

Appendix A to the Report of the Childhood Obesity Task and Finish Group

Young People's Scrutiny Committee

Appendix A Further Information



1.1. Shropshire Welcomes Breastfeeding (SWB)

The aim of this scheme is to develop and maintain a network of quality assured breastfeeding friendly premises in the county. Where the SWB window sticker showing this logo is displayed, mothers will be welcomed and supported to breastfeed their babies comfortably. Staff at accredited premises will be aware of the scheme and receive information regarding how they will positively support breastfeeding mothers and deal with any issues that may arise.

1.2. 'Baby Led' Weaning

This approach has been adopted by a large number of professionals (including Shropshire Health Visiting Service) and parents based on recent evidence suggesting that from the age of 6 months babies are ready to be given pieces of soft, cooked vegetables or finger foods and can 'bypass' the puree stage. Baby led weaning is more likely to tie in with their natural ability to take food into their mouth, move it around and swallow safely. Babies should never be left with unsupervised with food or drinks.

For more information visit: <http://www.babyledweaning.com/>

1.3. Signs of Readiness

Readiness to move on to solids

Every baby is different however there are clear '**signs of readiness**' to look out for. It is rare for all three signs below to appear before six months of age:

Baby is able to :

1. stay in a sitting position and hold their head steady independently
2. co-ordinate their eyes, hand and mouth so they can look at, pick up and hold food in their hands putting it to their mouth by themselves
3. swallow food. If not ready, their tongue will naturally thrust food back out to the front of their mouth.



1.4. Eat Better Move More (EBMM)

EBMM has four strands:

1. **EBMM for Under 5s** (training for professionals engaging with families, e.g. Health Visitors, Children's Centre staff, Homestart volunteers).
2. **EBMM Parent Courses** (structured weekly course for parents providing practical support on healthy lifestyles)
3. **EBMM for Early Years settings** (to support and develop food, drink and activity policy and provision within Early Years settings in line with current national guidance). This is currently being delivered by Shropshire Council's Early Years and Childcare team.
4. **Respect Yourself and EBMM in Primary Schools** (teachers' curriculum resource for primary school age children). This being piloted in primary schools by Shropshire Council's Children and Young People's team in collaboration with teaching staff.



1.5. The Baby-Friendly Initiative (BFI)

The Baby-Friendly Initiative was established by the World Health Organisation and UNICEF in 1992. BFI provides a framework for best practice in health and public services to encourage and support breastfeeding and healthy parent-child relationships. The purpose of the programme is to ensure that parents are well-informed to be able to make decisions about how they wish to feed their babies. To do this, health professionals need to be knowledgeable and able to provide the support, information and encouragement that parents require.