



# Breastfeeding Plan

2025-2028



City of Westminster



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA



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## Foreword

We are delighted to introduce the Breastfeeding Plan for the Royal Borough of Kensington and Chelsea and Westminster City Council.

Breastfeeding is crucial to the health of both infants and mothers, and vitally important to public health. Breastfeeding is a unique way of feeding which supports healthy development, strengthens immunity, and fosters emotional bonds. Yet many mothers face barriers that prevent them from starting or continuing to breastfeed, and these challenges are not equally distributed. Social, cultural, psychological and economic factors all play a role.

Locally, we are working to change this. I'm grateful to all those health professionals, peer supporters, and community groups who are helping to give every child the best start in life.

Our services are supporting families from pregnancy through early childhood, with targeted efforts in communities where breastfeeding rates are lowest. We are building a culture that protects, promotes, supports and normalises breastfeeding, while ensuring mothers are not left to navigate this journey alone.

Our breastfeeding plan outlines the local picture, the support available, and the partnerships driving our work forward as set out in an action plan. It calls for a collaborative approach where breastfeeding is considered as everyone's business.

**Anna Raleigh,**  
**Director of Public Health**

# Introduction

Breastfeeding is everyone's business. The UK has one of the lowest breastfeeding rates in the world, where only 1% of babies are being exclusively breastfed at six months of age.<sup>1</sup>





Sadly, the UK Infant Feeding Survey reports that **eight in ten women stop breastfeeding before they want to**. The reasons for this are complex and varied (see Table A on p6).

At Westminster City Council and Kensington and Chelsea we respect and support parents' decision on how they wish to feed their baby. Support services are available whether babies are being breastfed, formula fed or through a mixture of both.

In Westminster and Kensington and Chelsea, there are breastfeeding services already available across all parts of the system. This includes midwifery, health visiting, family hubs, voluntary and community organisations.

However, we did not have an overarching strategic plan. Working closely with residents and through a stakeholder workshop and multiagency working group, we have created an action plan to strengthen, support and identify areas for improvement and bring all these services under one umbrella, moving forwards together.

This action plan supports all professionals working with families in Westminster and Kensington and Chelsea. Following UNICEF and the World Health Organization (WHO) guidance,<sup>2</sup> the breastfeeding plan has been developed on four key pillars:

-  **Protecting**
-  **Promoting**
-  **Supporting**
-  **Normalising Breastfeeding**

The aim of the action plan is to hold all parts of the system to account in how we best protect, promote, support and normalise breastfeeding across our two boroughs. Over the next three years, we will be reviewing our progress on the action plan regularly through the multiagency stakeholder group who will have oversight. This will be coupled with regular data monitoring to review progress (see action plan further below).



# Benefits of breastfeeding, challenges and successful interventions

The benefits to breastfeeding are vast<sup>3</sup> and align to various public health priorities.

## For baby:

Breastmilk provides all the nutrients it needs and is completely unique to them.



Breastfeeding supports cognitive development, oral health (breastfed babies are less likely to have misaligned teeth or develop speech and language problems) and healthy weight throughout the life course (babies who are breastfed are less likely to be overweight and obese later in life).

In addition, breastfed babies are less likely to be affected by sudden infant death syndrome (SIDS) and are less likely to develop certain infections such as gastrointestinal, respiratory or ear infections.

## For the mother:

Breastfeeding supports positive parent-infant relationship building and lowers her risk of developing certain cancers and diseases such as cardiovascular disease, breast and ovarian cancer as well as osteoporosis. Breastfeeding can also help reduce obesity in mothers.



Developing professionals' knowledge and skills in breastfeeding support through ongoing training and education is critical for improving maternal outcomes. In Kensington and Chelsea and Westminster, our Public Health commissioned health visiting service has retained Gold UNICEF Baby Friendly Initiative (BFI) since 2019.

## Factors influencing breastfeeding discontinuation

There are many reasons why breastfeeding may not have been possible from the first feed or may have stopped. A recent report from the Food Foundation outlines the complexities of breastfeeding, examples of which are outlined in Table A.<sup>4</sup> The reasons in Table A are not exhaustive, but show examples across national, community and individual factors that can influence breastfeeding discontinuation.

**Table A: Factors influencing breastfeeding**

Table A: Factors influencing breastfeeding			
<b>National and community factors</b>	<ul style="list-style-type: none"> <li>Lack of supportive environments outside the home, in workplaces and community settings. The law protects breastfeeding mothers to breastfeed their baby in public. However there is no legislation that specifically requires an employer to provide facilities for an employee to breastfeed their baby or express milk.<sup>5</sup></li> </ul>	<ul style="list-style-type: none"> <li>Lack of awareness of breastfeeding friendly spaces</li> <li>Lack of support networks from either friends or family</li> <li>Commercial interests of formula companies – including targeting health professionals</li> <li>Media portrayal of bottle feeding as the norm</li> </ul>	<ul style="list-style-type: none"> <li>Returning to work earlier (especially where the workplace is not breastfeeding friendly)</li> <li>Cultural shift to regimented feeding patterns and growth monitoring based on formula feeding regimes</li> <li>Variable support in neonatal units and postnatal support (pre and post hospital discharge)</li> </ul>
<b>Individual factors influencing a mother</b>	<ul style="list-style-type: none"> <li>Mother's perception of insufficient milk</li> <li>Family influence (fathers, partners, grandparents and other relatives often influence the way babies are fed)<sup>6</sup></li> <li>Painful breasts and nipples</li> <li>Breastfeeding taking a long time, tiring</li> <li>Maternal and infant separation from birth</li> <li>Maternal lack of confidence or self-efficacy</li> </ul>	<ul style="list-style-type: none"> <li>Mother or baby is ill</li> <li>Embarrassment, difficulty, or perceived unacceptability of breastfeeding in public</li> <li>Anxiety about total dependence of the baby on the mother</li> </ul>	<ul style="list-style-type: none"> <li>Returning to work early</li> <li>Maternal age, younger mothers are less likely to breastfeed</li> <li>Mental health impact as there is a complex relationship between perinatal mental health and breastfeeding<sup>7</sup></li> </ul>

