Who we are
First Steps Nutrition Trust is a small public health nutrition charity that provides expert information and resources to health professionals to support good nutrition from pre-conception to five years.

What we do
First Steps Nutrition Trust works to support good nutrition before and during pregnancy, infant feeding and good nutrition in the pre-school years. We do this through:

- Protecting infant feeding through evidence based information on the composition of infant milks for health professionals.
- Providing health professionals who work with families with practical photographic resources which show what eating well looks like for different population groups.
- Supporting policy makers and promoting good public health nutrition to protect infant and young child feeding in the UK, in the EU and globally.
- Working in partnership with other organisations and networks to promote healthy, sustainable, cost-effective food for families and ensure those living in poverty are protected.

The aim of this conference is to encourage organisations who work in different areas across the pre-conception to five year continuum to find out more about each other, and look at how we can all ensure that we support good nutrition, sustainable eating and protection of the most vulnerable in all the work we do.
Useful Conference Information

Communications

The wifi login for the venue will be posted on the front desk and on your tables.
If you want to tweet about the event then please do so using #FirstSteps2016

Catering

We have created a healthy, sustainable lunch which we hope will meet everyone's needs and wants! The menu for lunch is shown below – any further questions about ingredients ask the caterer – or one of the First Steps Team. Our paper cups are all fully recyclable.

Lunch menu

GF – gluten free, DF – dairy free, V – vegan/veggie

~ Mexican style mixed bean chilli (GF, DF, V)
~ Grilled stuffed peppers with mushrooms and wild rice with rich Napoli sauce (GF, DF, V)
~ Roasted Mediterranean vegetable moussaka (GF, DF, V)
~ New potatoes with olive oil and fresh dill (GF, DF, V)
~ Mange-tout and baby sweetcorn (GF, DF, V)
~ Seasonal mixed leaves salad with crunchy cucumber, cherry tomatoes and olives (GF, DF, V)
~ Zucchini, spinach & mint salad with crumbled falafel (GF, DF, V)
~ Light roasted cauliflower, chick peas, caraway seeds and fresh mint dressing (GF, DF, V)
~ Bread (DF, V)
~ Fresh strawberries pots (GF, DF, V) with optional cream
~ Fresh watermelon & pineapple pots with pomegranate topping (GF, DF, V)

Coats and bags

The cloakroom downstairs won’t be manned all day so please don’t leave valuables in the cloakroom. We will have lots of helpers on the day popping in and out to make sure things are all ok. If you have something you want to leave in a safe place then talk to one of the team on the front desk.

Conference Programme

9.30 - 10.15  Chair: Professor Annie Anderson
Welcome address
Working together to improve nutrition pre-conception to five
Dr Helen Crawley, First Steps Nutrition Trust

10.15 - 10.45  Overview of current maternal, infant and young child nutritional health in the UK
Professor Siân Robinson, MRC Lifecourse Epidemiology Unit, University of Southampton

10.45 - 11.00  Table discussion and participation – key things to address to improve maternal, infant and young child nutrition.

11.00 - 11.30  Coffee Break

11.30 - 11.50  Working to protect infant feeding – the global challenge
Patti Rundall, IBFAN UK

11.50 - 12.10  UNICEF Baby Friendly UK – its role in the wider community
Sue Ashmore, Programme Director UNICEF Baby Friendly UK

12.10 - 12.30  The importance of health visiting in supporting family nutritional health
Dr. Cheryll Adams, Director Institute of Health Visiting

12.30 - 12.50  Supporting families with new technology
Helen Hunter. Director Development, Best Beginnings

13.00 - 2.30  Lunch /networking /stands

2.30 - 3.00  Supporting early years’ settings and families through the HENRY programme
Kim Roberts, Director HENRY

3.00 - 3.30  Over 40 Years of WIC: Experiences and Lessons Learned
Dr Georgia Machell, Research and Evaluation Officer, WIC Association, Washington DC

3.30 - 4.00  The future matters for this generation – linking sustainable diets with the EY agenda
Duncan Williamson, Food Policy Manager, WWF

4.00 - 4.30  Presentation award and closing remarks
Executive Director, Institute of Health Visiting
Dr Cheryll Adams
Sue Ashmore
Policy Officer Babymilk Action/IBFAN UK
Patti Rundall
MRC Lifecourse Epidemiology Unit, University of Southampton
Professor Sian Robinson
Overview of current maternal, infant and young child nutritional health in the UK
Sian is Professor of Nutritional Epidemiology at the MRC Lifecourse Epidemiology Unit, University of Southampton where she is responsible for the nutritional components of their large UK birth cohort studies. Her research addresses how variations in nutrition across the life course contribute to inequalities in adult health, with a particular focus on early life influences on growth, body composition and effects on ageing. Sian is a member the Scientific Advisory Committee on Nutrition Subgroup on Maternal and Child Nutrition and a registered nutritionist. Sian is also a trustee at First Steps Nutrition Trust

