

UK Liaison Event - Communities, Families and the 0-5s
20 June 2007
Glasgow

Wales: An Overview of Nutrition Policy and Strategy for Children Aged 0-5

National Strategies

[Investing in a Better Start: Breastfeeding in Wales \(2001\)](#)

The Breastfeeding Strategy for Wales sets out the long term strategy to raise the percentage of breastfeeding mothers in Wales. It acknowledges the different contributions to this by different members of the community and encourages them to work together.

The Strategy includes 28 recommendations for action spanning health care service, community health care, volunteer peer support, public places and returning to work.

[Food and Wellbeing \(2003\)](#)

Food and Wellbeing, Reducing Inequalities through a Nutrition Strategy for Wales, was published by the Food Standards Agency and the Welsh Assembly Government in 2003. It outlines the actions required by key players to improve the diet of people in Wales.

The specific actions for pre-school nutrition include:

- Through Healthy Start aim to improve nutrition for pregnant women and young children by widening the foods that will be available under the scheme from April 2004.
- Develop local strategies to address locally identified breastfeeding and weaning issues.
- Ensure effective education on breastfeeding as part of pre-registration and continuous professional development for relevant health professionals.
- Investigate food provided by childcare providers and produce information where appropriate.

[Food and Fitness Promoting Healthy Eating and Physical Activity for Children and Young People in Wales 5 Year Implementation Plan \(2006\)](#)

The Welsh Assembly Government is moving towards the integration of nutrition and physical activity policies and programmes, where appropriate. The Food and Fitness - Promoting Healthy Eating and Physical Activity for Children and Young People in Wales 5 Year Implementation Plan provides a framework for

integrating action on nutrition and physical activity for children and young people in Wales.

The specific actions for pre-school nutrition include:

- Support Breastfeeding Awareness Week in Wales
- Launch Welsh Breastfeeding Welcome Scheme - provide training and support materials to support the adoption of the scheme by March 2008.
- Develop support materials on food and fitness for pre-school settings based on existing good practice.
- Provide support for the uptake of the UNICEF Baby Friendly Initiative in all NHS Trusts in Wales.

Example of a Local Strategy

[Cardiff Food and Health Strategy \(2006\)](#)

The Cardiff Health Alliance is a strategic health partnership of local authority, health services and the voluntary sector. The Cardiff Food and Health Strategy was developed by the Cardiff Health Alliance. The Cardiff Food and Health Strategy aims to achieve an innovative and holistic approach to food and health. The primary aim is to enable the residents of Cardiff to access a sustainable, safe and healthy diet. The strategy is based on five overarching themes; nutrition, food provision, food safety, food sustainability, food education and training.

The specific actions for pre-school nutrition include:

- Breastfeeding - to implement a local strategy to improve the initiation and continuation of breast feeding through:
 - Training on breastfeeding for all health professionals both pre and post registration
 - Promote evidence based practice
 - Ensure policies are in place to support women who wish to return to work
 - Provide information on lactation and positive reasons for breast feeding
 - Address the inequalities in health and breast feeding support in hospital and community settings, encouraging formal peer support for women.
- Pre-school - to extend the existing good work of Sure Start projects and promote good infant feeding and childhood nutrition practices to other areas through:

- Pilot early years nutrition guidelines and healthy snack award scheme in St Mellons and extend across Cardiff
- Implement nutrition training in crèches, playgroups, nurseries and children's homes
- Link with Care Standards Inspectorate for Wales for training workers.

National Initiatives

Breastfeeding Welcome Scheme

The Breastfeeding Welcome Scheme is open to local businesses that provide food or drink, and to hairdressers, shops, libraries and museums, community centres and health centres and anywhere open to the general public.

To be part of the scheme:

- Breastfeeding must be acceptable in all areas open to the public
- A mother who is breastfeeding will not be asked to move or to stop breastfeeding
- Staff should be told about the Scheme and how to be supportive of the needs of breastfeeding mothers
- All public areas should be non-smoking.

Once local businesses have agreed to the conditions of the Scheme they can display an eye-catching sticker, to demonstrate to mothers that they are valued and that they will find an easy, comfortable welcome.

Baby Friendly Initiative

The Baby Friendly Initiative is a worldwide programme of the World Health Organisation and UNICEF. The Baby Friendly Initiative works with the health care system to ensure a high standard of care for pregnant women and breastfeeding mothers and babies, provide support for health care facilities which are seeking to implement best practice and offer an assessment and accreditation process which recognises those which have achieved the required standard.

Currently Wales stands at 9 Full Awards, 4 Certificates of Commitment and 4 Registrations of Intent in Maternity Services, with 4 Certificates in Community Services. Subsidised places were provided for Baby Friendly courses and workshops in Wales during 2005 and 2006.

Breastfeeding Volunteer Peer Support Grant Scheme

22 local Schemes have been funded to provide training and other support to mothers across Wales, with particular focus on the youngest mothers.

All Wales Infant Feeding Guidelines

All Wales Infant Feeding Guidelines have been developed to provide a reference resource for primary care practitioners across Wales, who provide information and advice on infant feeding.

It is envisaged that local Trusts and LHB areas will work jointly to deliver a training package to present the guidelines through their key professionals groups and monitor their use.