Interactive Visitor Guide
International Confederation of Midwives
28th Triennial Congress
Glasgow 1-5 June 2008

exhibition hosted thanks
to the support of:

www.bestbeginnings.info
An art exhibition to engage the parents of tomorrow.

featuring work from:
Central Saint Martin’s School of Art and Design poster competition.
and
D&AD 30th anniversary ‘postcard’ design Student Awards 2008.

Get Britain Breastfeeding was born in London’s East End in early May. It was thanks to the vision of Dr Wynn-Jones who first proposed the idea to Best Beginnings, NHS London who backed it financially, Healthy Schools Tower Hamlets, Central Saint Martin’s and D&AD that we were able to make that first Brick Lane exhibition a reality. Special thanks to Trish Morris-Thompson, Chief Nurse NHS London and Francesca Entwistle, Regional Infant Feeding Co-ordinator NHS London. This guide, from page 3 onwards, relates to that first showing. We are thrilled to now be able to take Get Britain Breastfeeding on tour, and would like the exhibition to engage as many children and young adults as possible. If you think your Strategic Health Authority or PCT will fund the exhibition to come to your area, please email Alison Baum at: alison@bestbeginnings.info and we can take things forward together. With funding in place, we’d also be delighted to take the exhibition overseas.

**Dame Karlene Davis, General Secretary Royal College of Midwives**

On behalf of the Royal College of Midwives, host of the ICM Congress, I am delighted to welcome the prestigious art exhibition ‘Get Britain Breastfeeding.’ This exhibition, produced by the charity Best Beginnings in collaboration with others, is a demonstration of what partnerships can achieve. The RCM has worked with Best Beginnings in its efforts to raise public awareness of breastfeeding through this and other initiatives and I would like to commend the charity and wish ‘Get Britain Breastfeeding’ a successful event. As the touring exhibition reaches other audiences throughout the UK and internationally, I hope that such a superb display of the talents of our young people will enthuse the public, engage the parents of tomorrow, and in particular encourage young parents to consider breastfeeding as the most appropriate method of feeding their infants.

**Helen Ryall, Health Improvement Programme Manager (Early Years) NHS Health Scotland**

The overall breastfeeding rate and exclusive breastfeeding rate have remained relatively stable in Scotland since 2001. At 6-8 weeks, 26.4% of women were exclusively breastfeeding their baby in 2007. We know that most women understand that breastfeeding is best for mother and baby yet many still don’t feel confident or able to do it. Starting to educate people from a young age, and in as many ways as possible, is key to helping women feel not only confident, but proud to breastfeed their baby. This is why NHS Health Scotland is supporting Best Beginnings to bring this exhibition to Scotland – not just for the audience of Scotland – but the worldwide audience this conference attracts.
Alison Baum, Founder & CEO Best Beginnings

Best Beginnings was set up in 2006 to break down inequalities in child health across the UK. Increasing breastfeeding rates is our first area of focus because it has been shown to be a powerful way to improve child health, reduce infant mortality and close the health gap. In order to overcome the multiple barriers to breastfeeding in the UK we have taken a strategic and multi-pronged approach. Our first project was to create the Breastfeeding Manifesto Coalition, which has brought together the strengths of 40 organisations, including five Royal Colleges, UNICEF and all the UK breastfeeding charities, to drive essential legislative change. Best Beginnings’ second major project was to make a DVD to inspire and enable women to breastfeed, and to ensure that this resource would be available, for free, to all pregnant women in the UK.

Soon after the breastfeeding DVD was in production Best Beginnings was approached by the energetic and creative Dr William Wynn-Jones about the art competition that he hoped to run. This was a perfect opportunity to engage some of the world’s most creative young minds to produce powerful images that can complement and promote the DVD, so we were delighted to take the project on, with William as project manager. Then, thanks to the support of Kasia Rust from burst*, Best Beginnings made contact with the prestigious D&AD Student Awards. So we have been able to run two competitions in 2007/8 that support each other and the DVD in helping to drive a cultural shift.

‘Get Britain Breastfeeding’ showcases what can be achieved when people from the arts, advertising and health sector work with young people and women. This exhibition is the realisation of an immense amount of work by very many highly talented people to whom I give my heartfelt thanks—please read the acknowledgements on the back page.

Francesca Entwistle, Midwife and Regional Infant Feeding Co-ordinator for London and author of this guide

Breastfeeding is a highly charged subject that evokes ‘an opinion’ in all of us, young and old, rich and poor, black and white. The journey these students have taken in their artistic creations raises psychosocial, political and cultural issues surrounding breastfeeding. This interactive guide has been designed to engage young people in a ‘big conversation’ around breastfeeding, something to get them talking to their friends about, asking their mums and dads about and challenging society about. ‘Midwifery’ is considered to be an art and a science; this exhibition brings the two together to raise awareness, tackle inequalities and challenge perceptions of breastfeeding in British society today. Special thanks go to the Regional Public Health Group for their support and encouragement and to Best Beginnings for their enthusiasm and motivation. It has been a pleasure working with them all—thank you.