## Policies

**Our breastfeeding plan aligns to various international, national and our local policies and strategies including:**

Policy type	Policy name
<b>International and National policies</b>	<ul style="list-style-type: none"> <li>WHO guidance<sup>8</sup></li> <li>UNICEF Guidance – Baby Friendly Initiative<sup>9</sup></li> <li>Mayor of London's Health Inequalities Strategy<sup>10</sup></li> <li>Marmot Review (2010)<sup>11</sup> and Marmot Review 10 Years On<sup>12</sup></li> <li>NICE Guidelines on Maternal and Child Nutrition<sup>13</sup></li> </ul>
<b>Local policies/ strategies</b>	<ul style="list-style-type: none"> <li>The Joint Health and Wellbeing Strategy 2023 – 2033<sup>14</sup> (in particular Priority 1 and Priority 7)</li> <li>The Children and Young People's Plan 2023 – 2026<sup>15</sup> (in particular Priority 1)</li> <li>#2035 Health Inequalities work through a Fairer Westminster<sup>16</sup> and a Fairer Kensington and Chelsea<sup>17</sup></li> <li>Perinatal Mental Health Pathway<sup>18</sup></li> <li>Crisis Infant Feeding Pathway<sup>19</sup></li> <li>Annual Public Health Report 2023/2024 focused on oral health<sup>20</sup></li> <li>Westminster<sup>21</sup> and Kensington and Chelsea Borough Stories<sup>22</sup></li> </ul>

## Methodology

The breastfeeding action plan has been informed via various research and engagement methods.

These are as follows:

**Literature review:** Working in partnership with the National Institute for Health and Care Research (NIHR) to conduct a literature review on successful breastfeeding interventions in the UK that have targeted pregnant mothers or families with infants under two years of age.

**Data analysis:** Reviewing and analysing our data (breastfeeding initiation and at six-eight weeks weeks) and bench marking ourselves against the London and England average.

**Stakeholder Workshop:** Holding a multi-stakeholder workshop with over 60 individuals from a wide range of backgrounds, working across both boroughs.

**Resident survey:** Feedback from a resident survey, which included the survey being translated into various local languages.

**Focus group:** Feedback from a focus group in a family hub setting with local mothers.

**Multi-agency working group:** Getting feedback and input from a multiagency working group with representation from over 20 partner organisations.

# Literature review

## What interventions are successful in promoting breastfeeding uptake?

The 2025 National Institute of Care Excellence (NICE) guidelines on Maternal and Child Nutrition<sup>23</sup> highlights various recommendations for both healthcare professionals and practitioners with skills in babies' feeding to support breastfeeding.

These recommendations are based on evidence reviews on the 'what', 'when' and 'how' to maintain breastfeeding beyond eight weeks after birth and overcome barriers.<sup>24,25</sup> For example; for professionals not to rush when discussing breastfeeding with families and to offer face-to-face breastfeeding support sessions.

To help shape our action plan, we worked in partnership with the National Institute for Health and Care Research (NIHR) to conduct our own literature review on successful breastfeeding interventions in the UK that have targeted pregnant mothers or families with infants under two years of age.

### The literature review concluded:

- Peer support can be effective with tailored, frequent sessions, but impact varies.
- Financial incentives may improve rates in areas with a low baseline prevalence.
- Ongoing training is vital for healthcare professionals to enhance breastfeeding support.
- A multi-faceted approach blending professional, peer, and personalised care is key to normalise breastfeeding in the UK.



# Local data

## Breastfeeding in Kensington and Chelsea and Westminster – what does our data say?

### Breastfeeding initiation (within first 48 hours)

- Over **91%** of babies have breast milk as their first feed in Westminster and in Kensington and Chelsea.
- This is **above the London (85%) and England (73%)** average.