Speakers

Patti Rundall
Policy Officer Babymilk Action/IBFAN UK
Working to protect infant feeding – the global challenge
Patti trained as an artist and teacher, but since 1980 has focused on building collaborative networks that help countries bring in legally binding controls based on the International Code of Marketing of Breastmilk Substitutes and WHA Resolutions. Her objective is to protect the rights of ALL health workers, parents (those who breastfeed and those who choose to bottle-feed) and carers to sound, independent information about infant and young child feeding. Conflicts of interest (COI) and its impact on public health policy making, research and education has always been a cross cutting theme of this work. Patti prompted the adoption of the first WHO Resolution on COI in 1996 and has since helped strengthen EU and UK baby food legislation, the transparency and COI rules of the EU’s scientific advisory bodies and Codex global trading standards.

Kim Roberts
Director, HENRY
Supporting early years’ settings and families through the HENRY programme
With a career that spans NHS and voluntary sector management, Kim became HENRY’s Chief Executive in April 2012. A parent of three herself, Kim is passionate about helping children to have the best start in life. She has a professional background in parenting, family support and early development and is the author of Early Learning Matters, a good practice guide. Kim’s mission is to transform traditional approaches to obesity and respond to the strategic need for prevention. “We know that, once established, obesity is notoriously difficult to turn around in the long-term. Getting alongside families right from the start and helping them embed healthy lifestyle choices before excess weight gain is established is crucial.”

Dr Georgia Machell
Research and Evaluation Officer WIC Association
Over 40 Years of WIC: Experiences and Lessons Learned
Georgia is responsible for connecting WIC research with policy and practice. In addition, Georgia links the research community with the WIC community, advises on WIC research priorities, works closely with the NWA Evaluation Committee and contributes to NWA’s advocacy efforts. Georgia has a PhD in Food Policy from the Centre for Food Policy at City University London and has worked extensively on food access issues in the UK and the US on both the community and national levels.

Dr Cheryl Adams
Executive Director, Institute of Health Visiting
The importance of health visiting in supporting family nutritional health
Cheryl has had a portfolio career of health visiting, research, practice development and policy roles. She practiced as a health visitor in Hampshire for 20 years and has held national posts since 1998 including as Lead Professional Officer with the Community Practitioners’ and Health Visitors’ Associate where she led the campaign against disinvestment in health visiting, afterwards working with the Department of Health (DH) to rebuild the profession. In 2012, she spearheaded the launch of the Institute of Health Visiting (iHV) to enhance quality and consistency in health visiting practice. The iHV has grown rapidly, now having over 9000 members and with its on-line Centre of Excellence attracting over 1000 visits a day, with many beyond health visiting using it.

Helen Hunter
Director of Development, Best Beginnings
Supporting families with new technology
Helen has worked extensively with breastfeeding families facilitating breastfeeding antenatal workshops and breastfeeding drop ins, supporting women on a one-one basis and working on the NCT infant feeding helpline. Helen has a passion for peer support and undertook additional training in order to train and supervise breastfeeding peer supporters in their local communities. She has delivered and project managed several peer support projects and continues to do so in her own time. Prior to joining the Best Beginnings team Helen spent three years at NCT head office, helping to develop and deliver commissioned services initially focusing on breastfeeding projects and then latterly working as the National Partnership Manager.

Sue Ashmore
Programme Director, Unicef UK Baby Friendly Initiative
‘Unicef UK Baby Friendly Initiative - its role in the wider community’
Sue Ashmore is Programme Director of Unicef UK’s Baby Friendly Initiative. Sue’s background in midwifery has provided her with the knowledge and experience to direct the Baby Friendly Initiative on a strategic level, as well as to lead on external and internal relations. Sue provides support to health care facilities to implement and maintain best practice standards. She also acts as a lead assessor.

