

Health & Well-being Board



Mammas – what do we do?



- Mammas supports families throughout the First 1001 Days, from pregnancy to 2 years
- Supports any pregnant or new mum & baby in Leicester (and beyond)
- Part of Leicester NHS Healthy Together Healthy Child Programme
- Breastfeeding support – one-to-one and through groups
- All other feeding support
- Women-led, mother-to-mother; evidence-based and specialist help
- We have been supporting families with feeding their baby for over 15 years

Warm Chain of breastfeeding support

Following through from pregnancy onwards, being there along the way



Aims of



startingwellleicester

better beginnings for all

- DHSC funded 2021 - 2023 – 19 projects across the country.
- Offer antenatal classes to support with a healthy pregnancy and birth, helping to reduce the number of low weight babies and reduce levels of diabetes
- Encourage and support women to achieve their goals for breastfeeding their baby
- Help to increase new mums' confidence, mental health and wellbeing, helping them to navigate the challenges of becoming a parent
- Provide support sessions on sleep, healthy eating, bonding and play
- Support teen/young parents and those at risk of isolation

- Over 2500 Mammamas activities were joined
- Mammamas exceeded all our goals & KPIs

"The service has been crucial to me and my child, I have breastfed longer than with my first child, I'm determined to continue to do so, and have experienced less pain, problems and have had help to resolve any issues. I feel part of a community and value this"

External evaluation of Starting Well Leicester



- 80% felt that the SWL programme was providing them with more support, information and guidance than was currently offered by the statutory services.
- 81% also stated that SWL was more sensitive to their personal need than current services being provided
- The programme has impacted on self-esteem and parenting confidence, with 80% saying that the programme assisted in their self-esteem and in making them feel more confident in caring for their baby and/or child
- The greatest impact was on reducing social isolation and mental health, particularly important for these families who became parents during the pandemic and lockdown

"It's been really good for my mental health, to meet and speak to other mums like me. I have suffered with anxiety and low mood since having my little girl... but the opportunity to talk to other mums like me ...especially on Zoom has really helped me to be more confident - even to just leave the house.

I don't know where I'd be now without the sessions"

Healthy Together Breastfeeding

Mammas is sub-contracted by LPT NHS to offer one to one and group support for breastfeeding to families across Leicester

Our core principles –

- Breastfeeding has a vital role to play in addressing and reducing health inequalities
- Leicester has higher than average breastfeeding rates, due to our demographics
- Leicester also has higher than average levels of deprivation and therefore health inequalities
- 6 weeks is just the start of established breastfeeding. What happens after this needs to be tracked and understood if we are to improve outcomes in health inequalities
- Parents want the best for their baby, whatever their background/ethnicity/education/age
- **The poorest women facing the most adversity are in every case the least likely to establish breastfeeding**
- Mammas continues to seek creative, adaptive, responsive ways to support all women in the city to achieve their goals for feeding their baby, for as long as they need it





Mammas are mums like you - Here to help you and your baby

- Call/text to talk to a **Mamma Breastfeeding Supporter -07794667791**
- Come along to our friendly **Baby Cafés for one to one feeding support**, and to meet other mums – see reverse for locations and times
- **Call/text 07580159278** for more information
- Join our **Mammas Baby & Me WhatsApp group** to connect with others and ask all your baby-related questions
- Like us on Facebook -  Leicester Mammas
Visit our website – www.mammas.org.uk

**We welcome all mums and babies
however you are feeding your baby**

स्तनपान मॄएड मातानो-शी-मातागुजराती Leicester मां परिवारो माटे स्तनपान
हेल्पलाइन 07794667901 - 9am - 9pm

मान का दूध पलाने में कौनी मदद या نصیحة या कौनी سوال या صرف کسی سے بات کرنی ہو تو یمیں
07794667901 ضرور فون کیجئے: 9am-9pm



**For breastfeeding help call
Mamma-line – 07794667791
Gujarati/Urdu – 07794667901
Tel 9am – 9pm any day,
or text / WhatsApp**

Healthy Together – 0-19 Healthy Child Programme

In 2022 – 2023, we received 20% more referrals than in the previous year

We received **1112 referrals**, via our two helplines, directly at groups or to our staff, and via our WhatsApp groups. This compares to **916 in 2021-2022, and 833 in 2020 – 2021**