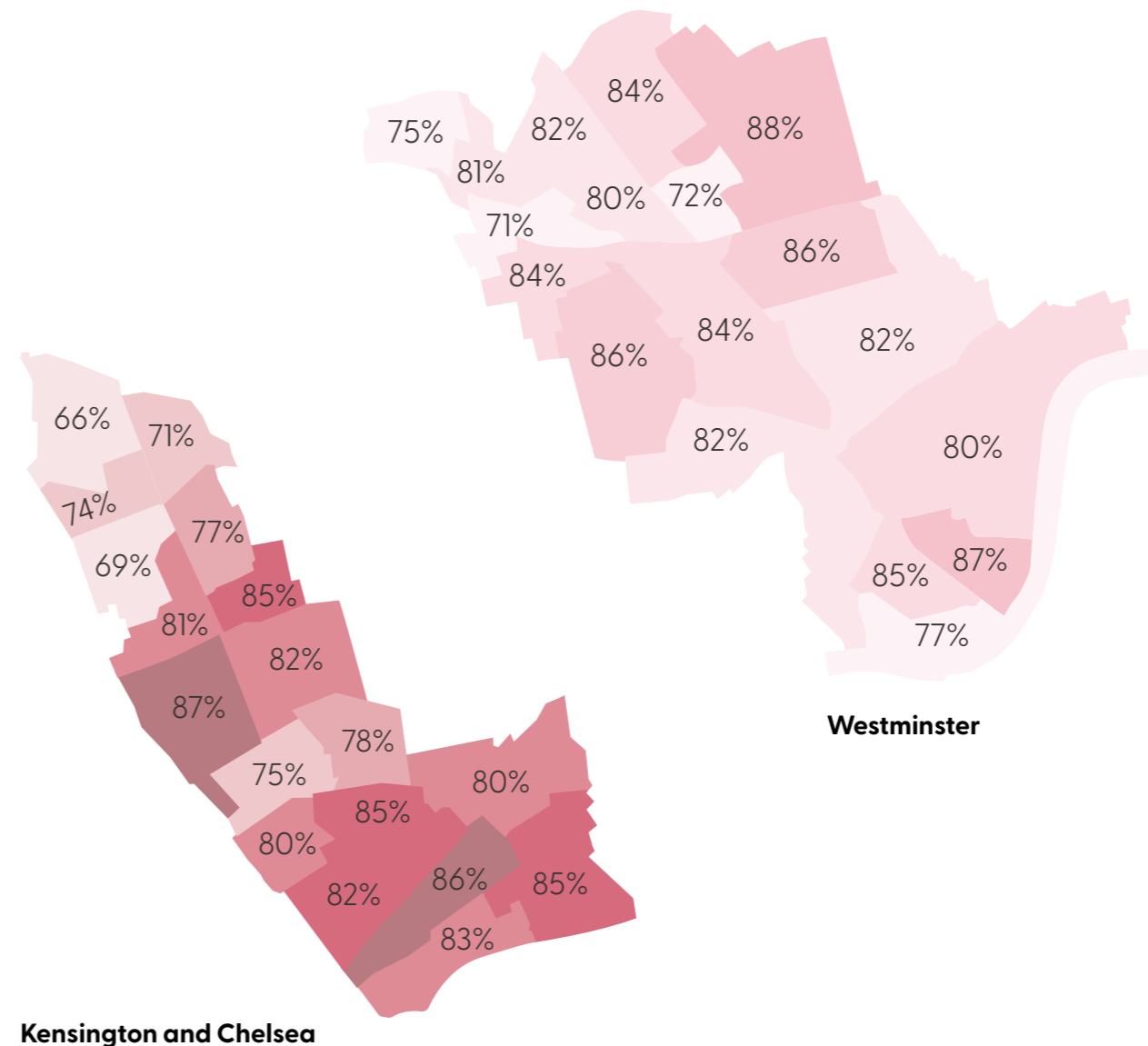
### Breastfeeding at six-eight weeks

- We have lower rates of breastfeeding in our areas of highest deprivation.
- In Kensington and Chelsea, breastfeeding uptake varies within the borough, ranging from **66% in Dalgarno** to **87% in Holland ward in Kensington and Chelsea** (data for three years combined). Only Dalgarno ward is significantly below the borough average.
- In Westminster, breastfeeding uptake at six-eight weeks ranges from **71% in Westbourne** to **88% in Regent's Park**.
- There are **no significant** differences in breastfeeding uptake by **ethnic group**.

### Data sources:

- Breastfeeding Initiation: Office for Health Improvement and Disparities. Public health profiles. 2025 [fingertips.phe.org.uk](https://www.fingertips.phe.org.uk). Indicator number C05a. Baby's first feed breastmilk.
- Six-eight weeks: CLCH data.

Percentage of babies totally or partially breastfed at six-eight weeks by ward, 2021/22 – 2023/24



# Stakeholder workshop

We held a stakeholder workshop in November 2024 with over sixty stakeholders present, representing a variety of roles across both boroughs (health professionals, cross-Council departments, voluntary and community organisations). Some common themes that featured from the roundtable discussions were:

- Consistency of workforce being trained up on breastfeeding
- Normalising breastfeeding – including promoting breastfeeding friendly spaces and communicating messages with families
- Inappropriate messaging and advertising of infant formula

# Resident engagement

During spring 2025, we carried out breastfeeding resident surveys and a focus group with families in Kensington and Chelsea and Westminster. Over 90 responses were received to the survey – once we filtered out non-residents the total number was 81 responses. The survey was distributed digitally and was translated into a variety of local languages.

## Survey

61 people said they had received information about how to feed their baby while they were pregnant. The highest number of residents saying they got this information from midwives, followed by health visitors, family and/or friends and antenatal classes (NHS and private).

When asked the question on what things made a difference to how much they breastfed, elements that featured highest to make them breastfeed more were:

- ‘wanting to breastfeed’,
- ‘what a health professional said or did’
- ‘things they saw/read on TV, online, apps’

Elements that featured highest to make them breastfed less, were:

- ‘returning to work and how it was to feed or pump at work’
- ‘the time it takes to breastfeed and/or pump ‘express’
- physical things for mother or baby, such as painful breasts etc (Diagram A)

Not all women who completed the survey were aware of the public health recommendations, as seen with the responses given to the first and third statement in Diagram B below.



Diagram A:

## We know many things can make a difference to a mum’s breastfeeding journey. Did you breastfeed any more or less because of these things?

