



STARTING IN A FEW MINUTES AT 15:30

Infant Feeding: Evidence into Action!

21 August 2025

#iHVInsights

www.ihv.org.uk



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Welcome



Make the most of the opportunity



Enjoy the whole hour



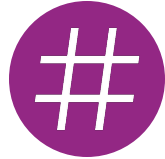
Ask - type your questions to the panel as you think of them during the presentations – use the Q&A function:

- **Name of presenter** you would like to answer your question
- Brief **question**
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Continue your CPD:

- Access recording of live session after the event on our website (no recording on other devices is allowed)
- Attendance at this event and engagement with the iHV reflection template will support you with demonstrating CPD activities that align to the 2022 NMC Standards of Proficiency for SCPHN Health Visiting.

The Institute of Health Visiting is a charity and centre of excellence for health visiting. Its core purpose is:
To improve outcomes for children and families and reduce health inequalities through strengthened health visiting services

#iHVInsights

Infant Feeding: Evidence into Action!

Agenda



Welcome

- Maddie Rew - Programme Manager (Health Visiting Professional Services), iHV
- Pippa Atkinson - Specialist Community Public Health Nurse and International Board-Certified Lactation Consultant (IBCLC), UCLAN

Guest Speakers

- Dr Alison Spiro - Retired Health Visitor, breastfeeding specialist and member of the WBTi UK Steering Group
- Dr Katie Pereira-Kotza - Senior Nutritionist, First Steps Nutrition Trust
- Cheyenne Edmondson - Parent with lived experience

Q&A with Speakers

Close and Evaluation

Next speaker



Dr Alison Spiro

Retired Health Visitor,
breastfeeding specialist and
member of the WBTi UK
Steering Group



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think of them during the
presentations

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Infant Feeding: Evidence into Action

iHV Insights Webinar,
August 21st, 2025

Dr Alison Spiro
PhD, MSc, RHV (rtd), QN



Overview

- WBTi UK report 2024
- Impact on infants and maternal long-term physical and emotional health (Lancet series, 2016,2023)
- WHO International Code provides protection for breastfeeding
- Competition and Markets Authority report
- Integrated services outcomes
- Economic savings to UK of breastfeeding
- Call to action for health visitors



#WBTiUK2024



Call to Action (WBTi UK,2024)

Urgent action is required to prioritise, protect and support breastfeeding as a public health priority.

Gaps in infant feeding policies and programmes identified need to be addressed by governments.

Formula fed infants need access to affordable formula, safely prepared.

Action is needed by policymakers, service commissioners, NHS trusts and boards, local authorities, employers and professional organisations.

The UK CAN achieve system-wide change to support all parents' infant feeding decisions and remove all barriers to their desired infant feeding journeys.

Breastfeeding reduces the risk of:

- moderate-to-severe respiratory and gastrointestinal infections
- otitis media
- allergic rhinitis
- asthma
- malocclusion
- inflammatory bowel disease
- type 1 diabetes
- rapid weight gain and growth leading to obesity
- high systolic blood pressure
- childhood leukaemia
- infant mortality

**Breastfeeding and Health Outcomes
for Infants and Children: A Systematic
Review (Patnode CD et al, 2025)**



Maternal Health Outcomes of Breastfeeding

Any breastfeeding or doing so for longer durations may be associated with:

- lower rates of breast cancer
- lower rates of epithelial ovarian cancer
- less hypertension
- Reduced type 2 diabetes

(Feltner C et al, 2018)