- Almost half were for babies 0 – 6 weeks
- 55% are breastfeeding; 16% mixed feeding, and 4% formula feeding. Others may be pregnant parents or those with older toddlers who continue to seek our support with issues including speech and language, managing behaviour, and wondering when to seek medical advice for their child.
- Two-thirds self-referred or were referred by friends/family or via WhatsApp/Facebook
- 25% were via our antenatal classes, following birth
- 11% were referred by a health visitor
- Only 10 (1%) were referred by a midwife
- Other referrals came from other professionals/community groups

Mammas WhatsApp groups

Over 1200 mothers are part of our network of WhatsApp groups. We have 2 Mammas Baby & Me groups for those with babies under the age of one, and two Toddler & Me groups. We also have a Twins & Triplets group.

- **From the registration forms, we know that –**
- Almost half are solely breastfeeding, about a quarter are mixed feeding and 15% are formula feeding
- 48% are of Indian ethnicity
- 19% White British
- 8% Black African/Caribbean
- 8% Pakistani
- 7% White European
- Apart from English, 44 languages are spoken in the home
- Gujarati is spoken most commonly, followed by Urdu, Kutchi, Tamil and Somali
- 9% are 25 years old or under

Mammas WhatsApp Groups – a valued resource



To All the Amazing Mamma Admins and Super Moms. I just want to say MASSIVE Thank you for this amazing group. Honestly, i feel part of a mum community, and as a first-time mum, everything new, it's so nice to come on here and ask any questions and hear other peoples advice alongside the help of the Admins. It really does give me confidence and reassurance for things. It's all a learning curve, nice to help each other out.

You're all super mums and doing a fantastic job

I have found the WhatsApp chats, telephone calls, and face to face sessions at Beaumont Leys really helpful and they got me through the most difficult period of my life – I was not prepared for motherhood it seems! I had a tough start with a traumatic birth and difficulty breastfeeding but now my little one is 5 months and still breastfeeding which I am really proud of.

This group has given me so much confidence. Learnt so much from here. I wish I knew about this group and antenatal classes when I had my first baby. I struggled with him a lot. This group really is a life saver.

I moved to Leicester in my third trimester and had no one around to help or support me other than my husband, and this group has definitely been a huge help, starting from the antenatal classes.

Antenatal Course on Zoom



- We started our online Antenatal course in April 2020, following lockdown
- It has a strong focus on getting breastfeeding off to a good start and understanding/overcoming initial challenges
- 250 parents joined Mammas Antenatal Course 2022 – 23
- Currently funded through Better Care
- Many parents who joined our first courses are now expecting their second baby, and are still part of Mammas network, and still breastfeeding their first baby well into the second year of life, in line with WHO
- Many have gone on to become Ambassadors or Peer Supporters, supporting other new mums – really illustrating how the Warm Chain of Support for Breastfeeding works for everyone if all elements are in place

Training – Mammamas Ambassadors & Peer Supporters

- Mammamas Ambassadors – 5 week course to increase knowledge around breastfeeding; can encourage and share information among family and friends, in groups, and on Mammamas WhatsApp
- Aim is to raise awareness and confidence and normalise breastfeeding
- Mammamas Peer Supporters – further 5 week course to volunteer on the Breastfeeding Helpline or in groups. DBS & Annual updates required.
- 2021-22 – 26 completed Ambassadors; 5 went on to be Peer Supporters
- 2022-23 – 44 completed Ambassadors; 12 went on to be PSs
- Mammamas currently has >80 Ambassadors and Peer Supporters on board
- 19 languages spoken in addition to English



Ambassador Course Feedback



The content was more wide ranging and more detailed than I was expecting for a free course. It was fantastic!

I just thought it was brilliant. Very informative and I learnt loads. It was also great to listen to other mums' thoughts and experiences

Above my expectations- learnt so many valuable bits of information that are helpful to me even now my baby is 1 years old

I absolutely loved this course!