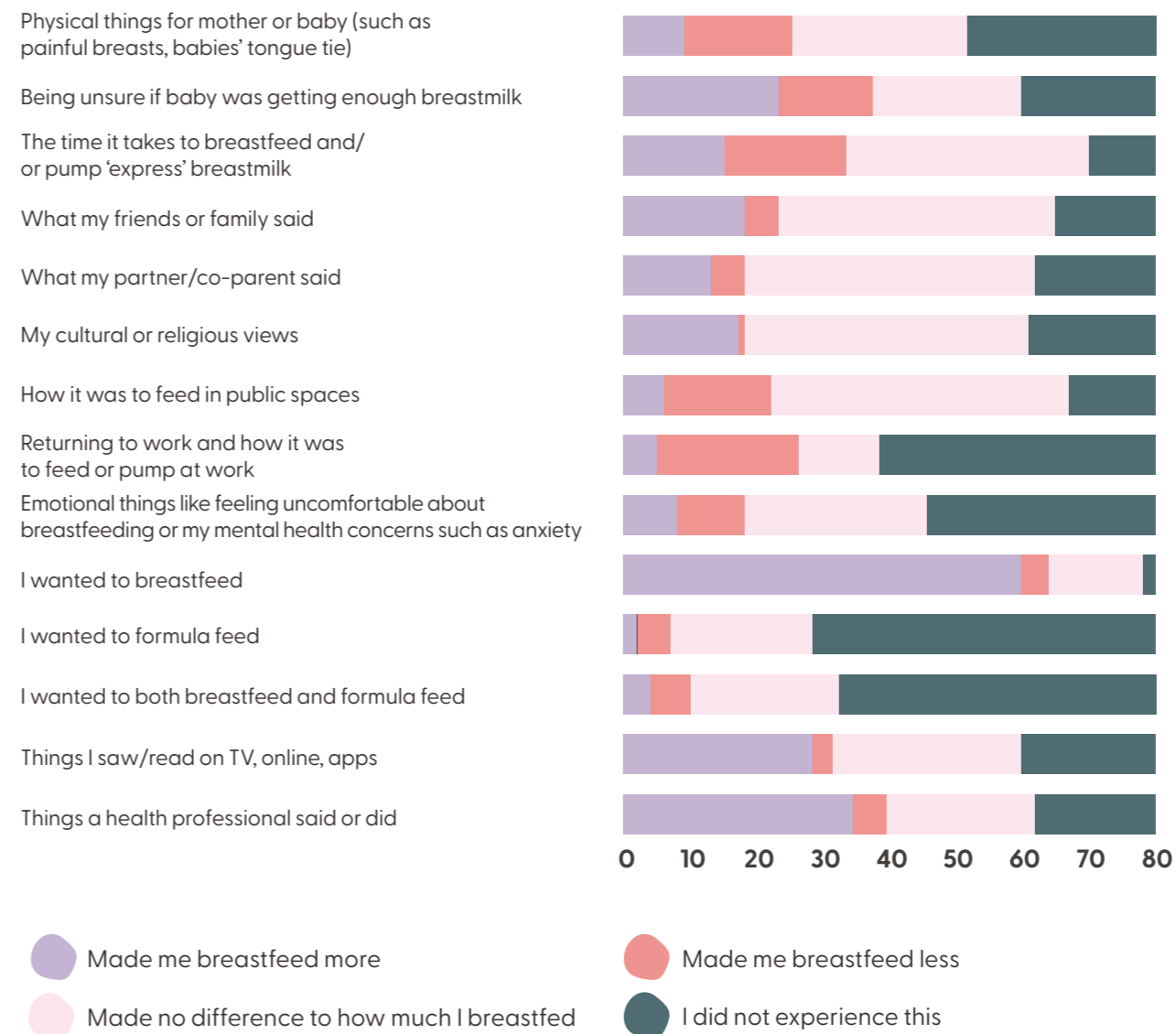
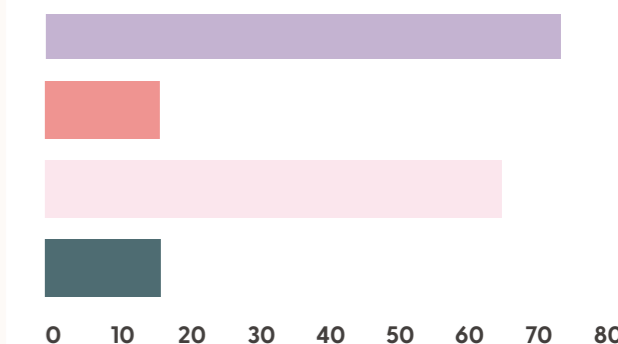


Diagram B:

## As far as you know, which of these statements, if any, is TRUE? Tick all that apply.



- Exclusive breastfeeding (only breastmilk, no water or solid food) is recommended for the first six months of a baby’s life.
- Breastmilk and infant formula are now so similar that it does not matter how a baby is fed.
- Breastfeeding protects babies from illness and has benefits for the mother too.
- By the time a child is a teenager, it doesn’t matter how they were fed as a baby.

## Focus group

Ten local women took part in a 60 minute focus group discussion which took place in a family hub. Key themes are outlined below:

Theme	Insight
<b>Emotional experience</b>	Participants described breastfeeding in various ways including: meaningful, fulfilling, but also difficult
<b>Influencing breastfeeding (starting, continuing or stopping)</b>	Family traditions, cultural beliefs, mental health benefits, family or friends encouragement, breast pumps and professional advice
<b>Access to support</b>	Difficult to locate services, variable experiences
<b>Key challenges</b>	Women received inconsistent information from healthcare professionals
<b>Returning to work</b>	Impact ranged from supportive to discouraging based on workplace culture
<b>Breastfeeding in public</b>	Experiences varied; some participants felt anxious, while others were confident, depending on the level of support and the availability of breastfeeding-friendly spaces. One participant also mentioned she would feel uncomfortable breastfeeding if male teenagers or men were nearby
<b>Preferred information</b>	Participants desired clear, unified and practical advice on breastfeeding and the need for health professionals to have more empathy
<b>Desired improvements</b>	Health professionals who can provide standard, consistent breastfeeding advice

## Findings

The key findings from the stakeholder workshop, literature review and resident engagement (surveys and focus group discussion) have shown similar overlapping themes. These are summarised as follows:

- Mothers are influenced by where and how they receive breastfeeding information with online sources being a large factor, highlighting the important role that professionals and peer-supporters play in providing evidenced-based breastfeeding information
- Breastfeeding training is vital for all staff working with families to enhance breastfeeding support, access to services and ensure the consistency of information being given (including being aware of the WHO Code and impact of the advertising of breastmilk substitutes)
- To be able to offer personalised care, it is important for staff working with mothers to understand their individual reasons for starting or stopping breastfeeding, for example whether that is due to any cultural or intergenerational reasons.

