



# Right Call, Right Time



## Proactive Support for Infant Feeding in Leeds

### Why It Matters, What we Did

**Breastfeeding is a key public health priority** and plays a significant role in reducing health inequalities. Partnership approaches such as this undertaken in Leeds are integral to increasing breastfeeding rates. This project introduced a simple, proactive telephone call from a 0-19 practitioner at 4-7 days postnatally, which aims to:



- Address early challenges and signpost to support
- Improve feeding confidence and outcomes
- Strengthen early relationships with families

New parents welcome the call and report that the early contact makes a meaningful difference not only to feeding, but to how supported they feel in the first days of their baby's life.

### What We Found

Feedback from both parents/carers and staff has been consistently positive.

#### Parents/carers reported:

- *Feeling reassured, listened to and supported*
- *The call came at the "right time", when questions began to arise*
- *For some, it directly influenced continuation of breastfeeding*
- *Increased awareness of local support following signposting*

*"It was brilliant just to have space to talk about the feeding. It made such a difference" (mum)*

*"They was wonderful. Answered our questions reassured us as parents. They was very helpful. These two women was amazing and wonderful" (mum)*

#### Practitioners reported:

- *Increased confidence and peer support in delivering feeding guidance*
- *Greater engagement with families early on*
- *Ability to remind and rearrange New Birth Visits where needed*
- *Enhanced continuity—Health Visitors could build on advice already given*
- *Increased attendance at breastfeeding groups, particularly among families with younger babies*

*"I was anxious, but enjoyed it more than I thought I would, I find it really enjoyable" (practitioner)*

The calls also supported early identification of wider needs, including maternal wellbeing and safeguarding concerns.

### Outcomes

- Increase in breastfeeding rates at 10 days, following previously static performance
- Improved uptake of community breastfeeding support
- Strengthened continuity of care between early contact and the New Birth Visit
- Earlier and stronger relationship-building with families