Breast Pump Loan Scheme

- Mammas loan electric Ardo breastpumps to families who for whatever reason are not able to establish breastfeeding or who need to increase their milk supply
- Loan of the pump is free of charge; families purchase pump sets from us at cost price. Payment is waived for families we consider to be struggling financially – no evidence is required for this.
- Families receive ongoing support to achieve their goals
- Length of loan varies between a month and over a year in some cases
- In 2022 – 23, we loaned pumps to 51 families
- We have two hospital grade Carum pumps along with 15 Calypso Pro pumps. Ardo Medical also provide pumps to many hospitals and Public Health providers, and remain the only breastpump manufacturer to comply with the WHO Code



Baby & Me weekly Zoom meetings

- Twice weekly drop-in session on Zoom
- Numbers joining – approx. 100 different mothers per quarter
- Topic-based, including:
 - Coping with Sleep – Safe Sleep messages
 - Returning to work – Maternity Rights
 - Caring for baby teeth – ‘Healthy teeth, Happy smiles’ Champions; Dentists invited to deliver sessions, toothbrush packs given
 - Family finances
 - Starting solids - healthy weaning messages, being an ‘educated consumer’
- Meet ups in person, including Leicester Museum, Fun Valley Soft Play, park meet ups, cafés, swimming, etc

Baby Cafés and Baby & Me drop in groups

Our four weekly drop in groups offer:

- One to one skilled breastfeeding support
- All other feeding support
- Opportunities to get out and meet other mums and babies in a safe and non-judgmental space
- A place to ask questions, get information, share experiences, have a moan
- Often this is the first place a new mother will breastfeed outside home

