



NICE Consultation: Effective action briefing on the initiation and duration of breastfeeding

Agenda Item: 4

The effective action briefing on the initiation and duration of breastfeeding presents draft evidence-based recommendations for promoting the initiation and continuation of breastfeeding, particularly among population groups where breastfeeding rates are low. The report also describes the characteristics of effective programmes for these groups and for different settings as well as strategies for overcoming barriers to change.

It was commissioned from the Public Health Collaborating Centre in Maternal and Child Nutrition by the Health Development Agency (HDA) before the HDA merged with NICE on April 1 2005.

These draft recommendations focus on effective public health interventions that can help increase and maintain breastfeeding rates, promoting health in the long term for both baby and mother. They are intended to complement Chapter 5 (Infant Feeding) of the draft clinical guideline on routine postnatal care of recently delivered women and their babies.

The consultation ends on 30 November.

Members are requested to comment on the report which will be sent to NICE by the Secretariat.