Duncan Williamson
Food Policy Manager, WWF
The future matters for this generation – linking sustainable diets with the EY agenda
Duncan heads the WWF work on sustainable diet and the Livewell plate and currently works on food security, both how we frame it and how the business community engages on it. For WWF International Duncan leads work on food and agriculture in relation to the Sustainable Development Goals. With previous experience in land use and CAP reform, Duncan has set up environmental educational projects and managed them in Thailand and Charles Kingsley Islands. Duncan is an advisor for the Food and Climate research Network (FCRN) and on the management committee for Eating Better and the UK Food Group, and sits on the advisory group for the UNEP/FAO Agri Food Task Force and the Milan Protocol.
In the UK, the initiation rate for breastfeeding is high but through lack of information and support, many women are unable to breastfeed for as long as they want to. A recent Lancet report suggested we had the lowest breastfeeding rates in the world by 12 months. The ABM trains mothers to become peer supporters and breastfeeding counsellors. Through our work on the National Breastfeeding Helpline and our own ABM helpline, and through our face-to-face and written support, we know we are making a difference to the lives of breastfeeding women and their babies. We’re members of the Baby Feeding Law Group which helps to oversee the infant feeding industry. We’re involved in national committees and projects, where the focus is on supporting breastfeeding and new families, and we offer breastfeeding education for health professionals.

**Association of Breastfeeding Mothers**

www.abm.me.uk  |  admin@abm.me.uk

Facebook: AssociationofBreastfeedingMothers

03003 305 453 (helpline) 9.30am - 10.30pm

08444 122 948 (admin)

@AssocOfMothers  |  www.pinterest.com/abmsupport

Baby Milk Action is part of the global network IBFAN (international Baby Feeding Action Network) which acts to stop misleading marketing by the baby feeding industry to protect breastfeeding and babies fed on formula and prevent unnecessary death and suffering. IBFAN is a network of over 270 citizens groups in more than 160 countries and provides monitoring documents and support to national and international policy makers. In the UK we are the secretariat for the Baby Feeding Law Group (BFLG), a coalition of leading health professional and mother support groups. We coordinate the BFLG monitoring project, preparing reports on baby food marketing practices and taking up relevant cases with enforcement authorities. We are a member of the UK World Breastfeeding Trends Initiative (WBTi) working group.

**Baby Milk Action**

www.babymilkaction.org  |  info@babymilkaction.org

01223 464420

@babymilkaction

Best Beginnings are a charity that focuses on the period of pre-conception to a child’s third birthday where the foundations of a healthy life are laid. Our aim is to help families of all backgrounds access the information they need to give their children the best start in life.

**Best Beginnings**

www.bestbeginnings.org.uk  |  info@bestbeginnings.org.uk

Best Beginnings works innovatively and collaboratively to create and distribute innovative and evidence-based resources including engaging films, DVDs, phone apps and magazines to give parents the knowledge and confidence to maximise their child’s physical, emotional and language development and also by supporting the professional development of staff who work with families. Our resources are endorsed by many Royal Colleges, professional bodies and charities and include Bump to Baby, Small Wonders and the Baby Buddy App.

**Chairs**

**Professor Annie Anderson**

Programme Director, Unicef UK Baby Friendly Initiative

Professor Annie S Anderson BSc RD PhD FRCP is a Public Health Nutritionist and dietitian. After two years clinical practice she has largely pursued a research career in Public Health Nutrition at the Universities of Cambridge, Aberdeen, Glasgow and the MRC Medical Sociology Unit. Her training spans biological aspects of nutrition as well as behavioural, social and cultural dimensions. In 1996 she was appointed to a professorial position in the University of Dundee and is currently Director of The Centre for Public Health Nutrition Research and Co-director of The Centre for Research into Cancer Prevention and Screening. Her main research interests: focus on designing, implementing and evaluating theory based, behaviourally focused lifestyle (population and individual) interventions aimed at chronic disease risk reduction with a special interest in lifestyle related cancers.

Victoria is the Director of Food Matters. Victoria’s expertise centres on food poverty and food access issues, in particular the effect of national policies on local food initiatives. Victoria has been working on sustainability and food poverty for over 15 years and current work (relevant to pre-conception to five years) includes working in partnership with Alexandra Rose Charity on the Rose Vouchers for fruit and veg, – a project that brings together financial and motivational support for pregnant women and families with young children on low incomes to support increased consumption of fruit and veg.
Breastfeeding Network

The Breastfeeding Network was established in 1997 to offer independent support and information to breastfeeding women and their families. We run 15 projects across England and Scotland encompassing peer support and training. We manage the National Breastfeeding Helpline in partnership with ABM, offer help lines in other languages and a webchat service. We are very proud of our Drugs in Breastmilk service, providing information for families and health professionals on the use of medication during breastfeeding.

Breastfeeding Network Drugs in Breastmilk Helpline

Drugs in Breastmilk Helpline: 0844 412 4665
druginformation@breastfeedingnetwork.org.uk

The Drugs in Breastmilk Helpline was set up by BfN and is run by a qualified pharmacist who is also a BfN Registered Breastfeeding Supporter. She receives help with running the line from a BfN Registered Drugline Helper. The service is provided over and above full-time work commitments so calls are generally not answered during the day. Visits may be left and calls are returned as soon as possible. The service is open to mothers and professionals. As the time available to deal with breastfeeding support of mothers is limited professionals are encouraged to find out the information to enable them to support the mothers themselves.