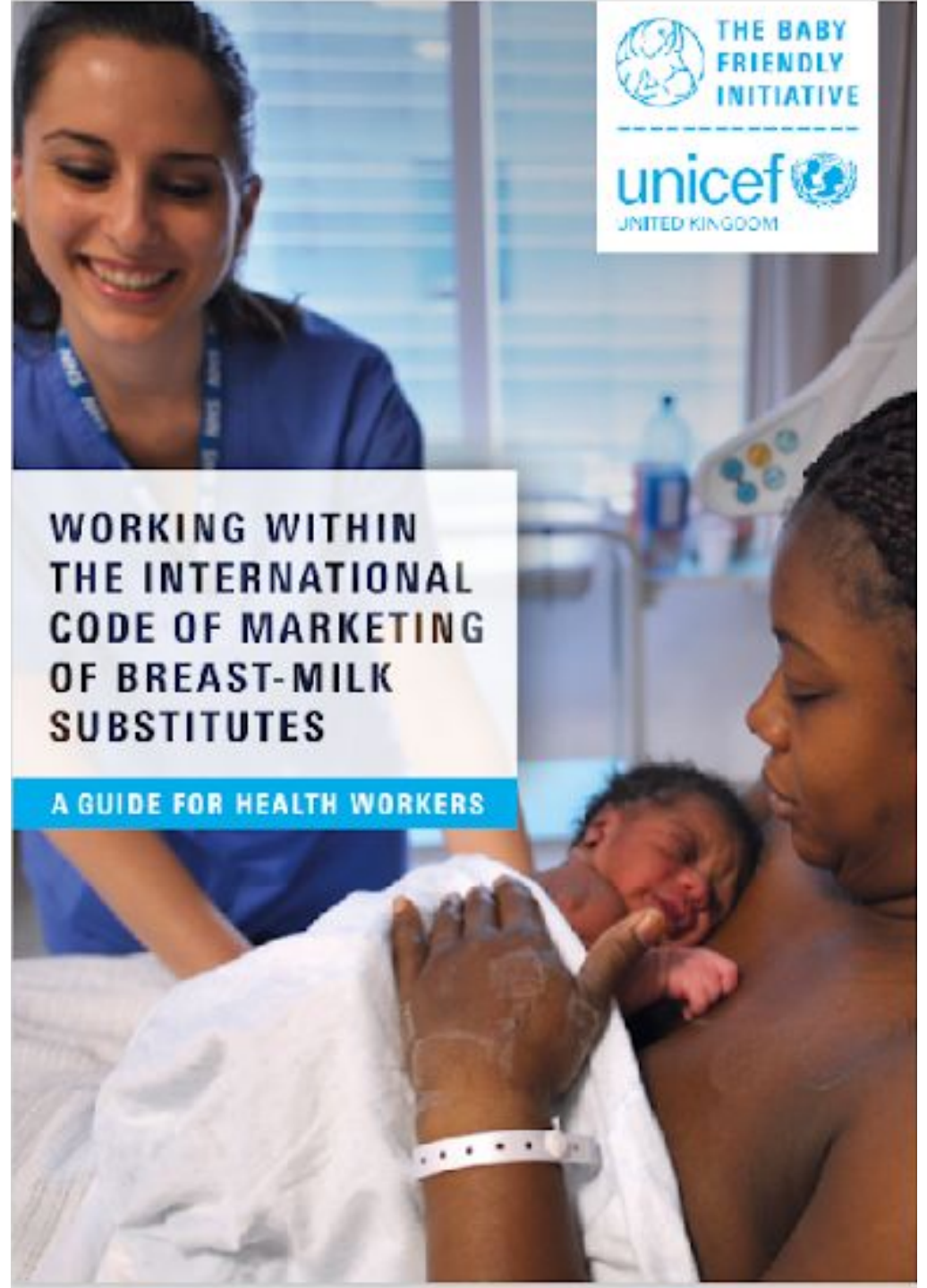
- Reduction in postnatal depression (Kendall-Tackett, 2007)
- Close attachment to child (Gribble, 2023)