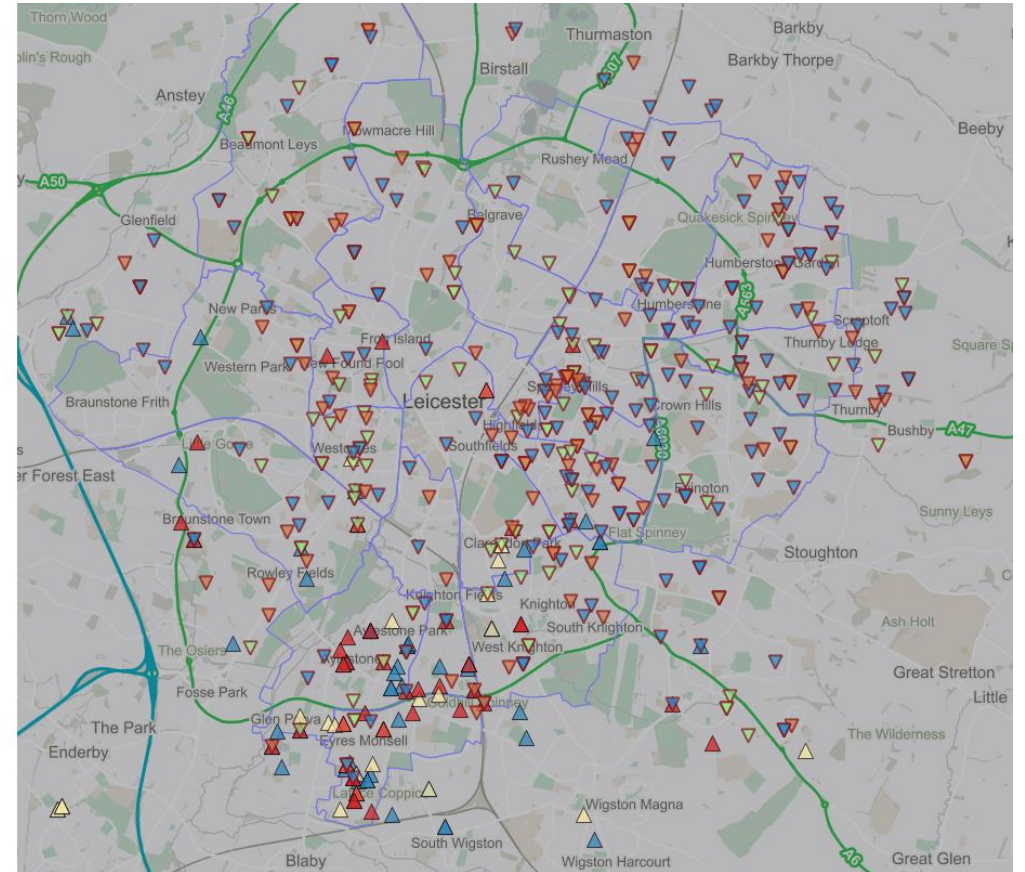
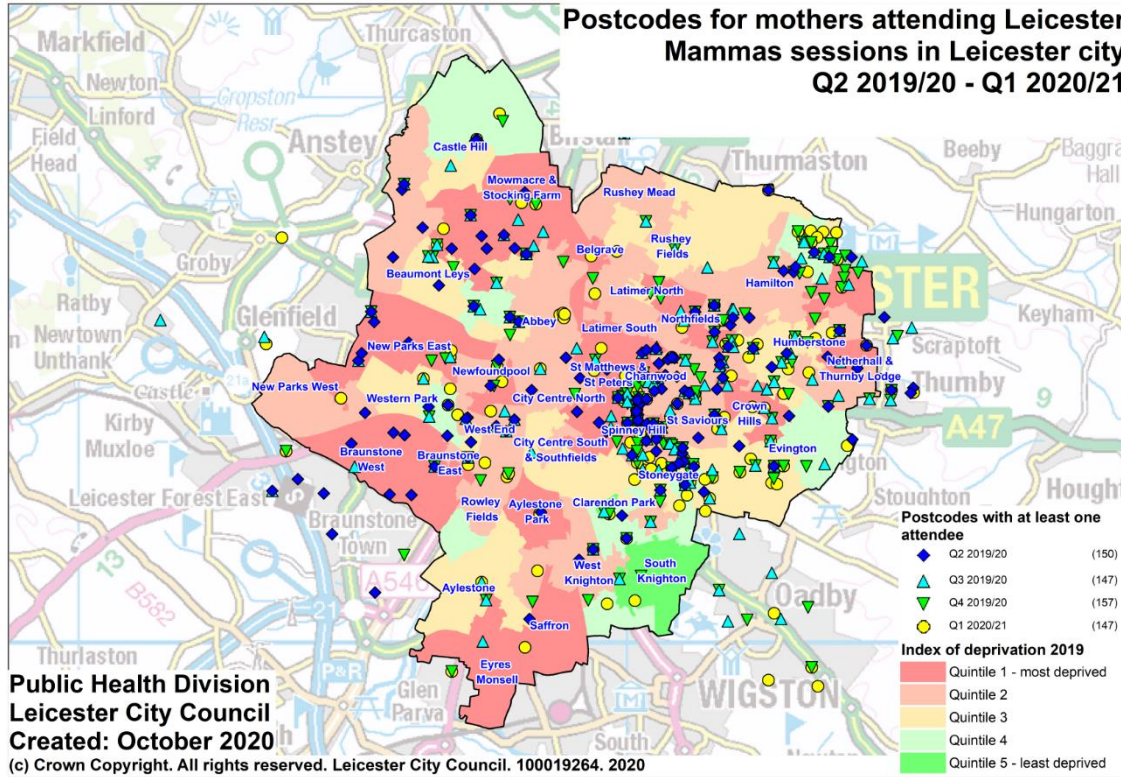


Additional funding – South Leicester



- £30,000 from Leicester NHS Trust to cover 2022 – 2025
- To deliver programmes to help reduce health inequalities in the First 1001 Days – Eyres Monsell, Saffron, and Aylestone
- These areas have some of the lowest rates of breastfeeding initiation, prevalence and duration in the city
- Our weekly Baby Café at Eyres Monsell Children’s Centre continues to grow, with many parents attending for one to one support, as well as to meet other mums
- Funding also covers Baby Massage and Healthy Eating courses – Big Cook Little Cook and In Mammias Kitchen (cooking on a budget) – participants receive all the ingredients and a voucher

Postcode reach – change since 2020



Mammas Baby Project – Protecting the most vulnerable



- Mammas Baby Project supports pregnant and new parents facing adversity
- Giving one-to-one antenatal and postnatal breastfeeding/feeding and emotional support
- Supporting access to Healthy Start vouchers
- Providing emergency supplies (nappies, formula, sanitary products etc) where needed, in line with WHO Code and baby equipment via Baby Basics
- Encouraging mothers and babies to engage in our programme of group activities
- Helping with job/housing/nursery applications
- Referring to other organisations that provide support

Unicef UK Baby Friendly Initiative Nov 22 – A Guide for Local Authorities and Health Boards:

Supporting families with infants under 12 months experiencing food insecurity



Nadia at Unicef Baby Friendly Conference Harrogate - Nov 23

- Mammas was consulted by Unicef BFI about the guidance at their planning stage and has included Baby Project in their guidance as an example of best practice [Supporting families with infants under 12 months in food insecurity - Baby Friendly Initiative \(unicef.org.uk\)](https://www.unicef.org.uk/supporting-families-with-infants-under-12-months-in-food-insecurity-baby-friendly-initiative)
- We undertook a Survey into the impact of the cost of formula milk on local families – 92 responses
- The initiative was welcomed and there was a proactive approach from Public Health and Cost of Living departments in LCC
- We issue vouchers that can downloaded on phone to purchase infant formula
- Anyone can refer a parent to us, or parents can self-refer
- Huge interest in the project, from UNICEF UK, Public Health Wales, Sustain UK, the Food Foundation, Swansea University research team, Sky TV and more

Building relationships and resilience

“Baby Project supported me financially and psychologically when I was going through my tough times as an international student in a completely new country”

“Since coming to UK, this is the first group that makes me feel I belong”

“Mammas support is more than support. It’s passion and love, which makes it unique and pure. I observe Mammas Directors and peer support take some extra steps to help mums and give their best without thinking about their comfort. The most beautiful thing is I never felt outsider. You made me feel Leicester my home.”



Rosa – Voices from the Frontline

ROSA

**THE UK FUND FOR
WOMEN AND GIRLS**



We were awarded £7000 from **Rosa's Voices from the Frontline** in January 2023

Rosa campaigns for the rights of women and girls – Mammas as an organisation takes very seriously our responsibility to empower women to have a voice

Thanks to a small group of women who responded to a call to make a 2 minute video

What has been achieved –

- A survey on what is important to the mothers on our groups
- Attended the All Party Parliamentary Group (APPG) on Infant Feeding and Inequalities and presented the findings of Mammas survey on the impact of the cost of formula milk
- We held an event to celebrate International Women's Day
- We have held Café meet ups across the city, particularly to enable city centre mums to get out and meet others
- In January we will be writing to all city and county MPs to ask what their Party will do for new parents and mothers if they win the General Election.

Children in Need – Infant & Young Child Mental Health



- Awarded in 2021, £10,000 a year for three years, will hopefully be extended (because they are very pleased with our outcomes)
- **Sparklers** is an 8 week programme devised by Lyndsay Poore, to boost the confidence and understanding of parents with children 14 months to 3 years
- Sparklers looks at those areas that most worry parents with toddlers - Sleep, Play & Schemas, Eating, following instructions (or not!) and more
- **Understanding your Baby** 8 week programme
- **Mammas Wild Ones Forest School** at Evington Park
- **Wriggly Readers** at Fox Books in St Martins



Breastfeeding and Islam

- Leicester Mammamas is a source of information for those wishing to know more about breastfeeding in Islam
- We give support to mums with regards to breastfeeding while fasting, when to stop breastfeeding and other topics related to Islam
- Our resource on Ramadan and Breastfeeding is one of the most viewed and downloaded resources on our website



Why we are all here for mums...

"Hi Leic Mammamas!

I just wanted to say a huge thank you to all of you who run these groups and are here to support us mums. I've sought so much support from the group, calls 1:1 with you, messages, and at the Baby Cafés and nothing is ever too much. Every one of you that I've had contact with have been so helpful every time and genuine in your care that I really hope you get recognition and support to continue doing the fab job you do."

Mammas Directors

- Aayesha Bhattay – Treasurer and Peer Supporter Trainer
- Robina Hussain – Secretary and Child Development Lead
- Anisa Rashid – Maternal Mental Health Coordinator
- Faranaaz Jaulim – Telephone Helpline Coordinator and Peer Supporter Trainer
- Dr Lyndsay Poore – Starting Well Coordinator and Grants Lead
- Natasha Shepherd – Healthy Eating Lead
- Rahat Ahmed – Hospital Peer Supporter Lead and Maternity Support Coordinator
- Sally Etheridge IBCLC – Mammas Programme Lead

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We extend a huge thank you to all our supporters, volunteers, and the families who make it all worthwhile