## Overview of our services

### Supporting breastfeeding in Kensington and Chelsea and Westminster: mapping of our local services

The below outlines the current support services across the boroughs, beginning with the importance of support during early initiation as well as seamless support across the entire breastfeeding journey. Gaps in support or where areas need strengthening, have been addressed in the action plan further below.

Support service	Summary of range of support
<b>Midwifery and Neonatal units</b>	<p><b>Locations of maternity wards</b></p> <ul style="list-style-type: none"> <li>• Imperial College Healthcare NHS Trust (St Mary's Hospital).</li> <li>• Chelsea and Westminster Hospital NHS Foundation Trust.</li> <li>• In addition, many families living in the South of Westminster have their babies out of borough, particularly at St Thomas' hospital (located in the London Borough of Lambeth).</li> </ul> <p>Overview of support ranges from: antenatal classes, various contact across pregnancy including key touchpoints at initial booking, 28 weeks and 38 weeks gestation for discussing breastfeeding.</p> <p>Support given at birth: if baby separated at birth then mother encouraged to express her milk or when not available, donor milk is available (please see below for further details on milk banks).</p>
	<p><b>UNICEF accreditation status of both hospitals (including the neonatal units)</b></p> <ul style="list-style-type: none"> <li>• Kensington and Chelsea – Chelsea and Westminster Hospital has held full accreditation since 2013 and their neonatal unit was awarded stage two accreditation in November 2023.<sup>26, 27</sup></li> <li>• Westminster – St Mary's Hospital received full accreditation in December 2020 during COVID-19 conditions. The Trust has two neonatal units, one at St Mary's and one at Queen Charlotte's hospital in Hammersmith and both are BFI accredited.<sup>28</sup></li> <li>• Postnatal support from midwives.</li> <li>• Tongue tie support – health professionals can refer if they are suspecting a tongue tie, the majority of referrals for both NHS trusts are from midwives, health visitors, GPs and maternity support workers.</li> </ul> <p><b>Imperial College Healthcare NHS Trust</b></p> <ul style="list-style-type: none"> <li>• Imperial has a tongue tie clinic service that runs weekly; it is located in Hammersmith Hospital. There is a referral pathway in place to ensure that appointments are offered appropriately i.e. for babies with ongoing feeding issues despite receiving support. For complex breastfeeding cases, babies less than one month old can be referred to the complex breastfeeding clinic which is run by the maternity infant feeding team. Babies older than 28 days can be supported by the health visiting teams.</li> </ul> <p><b>Chelsea and Westminster Hospital NHS Foundation Trust</b></p> <ul style="list-style-type: none"> <li>• At Chelsea and Westminster hospital there is a tongue tie clinic (frenulotomy) that falls under Paediatric Surgery Outpatients and referrals are accepted for babies up to four-six months.</li> </ul>

Support service	Summary of range of support	
<b>Milk Banks</b>	<p><b>Imperial College Healthcare NHS Trust</b></p> <ul style="list-style-type: none"> <li>The milk bank is currently located at Queen Charlotte and Chelsea's Hospital in the London Borough of Hammersmith and supports babies in the neonatal units at both Queen Charlotte's and Chelsea Hospital and St Mary's Hospital.</li> <li>Established in 1939, the milk bank at Queen Charlotte's and Chelsea Hospital is the world's oldest continuously operating milk bank. It provides donor milk to around 500 extremely premature and sick babies each year.</li> </ul>	<p><b>Chelsea and Westminster Hospital NHS Foundation Trust</b></p> <ul style="list-style-type: none"> <li>There is currently no milk bank at Chelsea and Westminster hospital but is an area under exploration.</li> </ul>
<b>Health visiting service</b>	<p>Health Visitors are the main contact until an infant is five years old, transferring from midwives from around ten days after birth.</p> <ul style="list-style-type: none"> <li>Our Public Health Commissioned health visiting service has retained Gold accreditation for UNICEF Baby Friendly Initiative (BFI) in both Kensington and Chelsea and Westminster since 2019.</li> <li>The health visiting team receive referrals from a variety of health professionals and refer mothers directly into the breastfeeding clinics and sign post to drop-in sessions.</li> </ul>	
<b>Family Hubs and Early Years Settings</b>	<p><b>Family Hubs</b></p> <p>There are five family hubs across the two boroughs; three in Westminster and two in Kensington and Chelsea. There are various groups and sessions to support parent-infant relationship specific to breastfeeding, which include:</p> <ul style="list-style-type: none"> <li>Health visitor infant feeding drop ins and scheduled sessions (some happen out of family hubs).</li> <li>Maternity Champions (some breastfeeding support happens out of family hubs).</li> </ul>	<p><b>Early Years Settings</b></p> <p>Upcoming changes to childcare taking place from September 2025 (eligible working parents in the UK will see an increase in their free childcare entitlement from 15 hours to 30 hours per week for children aged nine months to three years old), means that more breastfed babies are likely to be in early years settings.</p> <p>Across Westminster and Kensington and Chelsea we have a variety of private, voluntary, independent (PVI) and state-maintained nurseries as well as childminders. We are working closely with all our providers to support them in following the government's new early years nutrition guidance which includes supporting babies are being breastfed.</p>