*International Code of Marketing
of Breast-milk Substitutes*



World Health Organization
Geneva

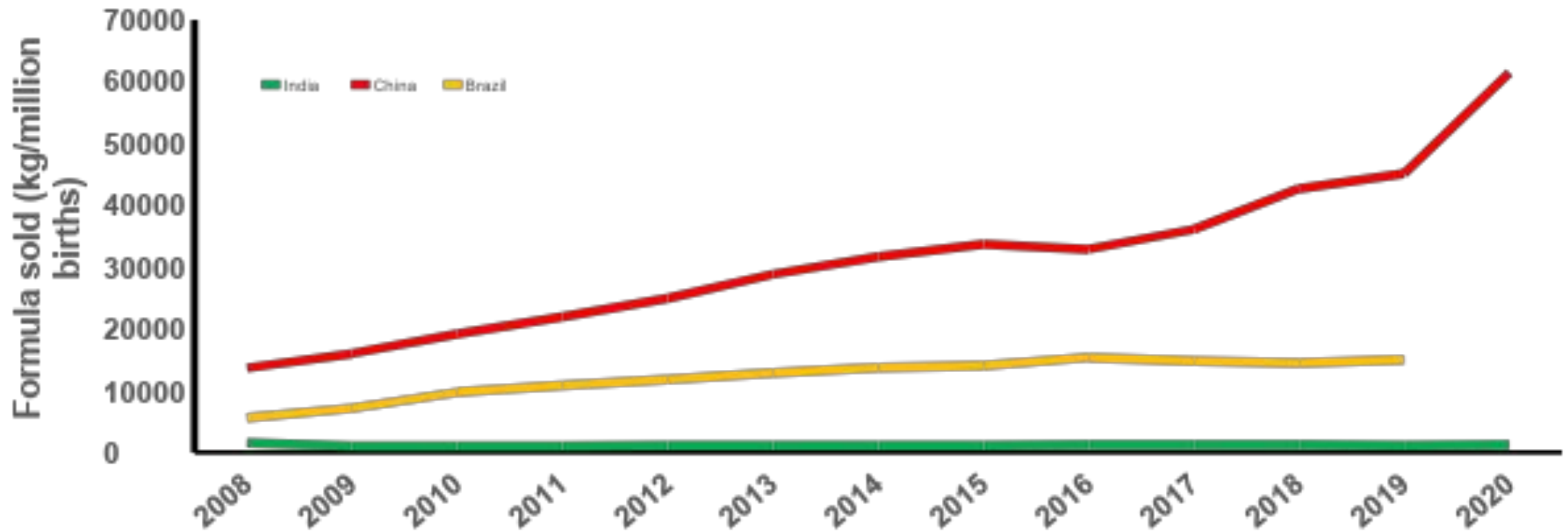


**WORKING WITHIN
THE INTERNATIONAL
CODE OF MARKETING
OF BREAST-MILK
SUBSTITUTES**

A GUIDE FOR HEALTH WORKERS

WHO Code works and reduces sales of formula milk

Allen, H et al (2023)



Baby Friendly Initiative (BFI)

Guidance on Integrated services

All mothers should be aware of how to contact midwifery and health visiting services

Information given on additional support from peer support, infant feeding drop-in groups and social media.

Information on voluntary organisations and helplines.

Referral pathway to a specialist for complex challenges.

<https://www.unicef.org.uk/babyfriendly/baby-friendly-resources/implementing-standards-resources/specialist-services-guidance/>

Outcomes of some UK integrated services

- **Medway, Kent.** A system-wide approach-2% rise in initiation rates in a socially deprived community (2018)
 - BFI trained universal services, voluntary organisation groups, 1-1 specialist clinic and community tongue tie clinic. 'Beside You Campaign'
- **Swindon Borough Council.** 6% reduction in drop off rates in first 6-8 weeks (2019)
 - BFI accredited maternity and community, Family Nurse Partnership and NSPCC Baby Steps, National Childbirth Trust trained peer support, 5 drop-in groups, Ear Nose and Throat (ENT) tongue-tie division referrals.
- **London Borough of Harrow.** 15% rise in initiation rates and 12% rise in continuation at 6-8 weeks in a multi-ethnic community (2015)
 - Joint training of midwives, neonatal staff and health visitors to BFI accreditation in hospital and community. 9 community weekly drop-in groups. Saturday antenatal workshop.



