

Wakefield's Infant Feeding Journey

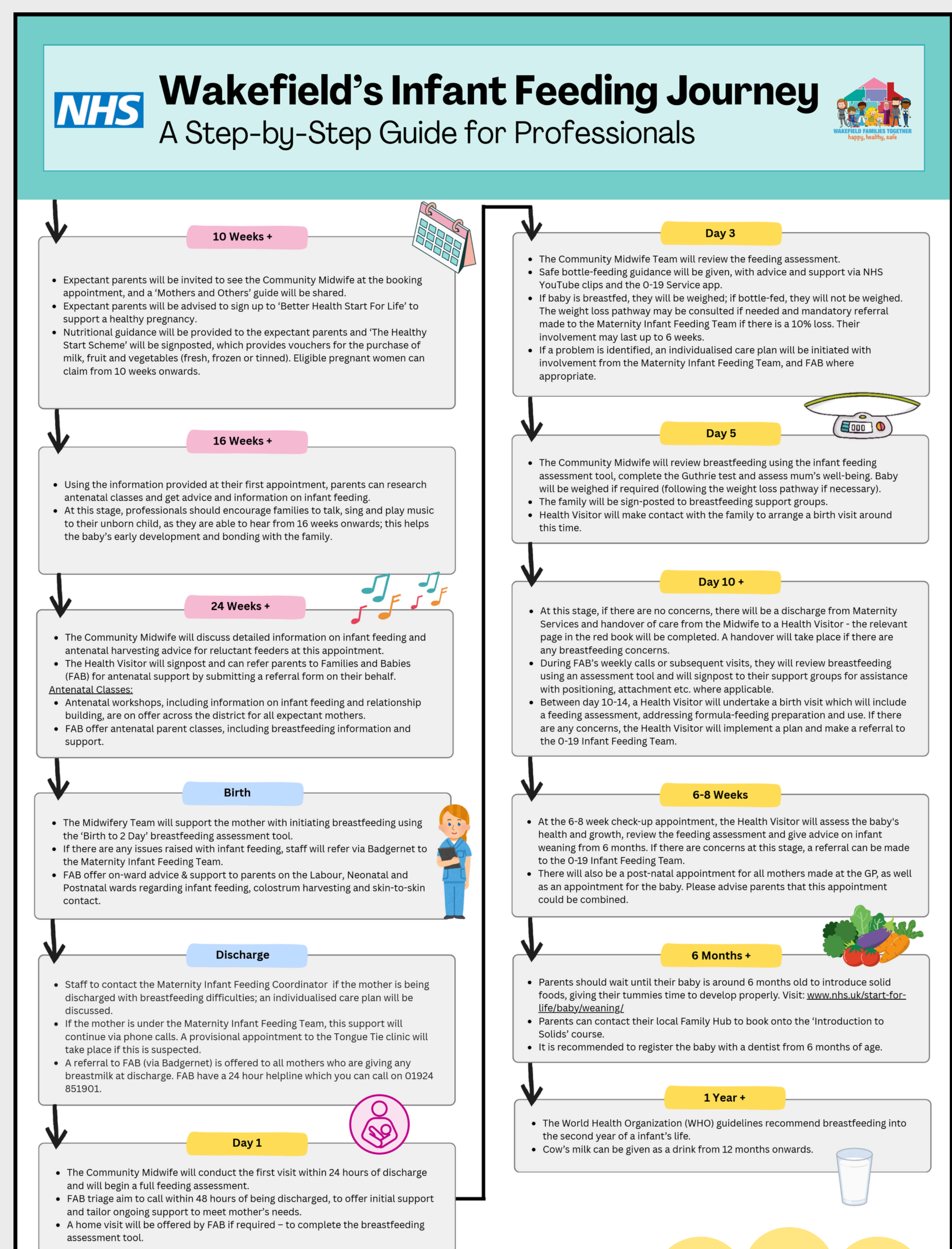
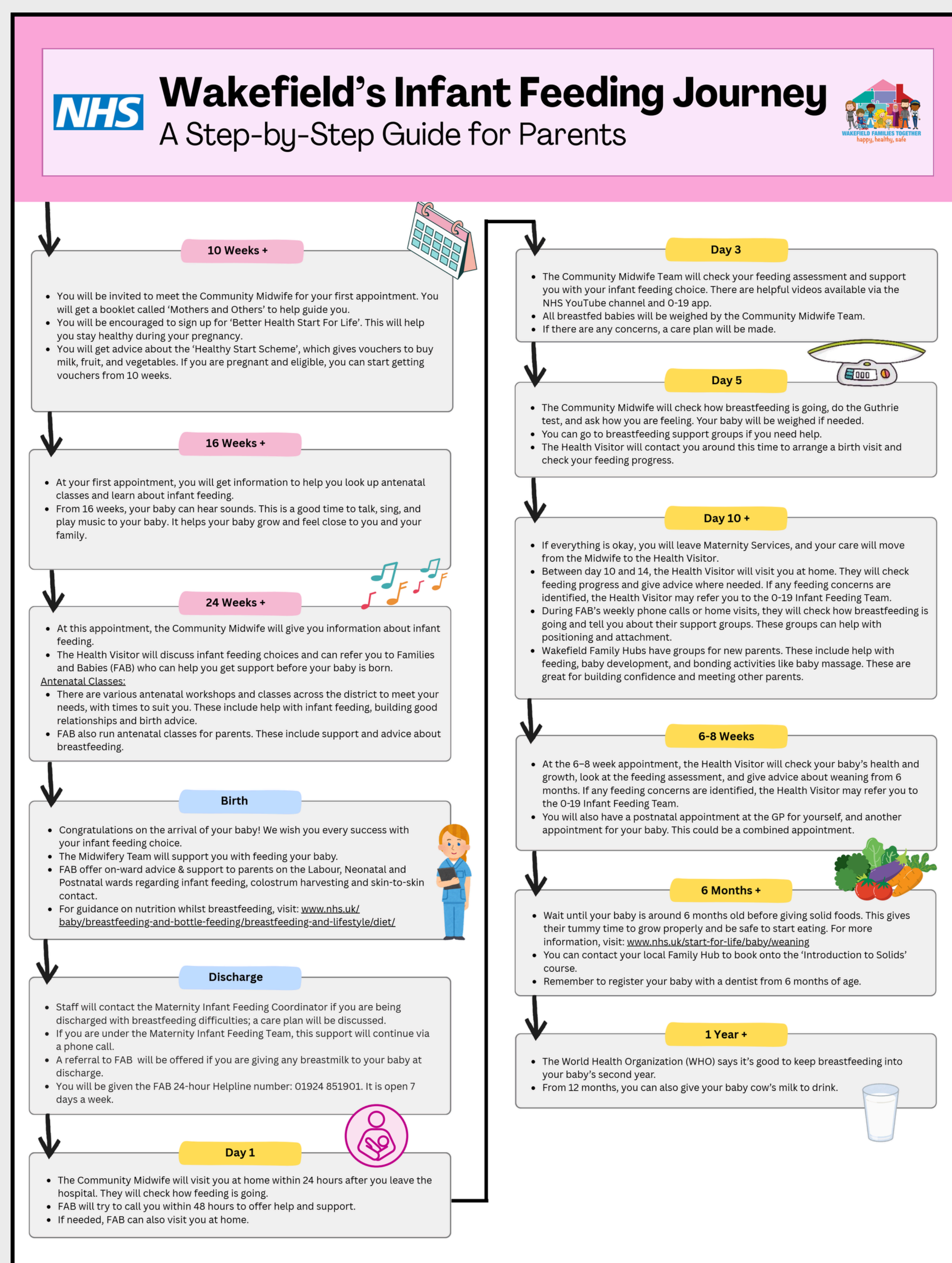
The **Best Start in Life agenda** highlights the critical importance of the **first 1001 days**, emphasising how responsive early years systems can reduce inequalities, improve long-term health and social outcomes, and relieve pressure on public services.

Embedding integrated **infant feeding support** from **pregnancy through to the postnatal period**, works to **improve parent-infant relationships, enhance parental confidence and resilience, and reduce avoidable demand on acute and specialist services.**

The development and implementation of Wakefield's Infant Feeding Journey directly supports key public health outcomes by strengthening prevention in the earliest stages of life and reducing health inequalities across the district.

The Infant Feeding Journey has two guides, one for **Parents**, and one for **Professionals**. It was published in January 2026. Both present the **same core information**, but have been **tailored** to meet the needs of each audience.

- For parents, the guide provides a clear overview of what to expect at each stage of pregnancy and the postnatal period, alongside signposting to support when needed.
- For professionals, it functions as a practical framework, outlining what information, support and interventions should be offered at each stage to ensure consistent, high-quality care.



The reverse side of the resource provides additional information, including:

- Descriptions of partner organisations, alongside links to further support services and useful contacts.
- Key information highlighting the importance of communication in the early years, supported by a QR code directing users to relevant resources.
- A maternity ward "Who's who" visual guide, illustrating the uniform colours worn by different staff members to aid identification.

Thanks to the **Infant Feeding Steering Group** for their contributions to development and implementation of the Wakefield Infant Feeding Journey.

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