Support service	Summary of range of support	
<b>Peer support and Commissioned Public Health Services</b>	<p><b>Maternity Champions</b></p> <ul style="list-style-type: none"> <li>The Public Health commissioned Maternity Champions (local volunteers who provide support for expectant and new parents through pregnancy, childbirth and the transition into parenthood) deliver breastfeeding support on the maternity ward of St Mary's Hospital and with aspirations to expand to Chelsea and Westminster Hospital.</li> <li>Maternity Champions work with new and expectant parents with babies from zero to one-year olds and are able to inform parents and signpost on to local services. They also help improve wellbeing and reduce isolation.</li> <li>Maternity Champions who have breast fed their own babies can undertake a six-week NCT breastfeed course to provide additional support to breastfeeding parents.</li> </ul> <p><b>Change4Life Service</b></p> <p>Public Health commissions a child healthy weight service called the Change4Life service. They provide:</p> <ul style="list-style-type: none"> <li>Clubs for parents which includes information on the skills, knowledge and resources to support them in eating well, sleeping well, and keeping active and emotional wellbeing, including breastfeeding messaging.</li> <li>Healthy Early Years: providing free training and support to participating settings in Kensington and Chelsea and Westminster to support them through the Healthy Early Years London award scheme (HEYL).</li> </ul>	<p><b>Doulas</b></p> <ul style="list-style-type: none"> <li>The organisation <b>Neighbourhood Doulas</b> is not commissioned by the Council but works in close partnership with the Family Hubs and Early Help Services.</li> <li>Neighbourhood Doulas' perinatal doula services, offer one to one support with all infant feeding, breastfeeding counselling and encouraging positive mental health recovery support.</li> <li>Doulas share evidence-based information and resources and signpost for local community on-going support.</li> <li>Any resident from Kensington and Chelsea and Westminster can attend their five week course using the link below. <a href="https://office668412.typeform.com/to/LOLSISOG">office668412.typeform.com/to/LOLSISOG</a></li> <li>For the doula services (postnatal support) women will need to be referred by a health care professional.</li> </ul>



# Action plan

The action plan below outlines our ambitions to protect, promote, support and normalise breastfeeding in Westminster and the Royal Borough of Kensington and Chelsea over the course of the next three years. The action plan was shaped alongside the multi-stakeholder working group, holding a stakeholder workshop and resident engagement (survey and focus group discussion). By working closely together, we will continue to improve all our services to give every baby in Westminster and Kensington and Chelsea the best start in life.



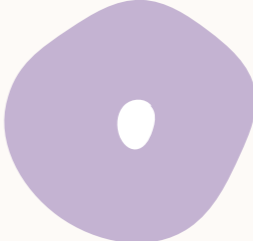
**Pillar 1**  
**Protecting Breastfeeding**



**Pillar 2**  
**Promoting Breastfeeding**



**Pillar 3**  
**Supporting Breastfeeding**



**Pillar 4**  
**Normalising Breastfeeding**

Figure 1: Four overarching pillars of the breastfeeding action plan, following UNICEF and WHO guidance



# Pillar 1: Protecting Breastfeeding

The breastfeeding environment – an informed society

Action	Lead team	Support/partners	Outcomes
Upskill staff and volunteers working with families in community settings through training to ensure they are aware of key infant feeding messages to protect breastfeeding, including awareness and adherence to the International Code of Marketing of Breastmilk Substitutes (the WHO Code)	Council Public Health team	Central London Community Healthcare NHS Trust (CLCH) Council Children's Services team Council Communities team Change4Life service	Increase numbers of staff and volunteers working in community settings across both boroughs (e.g. VCS partners, maternity champions, library staff, leisure centres, early years parent champions, housing and other spaces with residents on the front line) being: <ul style="list-style-type: none"> <li>trained on key infant feeding and breastfeeding messages</li> <li>feel confident to signpost to appropriate services</li> <li>aware of how to follow the WHO Code</li> </ul>
Review Westminster Councils' advertising guidelines to include no advertising of infant formula or related products (teats, bottles) to stay in line with the WHO Code  Review Kensington and Chelsea Council's advertising guidance	Council Policy and Strategy team – Westminster  Council Corporate Communications team – Kensington and Chelsea	Council Public Health team Council Advertising team – Westminster Council City Promotions, Events and Filming team – Westminster	Council's advertising guidelines/policies are in line with the WHO Code and the Advertising Standards Authority (ASA)
Utilise <b>UNICEF's breastfeeding business promotional materials in Westminster and Kensington and Chelsea</b> (e.g. using window stickers and promotional materials to ensure families are aware they are in a breastfeeding friendly space), <b>this includes working with and supporting local businesses</b>	Council Environmental Health teams  Council Economic Development teams	Council Public Health team	By August 2028, venues across Westminster and Kensington and Chelsea are breastfeeding friendly spaces, e.g have breastfeeding promotional resources displayed, staff are trained on key breastfeeding messages and organisations are listed on the Council webpages as part of the 'Breastfeeding Welcome Scheme'

(such as restaurants, cafes, leisure centres, libraries, family hubs, hairdressers, parks, shops) to display promotional breastfeeding information and staff are informed of the right to breastfeed in public

Council Children's Services team  
Council Parks team

Ensure that residents staying in contingency hotels and temporary accommodation (TA) are supported with breastfeeding, ensuring that a hotel staff and staff working with families in TA are aware of breastfeeding messages