Economic

- **Costing** the UK NHS £millions
 - 54,000 GP appointments
 - 9,500+ hospitalisations
- **Basic interventions** could pay for themselves within a year (Renfrew et al, 2012)
- NHS costs for treating burden of life-long **obesity**
- **Losses from not breastfeeding** in high income countries

0.52% of Gross National Income (Rollins et al, 2016)

Call to health visitors



Ensure	Ensure personal training at BFI level or above
Attend	Attend regular updates
Evidence	Evidence-based practice
Integrate	Integrate local working with infant feeding team
Refer	Refer for peer support
Signpost	Signpost to support groups and National Breastfeeding Helpline
Refer	Refer to specialists for complex challenges
Support	Support families to achieve their infant feeding goals



References

- Allen, H et al (2023) Clin Exp Allergy Jul;53(7):697-710.doi: 10.1111/cea.14355. Epub 2023 Jun 21.
- Feltner,C. (2018) Breastfeeding Programs and Policies, Breastfeeding Uptake, and Maternal Health Outcomes in Developed Countries Rockville (MD): Agency for Healthcare Research and Quality (US); 2018 Jul. Report No.: 18-EHC014-EF.
- Gribble, K (2024) Supporting vulnerable women in mothering. Breastfeeding Review 32(2) 6-18 and 19-29
- Kendall-Tackett (2007) A new paradigm for depression in new mothers. International Breastfeeding Journal 2,6
- Lancet series: Victora CG et al (2016) Jan 30;387(10017):475-90. doi:10.1016/S0140-6736(15)01024-7
- Lancet series (2023) <https://www.thelancet.com/series-do/breastfeeding-2023>
- Baby friendly specialist services guidance <https://www.unicef.org.uk/babyfriendly/baby-friendly-resources/implementing-standards-resources/specialist-services-guidance/>
- Patnode C.D. (2025) Breastfeeding and Health Outcomes for Infants and Children: A Systematic Review. Pediatrics. 2025 Jul 1;156(1):e2025071516.doi: 10.1542/peds.2025-071516.



Breastfeeding for Public Health

A Resource for Community Healthcare Professionals

Alison Spiro



Next speaker



Dr Katie Pereira-Kotza

Senior Nutritionist, First Steps
Nutrition Trust



Type your questions as you
think of them during the
presentations

Use the Zoom Q&A function

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CMA Report Infant and Follow-on Formula in the UK: How health visiting teams can translate findings into practice to support families

iHV Insights webinar
Infant feeding: Evidence into action!
Thursday 21 August 2025

Dr Katie Pereira-Kotze
Senior Nutritionist, First Steps Nutrition Trust





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About us

Introduction

- High, increasing formula prices.
- Pervasive, misleading marketing.
- Cost of living crisis.
- 2023 Competition and Markets Authority (CMA) report on Price inflation and competition in food and grocery manufacturing and supply.
- 2024-25 CMA market study on Infant Formula (IF) and Follow on Formula (FoF) in UK.
- 2025 CMA 11 recommendations to governments.

INFANT FORMULA AND FOLLOW-ON FORMULA MARKET STUDY

Final report

14 February 2025

Overview

- ALL parents should be able to make informed infant feeding choices.
- Implementing CMA recommendations will help families with safe, appropriate infant feeding.
- Most families use formula at some point, and face challenges doing so, CMA recommendations will help fix this.
- Most mums start breastfeeding and want to continue.
- Breastfeeding can be undermined by formula marketing.
- CMA recommendations will reduce some forms of marketing such as cross-promotion.

INFANT FORMULA AND FOLLOW-ON FORMULA MARKET STUDY

Final report

14 February 2025

We **strongly** recommend all four governments **urgently** implement package of measures recommended by CMA

Recommendations to governments for action to improve outcomes for parents

Eliminating brand influence in healthcare settings	Timely, clear, accurate and impartial information on nutritional sufficiency of infant formula products in healthcare settings
	Standardised infant formula labelling in healthcare settings
Equipping parents to make strong choices in retail settings	Clear accurate and impartial information on the nutritional sufficiency of all infant formula products on retail shelves and in online shopping channels
	Display of all brands of infant formula together on retail shelves and in a separate cluster from all brands of other formula milks
Strengthening labelling and advertising rules	Clear, accurate and impartial information on the nutritional sufficiency of all infant formula products on product labelling
	On-pack messaging – prohibiting intangible and/or non-verifiable messages on infant formula and follow-on formula labels
	Extending the restriction on advertising to follow-on formula
	Clarify what constitutes advertising
	Permit the use of gift cards, vouchers, loyalty points and coupons in lieu of cash to purchase infant formula
Effective enforcement	Governments to assess whether infant formula and follow-on formula labels are 'clearly distinct' and communicate assessment to manufacturers and enforcers
	Competent authority to pre-approve product labels



Implementation via regulatory measures should be preceded by voluntary pilot programmes.

