out in force at the Royal Wolverhampton NHS Trust's 'Afternoon Tea Party' on Saturday 21st June. This was an event supported by the Trust's MLU and Maternity Ward staff, the NCT, local Sling Library, Children's Centres and Healthy Lifestyles Team, as well as the BfN.



The event was held in New Cross Maternity Unit's antenatal clinic. It was aimed at breastfeeding peer supporters, pregnant women, families with young children, new mothers, breastfeeding women and their families.

There was lots to hear about, see and do, including the Healthy Lifestyle trainers' 'Positive Pregnancy and Beyond' service, massage and aromatherapy for pregnancy and childbirth, demonstrations of baby carriers and slings, baby yoga and 'Sling Swing' sessions, information about hypnobirthing, active birthing and the Midwifery Led Unit, a chance to make a soothing 'bath soak', plus competitions, quizzes and activities for babies and toddlers.

Of course, some might say the main attraction was the amazing array of refreshments available, hot and cold drinks and especially the CAKE!

Our now near famous 'cake donation stall' was back again. A special thank you goes to Helper Faye Whitehurst, for brilliantly and valiantly organising, co-ordinating and running the cake stall on the day, and to everyone who contributed all the really amazing and delicious cakes to the stall.

BfN donation tubs were on our stalls raised an amazing **£145** for local and central BfN funds, a fabulous amount and a record achievement for us to date!

We estimate that around 100 - 120 people attended the event throughout the whole afternoon, and everyone seemed to really enjoy and felt it went very well.

The evaluation forms were all very complimentary, with some very pleasing comments like "Fab event", "Thank you", "Very successful tea party", "Great event", "Love the location", "Everything was great and exciting", "Nice to meet the RWT staff", "We really enjoyed it!", "Very good event", "Well put together", "I am a first time mum and have learnt a lot", "Valuable event". The cake stall got lots of special mentions too!

So, all it remains for me to say is thank you again to everyone who was involved or attended this year's event, and please start thinking what you want to do, where and when next year.

Diana West
Supporter, Supervisor and Tutor, West Midlands



Congratulations to the

Children's Village Helpers Group

in Wolverhampton. They finished their training in July, tutored by

Lorna Hartwell and assisted by probationary Supporter Naomi Waters.

Top row: Naomi, Natalie N, Stephanie, Sarah, Hayley, Louise, Charlotte, Kayleigh, Natalie L,

Middle row: Karina, Donna, Gina, Pip, (bottom row) Lorna and Sam.

The group included both mothers and health professionals, who are all now keen to go out into the community to provide breastfeeding information and support in Wolverhampton.