Council Early Help teams  
No Recourse to Public Funds/ Refugee Services  
Central London Community Healthcare NHS Trust (CLCH) Health Visitors  
Change4Life Service

Council Public Health team

All residents in contingency hotels can access breastfeeding support in a timely manner  
All residents in contingency hotels can express and store their breastmilk if needed  
All hotel staff are aware of key infant feeding messages to protect breastfeeding, including awareness and adherence to the International Code of Marketing of Breastmilk Substitutes (the WHO Code) and are utilising evidence-based resources to support breastfeeding women  
All contingency hotels clearly display **UNICEF** and **WHO** materials in communal areas to promote breastfeeding

Following **UNICEF guidance** for best practice, both Councils to lead by example and integrate breastfeeding support/guidance within HR policies to support all staff returning to work

Council HR teams

Council Public Health team

Kensington and Chelsea and Westminster have integrated breastfeeding into HR policies for staff returning to work and using the premises, supporting to normalise breastfeeding  
Council colleagues are aware of internal breastfeeding support when returning to work and conflicts of interest in infant feeding

Front-line professionals working with families to continue to follow the Perinatal Mental Health Pathway, acknowledging the complex relationship between breastfeeding and perinatal mental health

Front-line staff working with parents, especially those engaging with families with antenatally, with pre-term infants, and in first two years of a baby's life

n/a

Front-line professionals working with families are utilising the Perinatal Mental Health Pathway and feedback that they feel confident signposting to available perinatal mental services across both boroughs



## Pillar 2: Promoting Breastfeeding

Breastfeeding mothers – informed society and professionals

Action	Lead team	Support/Partners	Outcomes
<p><b>UNICEF Baby Friendly Standards – Maternity Kensington and Chelsea</b> – Chelsea and Westminster Hospital to maintain its maternity service Baby Friendly Accreditation</p> <p><b>Westminster</b> – St Mary’s Hospital to maintain its maternity services accreditation</p>	<p>Chelsea and Westminster Hospital NHS Foundation Trust</p> <p>Imperial College Healthcare NHS Trust (St Mary’s Hospital)</p>	n/a	Accreditation is maintained or next stage achieved
<p><b>UNICEF Baby Friendly Standards – Neonatal units: Neonatal units:</b></p> <p><b>Kensington and Chelsea</b> – Chelsea and Westminster Hospital to continue with the next stage of their neonatal Baby Friendly accreditation.</p> <p><b>Westminster</b> – Imperial College Healthcare NHS Trust has two neonatal units. One is based at Queen Charlotte’s Hospital in Hammersmith and one is based at St Mary’s Hospital, both are fully accredited</p>	<p>Chelsea and Westminster Hospital NHS Foundation Trust</p> <p>Imperial College Healthcare NHS Trust (St Mary’s Hospital)</p>	n/a	<p>Accreditation is maintained or next stage achieved</p> <p>Appropriate support is given to the neonatal population whilst in hospital and post discharge</p> <p>Health Visitors and GPs are aware of specific infant feeding issues related to premature babies</p>
<p><b>UNICEF Baby Friendly Standards – Community Services</b> (those which provide routine and targeted services for families with babies up to around one year of age, beyond the maternity and neonatal settings)</p> <p>The health visiting service (Central London Community Healthcare NHS Trust) to maintain its Gold accreditation status in both Kensington and Chelsea and Westminster</p>	<p>Central London Community Healthcare NHS Trust (CLCH)</p> <p>Council Children’s Services team</p>	<p>n/a</p> <p>Council Public Health team</p>	<p>Gold accreditation is maintained</p> <p>The % of breastfeeding uptake at new birth visit and six-eight weeks is increased</p> <p>six-eight-week infant feeding data is increased to 95% coverage of the cohort and submitted to OHID</p> <p>Breastfeeding is increased in areas of high deprivation</p>

Children’s Services to work towards UNICEF Baby Friendly Accreditation

Parents and carers are receiving timely, consistent and evidenced based information about breastfeeding and a healthy diet from six months – five years

By August 2028, all the Family Hubs in the Royal Borough of Kensington and Chelsea and Westminster are UNICEF BFI accredited

**GPs:** To support GPs to be aware of the UNICEF Baby Friendly standards and utilise the UNICEF breastfeeding promotional materials within their practice

GPs

Council Public Health team

By August 2028, all GP surgeries across Kensington and Chelsea and Westminster are utilising the UNICEF breastfeeding friendly resources in their practice

GPs are effectively signposting families to breastfeeding support services across Kensington and Chelsea and Westminster

**Pharmacies:** To support pharmacies to be aware of the UNICEF Baby Friendly Standards and utilise the UNICEF breastfeeding promotional materials within their practice

Pharmacies

Council Public Health team

By August 2028, all pharmacies across Kensington and Chelsea and Westminster are utilising the UNICEF breastfeeding friendly resources

Pharmacies are effectively signposting families to breastfeeding support services across Kensington and Chelsea and Westminster

**Paediatric and Community Dietitians:** To promote breastfeeding and complementary feeding from six months by effectively signposting families to breastfeeding support services across Kensington and Chelsea and Westminster

Chelsea and Westminster Hospital NHS Foundation Trust

Council Public Health team

By August 2028, all Paediatric and Community Dietitians are effectively signposting families to breastfeeding support services across Kensington and Chelsea and Westminster

Imperial College Healthcare NHS Trust (St Mary’s Hospital)

Central London Community Healthcare NHS Trust (CLCH)