CMA recommendations to governments to improve outcomes for parents

Four groups of recommendations from the CMA:

- Eliminating brand influence in healthcare settings
- Equipping parents to make strong choices in retail settings
- Strengthening labelling and advertising rules
- Effective enforcement

How can health visitors translate this evidence into practice to support families?

- How can health visitors ensure parents can access clear and accurate information about infant feeding?
- How can health visitors support formula feeding parents and families to save money by switching to cheaper infant formula brands brands?

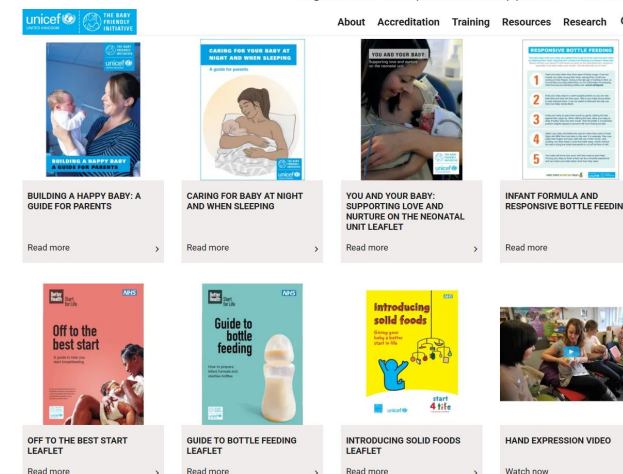
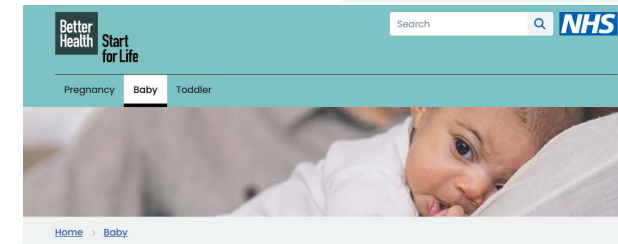
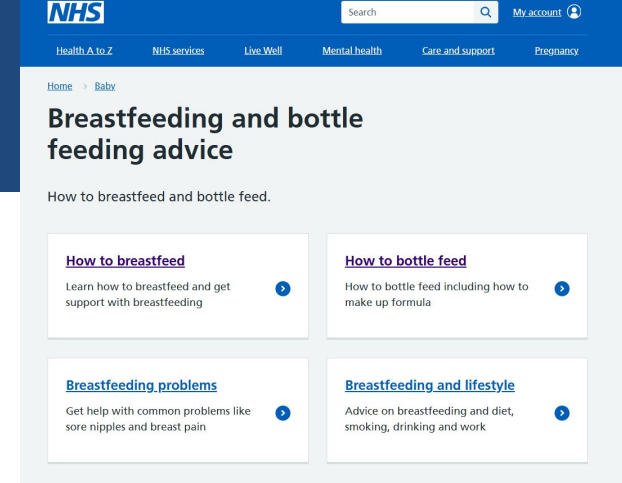
Clear, accurate information

- **NHS websites:**

- www.nhs.uk/baby/breastfeeding-and-bottle-feeding/
- Better Health Start for Life:
www.nhs.uk/start-for-life/baby/feeding-your-baby/

- **Unicef UK BFI:**

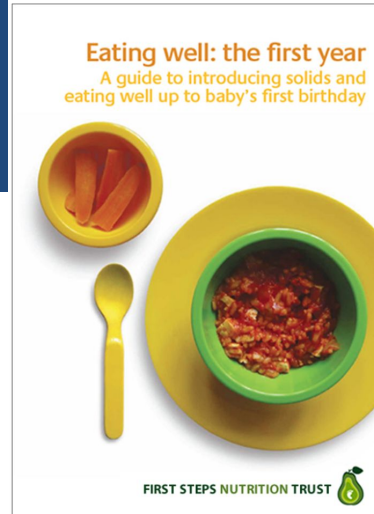
- Support for parents:
www.unicef.org.uk/babyfriendly/support-for-parents/



