



**family
hubs**

**Start
for Life**

Infant Feeding Community Grant



flourish

Infant Feeding Community Grant

Through the Norfolk Start for Life and family hubs programme we are able to offer a community grant to any group who run sessions (or intend to run sessions) to support infant feeding in the first 1001 days of a babies life, from conception to their second birthday.

The Start For Life Infant Feeding Community Grant is available to support opportunities to develop, enhance and grow continuity of a group. This could offer a chance to update resources, extend training, increase number of sessions offered, rent to expand to additional locations or bridge a gap in running costs.

Community infant feeding groups were significantly affected by the pandemic and many closed completely. This workstream will seek to support the sustainability and increased availability of breastfeeding and infant feeding peer support within the community, complementing midwifery, health visitor and GP input as part of the wider Start for Life infant feeding programme to increase breastfeeding initiation and sustainability.

Peer support is recommended by the World Health Organisation and forms part of UK NICE guidance on maternal and child health nutrition and routine postnatal care.

This grant could enable volunteers in community groups to train as peer supporters, providing a qualification for the individuals and greater knowledge for the members of the group to benefit from.

If you are considering applying for the grant, please contact **Family Hubs** at familyhub@norfolk.gov.uk to arrange a meeting to discuss your next steps.

What a Start for Life Infant Feeding Community Grant could support

We know how hard it is to run, sustain and expand any community group. Below are some examples of areas where a community grant help support development and sustainability for groups.

Area of support	Examples of what would be covered
Training	<p>ABM: Association Breastfeeding Mothers - Peer Support online Course.</p> <p>BfN: Breastfeeding Friendly Network - BfN Helper Course (Peer Supporter).</p> <p>NCT: National Childbirth Trust relevant peer support training</p>
Running costs	Expenses / public liability / marketing etc.
Mandatory training	First aid / safeguarding
Breast pumps	Ardo - for loans to families
Books	Infant feeding
Environment	Refreshments / venue fees
Equipment	Toys / equipment to aid comfort when breastfeeding (e.g. cushions)
Salary	Salaries or staff costs
Starter Kits/Support equipment	Items for the group to provide non-returnable equipment and/or items to support families e.g. breast pads, maternity pads, milk storage bags, bottles.

Start for Life - infant feeding outcomes

Grants will be successful when they are directly in line to help reach Family Hub and Start for Life outcomes detailed below:



To support all babies in Norfolk to start life with breast milk.



To ensure there is an equal offer of support to all families in Norfolk (for infant feeding).



To support all mothers to breastfeed as long as possible, without the mother feeling pressurised. Every mother has the choice to decide whether to breastfeed or not.



Families with babies with complex feeding needs such as tongue tie, are identified and are provided support and guidance.

Conditions for grant approvals

Start for Life

The Start for Life offer provides support to parents and carers from a child's conception until their second birthday. The first 1,001 days from conception up to the age of two are a critical time in the development of a babies and child's life.

Our Start for Life vision

Our vision for Norfolk has been developed by working with services, parents and carers.

“All babies, children and families are supported and empowered to have a healthy, happy and safe start for life, ensuring they Flourish before birth and beyond.”

Infant Feeding

The term infant feeding covers the nutrition and food a baby receives from conception, through the period of newborn, the first few months and the introduction of solid foods.



Application process

1

Grant Application

Outline what you would use funding for including costings and impact of funding. Complete form and send copies of supporting documentation.

2

Application Review

The application will be reviewed by member of the Infant Feeding Working Group and feedback will be provided.

3

Grant Approval

If approved you will be sent a funding agreement to sign and to enable grant funds to be paid. The documentation will also contain information on the reporting requirements of the grant.



Go further proposals

Grants could also be approved when they align to help reach Family Hub and Start for Life go further proposals including:



Enhancing our partnership and community peer support network approach, using intelligence data to focus and tailor engagement to families' needs and circumstances with a focus on underserved groups and individuals.



Provision of breastfeeding environments with accompanying information in libraries and other community settings.



Ensuring our offer covers all infant feeding needs, including infant weaning and infant nutrition through the Start for Life offer period.



Working proactively to identify and address issues earlier that otherwise impact detrimentally on initiating and sustaining breastfeeding e.g. tongue tie, dysphagia.



The implementation and continued development of our breastfeeding strategy to actively further develop breastfeeding support, increasing the number of women who are able to sustain breastfeeding during the first few weeks after birth.

If you are considering applying for the grant, please contact **Family Hubs** at familyhub@norfolk.gov.uk to arrange a meeting to discuss your next steps.