The Child Feeding Guide

www.childfeedingguide.co.uk | childfeeding@lboro.ac.uk
@FeedingKidsUK

www.facebook.com/FeedingKidsUK

Tel: 01509 228 160

Developed by expert child feeding researchers (Dr Emma Haycraft and Dr Gemma Witcomb of Loughborough University and Dr Claire Farrow of Aston University) the Child Feeding Guide is a website and free mobile app to help caregivers who report having a child who is a fussy or faddy eater or who would like support with feeding children. The Child Feeding Guide website/app is the first of its kind to be based on scientific research and helps those responsible for feeding children to understand why children are ‘fussy’ and what they can do to improve mealtime and promote healthier eating habits. It explains the science behind children’s eating behaviour, allows caregivers to assess and monitor their own and their child’s responses around food and mealtimes, and provides evidence-driven strategies to address fussiness in a positive way. The Child Feeding Guide is currently being disseminated by the NHS as part of the Start4Life Information Service for Parents and by the British Heart Foundation in their resources for parents.

Early Start Newham

An established provider of quality accredited training, health award schemes and bespoke nutrition packages delivered by skilled nutrition trainers across London. The Wellbeing & Nutrition team have a strong track record of delivering evidence based early intervention and preventative service in the field of maternal, infant and toddler child nutrition. We have considerable experience in developing, delivering and evaluating programmes and training packages to staff within health, children centres, nurseries and schools, including developing and delivering materials that are suitable for a diverse, multicultural community. All our nutritionists are registered with the Association for Nutrition (AfN) and our training packages have received AfN course certification.

Food Education Foundation

Alice@foodeducationfoundation.org.uk
@babystaste

The Food Education Foundation is a UK charity working in partnership with the NCT, which provides food and nutrition classes and workshops to help disadvantaged families in London provide their children with a healthy start to life.org/monitoring-uk

Food Matters

www.foodmatters.org | Victoria@foodmatters.org
@foodmatters

Tel: 01273 431 713

Food Matters is a non-profit national food policy and advocacy organisation, working to encourage and support change towards sustainable, fair food systems. We believe changing our food system requires action both from the bottom up and top down, from communities to national government. To achieve this we adopt an innovative, whole food systems approach to ensuring healthy, sustainable, fair food becomes the norm. Food Matters is dynamic, pioneering and versatile in its approach. Working collaboratively whilst building capacity within the communities where we work.
Conference Exhibitors

HENRY

www.henry.org.uk | info@henry.org.uk
01865 302 973
www.facebook.com/HENRY.HealthyFamilies
@HENRYHealthy

HENRY [Health, Exercise, Nutrition for the Really Young] is an innovative and thriving national charity that is transforming traditional approaches to obesity prevention through successful intervention at the start of life. HENRY provides evidence-based, RSPH-accredited training for health and early years practitioners, as well as evidence-based family programmes to tackle child obesity in the early years through a whole-family approach.

LIFIB - Your Local Infant Feeding Information Board

www.LIFIB.org.uk | info@LIFIB.org.uk
www.facebook.com/TheLIFIB
@The_LIFIB

LIFIB are a multidisciplinary group of healthcare professionals, based in the northwest of England who aim to support families to make informed choices in infant feeding.

We provide online parent / carer leaflets and free briefing papers and newsletters for health care professionals, we put on study events, and we can deliver workshops for health care professionals in your area. Our remit is to gather research and information available to families and professionals, critically appraise the material, and disseminate factual and evidence-based summaries to health professionals and other front line partners working with young families. Topics have so far included changes to infant milks, lactose intolerance, colic, reflux, cows’ milk protein allergy, and teats and bottles.

Institute of Health Visiting

www.ihv.org.uk | info@ihv.org.uk
www.facebook.com/IHV
@IHV

The Institute of Health Visiting is a UK Centre of Excellence supporting the development of universally high-quality health visiting practice. Our aim is that health visitors will effectively respond to the health needs of all children, families and communities enabling them to achieve their optimum level of health. We believe that improving public health outcomes for children, families and communities is at the heart of health visiting practice and helps reduce inequalities in health. ‘Healthy weight, healthy nutrition’ training has now been added to our highly acclaimed ‘Champions’ training portfolio, which will offer participants the opportunity to take up a cascade training role for their own organisation. This will explore why good nutrition matters from pre-conception to five years and provide health visitors with tools to support families nutritionally in this period. The training materials have been put together with First Steps Nutrition Trust.

