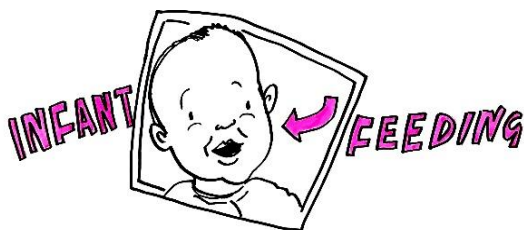
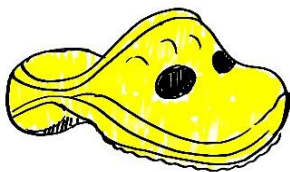


Infant Feeding Whose Shoes Event

“WHOSE SHOES”



FRIDAY 31ST JANUARY 2020, HILLSIDE

The event was facilitated by Public Health and partners from CCG, 0-19 Service and Breastfeeding Peer Support Service, it centred on an engaging board game called 'Whose Shoes'. This encourages everyone to walk in other people shoes and understand the service users, carers and staff experience. The workshop welcomed over 50 parents and their families, practitioners, peer supporters and managers.

The aim of day was to hear the voices of all attendees to inform work underpinned by the Leeds Breastfeeding Plan, using the game is a great way to generate ideas and start conversations. Some of the topics discussed included relationship building, safe sleep for babies, breastfeeding, bottle and formula feeding.

A graphic artist then brought the key themes to life with drawing capturing the conversations, the drawings will be shared and information gained from them will be used to form action plans. At the end of the event, the tables were asked to pull together their two top priorities and share with the rest of the room.

Outputs / Themes

Comments and questions were written up by a scribe allocated to each table, there were over 400 captured on post-it notes during the 90 minute conversations. These have been collated in themes:

1. Access to and information about evidenced based apps and websites
2. Consistency of practitioner offering realistic, inclusive information
3. Training for professionals
 - Improved communication
 - Tongue Tie
 - Individualised safe sleep information
 - Breastfeeding older babies
 - Breastfeeding and drugs/medication
 - De-bunk myths around breastfeeding and sleep
 - Signposting
4. More resource, more staff
5. Continue and expand volunteer peer support
6. Address public opinions around breastfeeding / infant feeding
 - Educate in schools
 - Breastfeeding friendly venues
 - Advertising of the health and wellbeing benefits of breastfeeding
 - Improve policies

Artist drawings

ALL CHILDREN
ARE DIFFERENT



TALK MORE
ABOUT THE
BENEFITS OF
SKIN-TO-
SKIN
WITH
DADS



IT'S USEFUL FOR MIDWIVES TO
SHOW US HOW TO DO
THINGS...



...INSTEAD OF
RELYING ON
YouTube!

BREASTFEEDING
EDUCATION IN
SCHOOLS



I FEEL
QUILTY
BECAUSE I
DIDN'T BREAST
FEED!



SOMETIMES MUMS JUST
NEED SOMEONE TO
HEAR
WHAT THEY'RE
SAYING



Photos



Feedback / comments from professionals involved

- *"I felt this was a very worthwhile event, with a good mix of families and professionals. Several discussions would have benefitted from Mat Services being present. There's often a 'them and us' otherwise and little opportunity for Maternity, 0-19 and Public Health to come together with parents. The venue was suitable with easy access and parking."*
- *"I felt the event generated discussion in a non-threatening way. Good to have a mix of professionals and clients and to be able to listen to the experience that clients had which helps to shape and influence practise as we reflect. The Artist was good and highlighted key points in a fun but poignant way."*
- *"I found that it felt like a really safe space for people to be really honest and open, whether that be mothers, volunteers or the professionals, and that kind of feedback isn't the same with paper/online surveys. It was quite emotional at times hearing the stories of the women around the table, even though I do this a lot, the sharing was incredibly valuable. Some people had never had their voice heard before about their experiences. I felt a bit daunted at first not fully understanding how the game worked but I need not have worried as basically the hardest bit was making sure everyone got a turn to speak. Which I felt very comfortable in facilitating. The conversation flowed non-stop."*

If this is used to develop infant feeding services in Leeds going forward then it feels like a really person centred approach and collaborative way of health reaching the service users. I appreciate that collating the enormous amount of feedback from the day will take some time to put into practice.

I felt I would use the feedback from around the table in useful ways in day to day practice with mothers and peer supporters plus in understanding pressures on other professionals.

I think the event could be repeated in the future and also I am sure those who did attend would love to see what actions do come out of the exercise."

Next Steps

The themes will be shared with the BF Plan Partnership group, Best Start board, MVP and Maternity Strategy group. Themes will be added to the BF Plan action plan, activity and progress will be shared with afore mentioned groups. In Jan 2021 a short one year on Whose Shoes 'you said, we did' report will share successes and any challenges of implementing change underpinned by the themes. A further Whose Shoes event will be considered when refreshing the Breastfeeding Plan in 2021.

Thank you to everyone who was able to take the time to attend, if you have anything to add or would like further information please contact Sally.goodwinmills@leeds.gov.uk