



Infant & Early Years Feeding Strategy

Carolyn Sadler

Oliver Timms

Lydia Carter

Background

- Infant and Early Years Feeding Strategy to replace the former Breastfeeding Strategy (2019-2024)
- The early years represent a critical window to address health inequalities and lay the foundation for lifelong wellbeing.
- Help us understand what is happening and how things can be improved to better meet the needs across the Bradford District.



What is happening?

- 7 mins
- What are you seeing
- What is your perception of infant and children's feeding practices
- Prompts include - where do families get education/support,



Why are different practices happening?

- 7 mins
- Why are different feeding choices being made
- Barriers, gaps and facilitators
- Promotes include - what makes it hard or easier for families to feed their families well



Next Steps

Get involved or find out more

Carolyn Sadler - carolyn.sadler@bradford.gov.uk

Oliver Timms - Oliver.Timms@bradford.gov.uk

- Lydia Carter - Lydia.Carter@bradford.gov.uk