National Breastfeeding Helpline

Independent, confidential, mother-centred, non-judgmental breastfeeding support and information open 9.30am – 9.30pm every single day of the year. Live online support also available via our web chat service. All calls are answered by highly trained volunteers, who are also mums who have breastfed. All volunteers are trained and supported by the Association of Breastfeeding Mothers and The Breastfeeding Network.

Lactation Consultants of Great Britain

Lactation Consultants of Great Britain (LCGB)
www.lcgb.org

We are the professional association for International Board Certified Lactation Consultants (IBCLCs) in the UK. IBCLC lactation consultants are recognised throughout the world as holding the premier global credential in breastfeeding. IBCLC is the only internationally recognised professional qualification for lactation. Knowledgeable in all areas, an IBCLC can help with both basic and complex breastfeeding challenges. LCGB’s members advise and consult on practice and protocols related to infant feeding in the UK and work in a variety of situations using their specialist skills and knowledge.

NCT

www.nct.org.uk | enquiries@nct.org.uk
Tel: 0300 330 0700

NCT is the UK's largest charity for parents. Each year we support millions of parents through their First 1,000 Days, offering expert information and trusted practical and emotional support through our website, helpline, the nationwide network of over 300 local branches, antenatal and postnatal classes, breastfeeding counselling and peer support schemes.
In 2005, the International Baby Food Action Network (IBFAN) launched the World Breastfeeding Trends Initiative (WBTi): a collaborative initiative to assess and monitor key breastfeeding policies and programmes, all drawn from the WHO Global Strategy and the Innocenti Declaration. The assessment and strategies are developed by partner stakeholder agencies working together to highlight gaps and stimulate action to bridge them. Each country’s results are publicly displayed on the WBTi website, providing further impetus to government leaders to act decisively.

Weight Concern is a registered charity, set up in 1997, to tackle the rising problem of obesity in the United Kingdom. Weight Concern has shown how psychologists, dietitians and exercise specialists working together can help people to make the lifestyle changes they want to control their weight.

The charity is committed to developing and researching new treatments for obesity and is working to increase the availability of the successful treatments it has pioneered in the UK (including self-help programmes, self-help support groups, family-based childhood obesity treatment). In the context of prevention and health promotion, we are working to improve children’s diet by disseminating the latest research about increasing children’s vegetable intake through our innovative Tiny Tastes programme.

The UK Baby Friendly Initiative is based on a global accreditation programme of UNICEF and the World Health Organization. It is designed to support breastfeeding and parent-infant relationships by working with public services to improve standards of care. Evidence-based and recommended by NICE, the Unicef UK Baby Friendly programme provides a framework for the implementation of best practice across midwifery, neonatal, health visiting and children’s centre services and higher education institutions. This unique programme bridges the gap between how we feed our babies and the impact this has on how relationships are built between the mother and her child.

Sustainable Food Cities

From obesity and diet-related ill-health to food poverty and waste, climate change and biodiversity loss to declining prosperity and social dislocation, food is not only at the heart of some of our greatest problems but is also a vital part of the solution. The Sustainable Food Cities approach involves developing a cross-sector partnership of local public agencies, businesses, academics and NGOs committed to working together to make healthy and sustainable food a defining characteristic of where they live. The Sustainable Food Cities Network helps people and places share challenges, explore practical solutions and develop best practice on key food issues.

The Soil Association

The Soil Association’s Food for Life Early Years programme aims to encourage everyone working to support children, their families and carers to eat well by providing expert resources and teaching about eating well from birth to school age; where food comes from; and how to cook, grow and enjoy fresh, healthy food that respects animal welfare and the environment. The Soil Association Food for Life Early Years Award provides an independent endorsement for early years’ settings that serve good quality, nutritious food and support the children to develop good eating habits for life.

Pinter & Martin publishers

Pinter & Martin is an independent publishing company based in London, and specialise in pregnancy, birth & parenting, psychology, nutrition and yoga. Our books for the spring of 2016 include Tom Harman & Alex Wakeford’s The Microbiome Effect, Sarah Ockwell-Smith’s Why Your Baby’s Sleep Matters, Rosie Knowles’s Why Babywearing Matters and Kim Mulheirn and Martin W. Weber’s Pneumonia in Children.

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Best Foot Forward
WORKING IN PARTNERSHIP TO IMPROVE NUTRITION FROM PRE-CONCEPTION TO FIVE YEARS

www.firststepsnutrition.org
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@1stepsnutrition

Charity number: 1146408