

**LEICESTER CITY HEALTH AND WELLBEING BOARD
DATE**

Subject:	Leicester Mammias HWB Update
Presented to the Health and Wellbeing Board by:	Sally Etheridge – Coordinator Leicester Mammias
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EXECUTIVE SUMMARY:

Leicester Mammias is a city-based First 1001 Critical Days organisation, that provides breastfeeding support to families across the city, with a focus on those experiencing any vulnerabilities or living in areas of social deprivation. Mammias' approach to the First 1001 Critical Days is to ensure families, especially new mothers, are able to connect with one another and access services that are evidence-based, building their and their baby's confidence and resilience and breaking down social exclusion, enabling all to feel part of their city and to be an empowered citizen. Mammias recognises the importance of every aspect that women and families face in being able to be the mother they want to be, from pregnancy onwards – this may be personal, social, economical, and more. We especially recognise how current challenges including the cost of living; pressure on services; political decisions eg around education, housing or immigration; environmental issues, and more; may impact the families we support.

RECOMMENDATIONS:

The Health and Wellbeing Board is requested to:
Recognise the unique role that breastfeeding plays in nurturing a strong foundation, and how we can support all families however they are feeding their baby, to build strong relationships and resilience. Also to recognise how infant feeding is implicated at every level in the health and wellbeing of the mother and wider family, and beyond. Further, to understand the many barriers faced by women and parents in ensuring breastfeeding works for them, and that those who experience the greatest vulnerabilities of whatever type, are those who face the greatest barriers to breastfeed their baby.