Clear, accurate information

First Steps Nutrition Trust

- Eating Well resources – Infants & new mums:
 - www.firststepsnutrition.org/eating-well-infants-new-mums
- Infant milks:
 - www.firststepsnutrition.org/infant-milks-overview
- Infant milk info website:
 - <https://infantmilkinfo.org/>
 - FAQs, infographics
 - 6-monthly (bi-annual) cost reports
- Monthly newsletter with latest information:
 - www.firststepsnutrition.org/news
- Social media accounts:
 - Facebook, Instagram, LinkedIn, Bluesky, Twitter/X.



Infant milks

ARE YOU A HEALTH WORKER?

ARE YOU A PARENT OR CARER?

INFANTMILKINFO.ORG

<https://infantmilkinfo.org/webinars/>



Infant milk info

FIRST STEPS NUTRITION TRUST

Home

Type of infant milk

Costs

Regulations

FAQ





How can parents save money?

WORKING WITH YOUNG FAMILIES WHO ARE LOOKING TO CUT COSTS?

- 

Using formula? There is no 'best infant formula' so you don't need to buy an expensive product.
- 

Only use formula marketed as 'Foods for Special Medical Purposes'/'specialised milks on the advice of a health care professional.
- 

Your baby doesn't need snacks, especially ones from packets. Between 6 and 12 months stick to your baby's usual milk between meals.
- 

From 1 year +, formulas marketed as 'growing-up' milks/toddler milks are unnecessary and cows' milk is a cheaper and better choice.
- 


If eligible, Healthy Start/Best Start vitamins can help ensure adequate intakes of at risk vitamins.
- 

For ideas on how to eat well on a budget see First Steps Nutrition Trust resources.

FIRST STEPS NUTRITION TRUST 

LOWEST COST INFANT FORMULA

DID YOU KNOW?
All infant formulas will meet your baby's nutritional needs, regardless of brand or price. Extra or special ingredients make no difference to product quality. By law, all infant formula sold in the UK must meet the same standards which cannot be exceeded. This means that they are all equally suitable for your baby's growth and development, although they do not have the same health benefits as breastfeeding.



FIVE LOWEST COST FIRST INFANT FORMULA PRODUCTS (PER UNIT)*

£6.99 Mamia First Infant Milk 800g Aldi	£6.99 Lupilu First Infant Milk 800g Lidl	£7.95 SMA Little Steps First Infant Milk 800g Asda, Sainsbury's, Morrisons, Tesco, Boots, Savers
£8.45 Kendamil Bonya First Infant Milk 800g Boots, Tesco, Sainsbury's, Morrisons, Ocado	£8.19 Cow & Gate First Infant Milk 700g Savers	


*Although, Cow & Gate is a 700g tin compared to the other 4 which are 800g

Costed May 2025

FIVE LOWEST COST FIRST INFANT FORMULA PRODUCTS (PER 100ML MADE UP)*


£6.99 11p Mamia First Infant Milk 800g Aldi	£6.99 11p Lupilu First Infant Milk 800g Lidl	£7.95 13p SMA Little Steps First Infant Milk 800g Boots, Iceland, Sainsbury's, Morrisons, Tesco, Ocado
£8.45 14p Kendamil Bonya First Infant Milk 800g Boots, Tesco, Sainsbury's, Morrisons, Ocado	£11.98 13p Cow and Gate First Infant Milk 2 x 600g Asda, Boots, Ocado	

It is cheapest to buy formula in its powdered format



Costed May 2025

Powdered follow-on formula can be slightly more expensive than the same brand's infant formula. It provides no additional nutritional benefits over infant formula and is not recommended by the NHS.

FIRST STEPS NUTRITION TRUST 

How do health visitors protect, promote and support optimal infant feeding?

- Reassure parents and families by reinforcing evidence-based public health messaging, in the face of pervasive and misleading marketing.
- Signpost parents and families to clear, accurate information.
- Advocate to colleagues and other health professionals, by educating, sharing latest resources, signposting to appropriate information.
- Determine what more can be done or resources accessed in specific context or geographic area.
- While waiting on government response to CMA, advocate for recommendations not requiring legislative change.