Community Dietitians

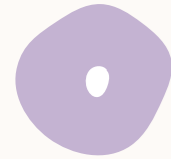
<p><b>Paediatricians:</b> To promote breastfeeding and complementary feeding from six months by effectively signposting families to breastfeeding support services across Kensington and Chelsea and Westminster</p>	<p>Chelsea and Westminster Hospital NHS Foundation Trust</p> <p>Imperial College Healthcare NHS Trust</p>	<p>Council Public Health team</p>	<p>By August 2028, all Paediatricians are effectively signposting families to breastfeeding support services across Kensington and Chelsea and Westminster</p> <p>All Paediatricians have had basic postgraduate training in breastfeeding</p>
<p><b>Milk Bank:</b> To raise visibility around Milk Banking and inform health visitors, family hubs and mothers of the possibility to donate surplus breast milk in an unpressured and supportive manner to support vulnerable babies</p> <p>(Note: the milk bank is located at Queen Charlotte's and Chelsea Hospital and supports neonatal units at St Mary's)</p> <p>Chelsea and Westminster Hospital NHS Foundation Trust do not currently have a milk bank but are exploring plans for this in the future</p>	<p>Imperial College Healthcare NHS Trust</p> <p>Chelsea and Westminster Hospital NHS Foundation Trust</p>	<p>Council Public Health team</p>	<p>Increased % in local families donating to milk banks (as a baseline: in 2024, 3% of approaching donors at QCCH Milk Bank were residents in City of Westminster and 6% in Kensington and Chelsea)</p>
<p><b>Healthy Weight Service:</b> Continue to strengthen Public Health commissioned child and adult healthy weight and prevention services with key breastfeeding support and messaging</p> <p>(recognising the complex relationship between deprivation, breastfeeding and obesity, e.g. children who were breastfed are less likely to be overweight and obese later in life)</p>	<p>Public Health and Public Health Commissioned Services</p>		<p>Public Health commissioned child and adult healthy weight management services support breastfeeding through messaging, signposting and referring onto additional breastfeeding services</p>
<p>To continue to support the uptake of the <b>Healthy Start Scheme</b> so that eligible pregnant and breastfeeding have access to vitamins C, D and folic acid and increasing their overall wellbeing through fresh fruit and vegetables</p>	<p>Council Public Health team</p>		<p>There is an increase in uptake of the Healthy Start Scheme by August 2028</p>



## Pillar 3: Supporting Breastfeeding

### Breastfeeding Systems – clear communications pathways and data

Action	Lead team	Support/Partners	Outcomes
<p>Continue to strengthen communication channels and use of pathway between midwifery, health visiting service and paediatric services for babies with faltering growth</p>	<p>Central London Community Healthcare NHS Trust (CLCH)</p> <p>Imperial College Healthcare NHS Trust</p> <p>Chelsea and Westminster Hospital NHS Foundation Trust</p>		<p>There is a clear communication channel between midwifery service, health visiting and paediatric services, signposting on to additional breastfeeding support as required</p>
<p>Explore options for expanding existing Maternity Champions support in relevant community settings and hospital wards</p>	<p>Maternity Champions Managers</p>	<p>Council Public Health team</p>	<p>More people have access to Maternity Champions for breastfeeding support in a variety of settings</p> <p>Maternity Champions are trained up on key breastfeeding messages and able to give breastfeeding support/signpost on to additional support services across all their activities</p>
<p>Timely support and communication is offered antenatally and throughout duration of breastfeeding to ALL parents (including to pre-term infants) to ensure they have the right support to continue breastfeeding and appropriate signposting is made where needed</p>	<p>All front-line staff working with parents, especially those engaging with families with antenatally, pre-term infants, and in first two years of a baby's life</p>		<p>Breastfeeding families receive timely support and advice for duration of breastfeeding, including antenatally and during crucial period of the first two weeks of a baby's life (also including support for pre-term infants)</p>
<p>Continue to utilise data to identify target areas and trends – inform what is working and what service improvements are needed</p>	<p>Central London Community Healthcare NHS Trust (CLCH) Midwifery</p>	<p>Council Public Health team (Data Intelligence)</p>	<p>Breastfeeding data is reviewed annually to spotlight areas of greater need across Kensington and Chelsea and Westminster</p>



## Pillar 4: Normalising Breastfeeding

Breastfeeding Society – Shifting cultural norms

Action	Lead team	Support/partners	Outcomes
Co-produce a communications plan with residents and NHS colleagues to support the breastfeeding plan through a variety of channels including utilising evidence-based breastfeeding resources to support all partners working with families in Kensington and Chelsea and Westminster	Residents NHS Colleagues Council Public Health (Comms Leads) Council Children's Services (Comms Leads)		Raised awareness of the benefits of breastfeeding and the norm of breastfeeding in public places, measured via communications objectives
Ensure that children attending early years settings, Family Hubs and Libraries have access to a range of age-appropriate breastfeeding resources and consistent messages to show breastfeeding as the norm	Council Public Health team and Public Health Commissioned Services Council Children's Services (Libraries and Archives)	Council Corporate Communications teams	By August 2028, there are a wide-range of age-appropriate breastfeeding resources available for early years children and breastfeeding messages are provided in a consistent manner. Library spaces have been assessed to support breastfeeding
Ensure that children attending primary and secondary education have access to evidence-based breastfeeding resources and consistent messages to show breastfeeding as the norm, in line with PHSE guidance	Council Public Health team and Public Health Commissioned Services Council Children's Services (Libraries and Archives)	Council Corporate Communications teams	By August 2028, there are a wide-range of age-appropriate breastfeeding resources available for school aged children in primary and secondary schools and colleges, and breastfeeding messages are provided in a consistent manner (as per forthcoming PSHE Guidance) to raise awareness of breastfeeding Library spaces have been assessed to support breastfeeding



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