CMA recommendations to governments to improve outcomes for parents

Four groups of recommendations from the CMA:

- **Eliminating brand influence in healthcare settings**
- **Equipping parents to make strong choices in retail settings**
- **Strengthening labelling and advertising rules**
- **Effective enforcement**

REMINDER: INFANT FORMULA

DID YOU KNOW?

All infant formula are nutritionally equivalent, and meet a baby's needs – regardless of brand or price

Extra or special ingredients do not make a product better quality

More expensive does not equal better



www.firststepsnutrition.org

www.bflg-uk.org/

<https://infantmilkinfo.org/>



www.linkedin.com/company/first-steps-nutrition-trust/



www.instagram.com/1stepsnutritiontrust/



www.facebook.com/firststepsnutritiontrust



www.bsky.app/profile/1stepsnutrition.bsky.social



<https://x.com/1stepsnutrition>

<https://x.com/BflgUk>

Next speaker



Cheyenne Edmondson

Parent with lived experience



Type your questions as you think of them during the presentations

Use the Zoom Q&A function

- **Name of presenter** you would like to answer your question
- Brief **question**
- **Your name** (if you wish to do so)





We will aim to answer as many questions as possible during the live session.

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- **Name of presenter** you would like to answer your question
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- **Your name** (if you wish to do so)

Over to you!

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- Submit your anonymised responses to the poll
- What more can we do to support you in your practice?
- Email events@ihv.org.uk with any suggestions



Future iHV Member Benefit Event Dates



TOPIC	DATE
Research Networking Event	3 September 2025
Specialist Health Visitor PIMH SIG	7 October 2025
SCPHN Student Networking Event	21 October 2025

All future dates
can be found at:
bit.ly/4enHn2H



Join us again!



Smoking in pregnancy and beyond

18 September 2025 - 15:30-16:30

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September 2025

Apply now



Wednesday 3 December 2025 | London



iHV Leadership Conference

Leading Health Visiting: Creating the Future



Book your place



Hybrid Conference

iHV Learning and Development in 2025

This Mum Moves Ambassadors



 18 September

iHV Perinatal & Infant Mental Health Champions



 30 September &
1 October



**Discounted rates for
iHV members**

Fathers & PIMH Champions



 14 October

Neonatal Families Ambassadors



 19 November

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Our Air, My Lungs Ambassadors



 5 November

Emotional Wellbeing Visits Champions



 9 & 10 December

<http://bit.ly/4mLxsrR>

**Contact us at:
training@ihv.org.uk**

Thank you so much for joining us



CERTIFICATE OF ATTENDANCE

This is to certify that

has attended the following 1-hour activity:

iHV Insights:
“Infant Feeding: evidence into action!”

Delivered By:
INSTITUTE OF HEALTH VISITING

Date: 21 August 2025


This certificate should be kept within your CPD record and may be used as supporting evidence in revalidation with the Nursing and Midwifery Council.



CEO, Institute of Health Visiting

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iHV Insights Learning Record



Number of hours completed:	
ACTIVITY – What did you undertake? How many hours were participatory? How many hours were individual?	
LEARNING – What were your key insights from the activity?	
INFLUENCE ON PRACTICE – How will I use this knowledge, skill or experience in my practice? What difference will it make to me/ to children, young people, families and communities? Has this knowledge, new skill or experience changed my attitude or thinking, if so, in what way?	
FURTHER ACTIONS – What needs to happen for me to use this learning?	
LINK TO NMC CODE (2018) - Which theme or statement does my learning or development support and why?	
LINK TO STANDARDS OF PROFICIENCY (NMC, 2022) - Please identify the part or parts of the relevant standards that you used to inform your CPD	
ANYTHING ELSE TO NOTE:	

For further information, please access: <http://revalidation.nmc.org.uk/>

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After this event you will be able to access the following resources on the iHV website:

- A recording of this live session (no recording on other devices is allowed)
- This slide set
- Links and background reading
- A link to download a Record of Attendance & reflection template

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