William Wynn-Jones, A&E Doctor and Central Saint Martin’s competition instigator & project manager

When I came up with the idea for this competition I envisaged talented young people producing images to promote breastfeeding to their peers. I really feel that what we have achieved has far exceeded this. All of the entries were of such a high standard and really got to grips with the brief. It has always been my belief that central to changing health behaviours is the need for a grassroots movement lead by those who stand to benefit. This project has brought together so many talented people from so many different backgrounds in the realisation of this vision.
background to exhibition

‘Get Britain Breastfeeding’ is a prestigious art exhibition, produced by the charity Best Beginnings in partnership with NHS London, D&AD and Dr William Wynn-Jones. It showcases the finished artwork of two exciting competitions with iconic designs to inspire, celebrate and change perceptions surrounding breastfeeding thus engaging parents of tomorrow.

Last October, Best Beginnings launched a poster competition for students at Central Saint Martin’s School of Art and Design. The overall winners have been offered a two week work placement at leading advertising agency Abbott Mead Vickers BBDO. The judging panel was unanimous in choosing Kayleigh Brooks and Sophie Barker as the winners of the competition. Their brilliant and challenging poster campaign will be distributed free in hospitals, community centres and GP practices throughout the UK, and will get people talking. The posters also promote a DVD made by Best Beginnings and sponsored by the Department of Health, NHS Health Scotland, the Welsh Assembly Government, the Northern Ireland Health Promotion Agency and the Tedworth Charitable Trust. The breastfeeding DVD will be distributed free to every pregnant woman in the UK from July 2008.

Best Beginnings launched a second art competition in partnership with D&AD, the educational charity whose mission is to promote and encourage creative excellence. Fledgling creatives often cite winning a coveted ‘Yellow Pencil’ as the tipping point in launching their successful careers. D&AD worked with Best Beginnings to write a brief for students taking part in their internationally respected competition. Over 400 students from all over the world have produced postcard sized designs promoting breastfeeding. The winner will be announced on June 26th at the D&AD Student Awards ceremony. The ‘Get Britain Breastfeeding’ exhibition is a unique opportunity to see a selection of the entries from colleges around the world.

This exhibition is sponsored by NHS London with support from Tower Hamlets Healthy Schools and Primary Care Trust. In preparation for National Breastfeeding Awareness week (11th-17th May 2008), children approaching adolescence and young adulthood have the opportunity to enjoy and learn from the exhibition by completing this interactive workbook. The workbook takes you on a journey of discovery, using the many different and brilliant posters designed by the Central Saint Martin’s students to guide the way. Midwives, health visitors, breastfeeding counsellors and peer support workers are available to raise awareness and point people to local breastfeeding support services. There are also exclusive preview extracts from the new DVD guide to breastfeeding.
your guide to

learning about breastfeeding

As you walk through the gallery you will be introduced to images designed by students at art college to promote breastfeeding. You will be asked to look at the posters and answer questions.

Around the gallery there are people to help you. These include:

**mothers and babies**
Mothers who are breastfeeding whom you can talk to about their experiences.

**peer supporters**
Mothers who have been trained to help mothers with breastfeeding once they have successfully breastfed themselves.

**volunteers**
There are several voluntary groups who help women after they have had a baby: The Breastfeeding Network, Association of Breastfeeding Mothers, National Childbirth Trust, La Leche League.

**health professionals**
Midwives and health visitors have an important role in supporting women through childbirth and afterwards, getting to know and care for their baby.

You are encouraged to talk to these people so that you can get the most out of your visit. We hope you enjoy your journey and will take back your thoughts (and this booklet) to your friends and family. Don’t forget to sign up to show your support of breastfeeding at www.breastfeedingmanifesto.org.uk.

Answers are found at the back of the booklet
National Breastfeeding Helpline: 0844 2090920
www.breastfeeding.nhs.uk
www.bestbeginnings.info
Anna and Sam produced a specially commended poster of people wearing a t-shirt they designed that looks as if you are breastfeeding. They chose to exhibit the t-shirt rather than the poster. Can you find the t-shirt in the exhibition? Their idea is that people will wear the t-shirt so that more of us get used to seeing breastfeeding as natural and normal.

Around the gallery you will see lots of helpers wearing breastfeeding t-shirts. These include volunteers, local breastfeeding supporters, midwives and health visitors.

All these people are there to help you; ask them lots of questions.

Would you wear this t-shirt to advertise breastfeeding?
yes [ ] no [ ]
The students were asked to research breastfeeding before designing their posters.

What do you think of this poster?

Find out the answers to these questions:

1a Breastfed babies can get everything they need to survive from breast milk alone for the first six months of their life.

true or false

1b Babies fed on formula milk (cow’s milk) have the same chance of growing up healthy as a baby fed on breast milk.

true or false

1c The World Health Organization recommends breastfeeding combined with other foods until two years of age and beyond.

true or false
The Only Brand is You
Rhiannon Johnson

This image uses the photograph of a woman’s breast to demonstrate that human milk is ‘brand specific’ to the needs of your baby and will therefore provide all its nutrition needs.

List three health benefits of breastfeeding for the baby:

2a

2b

2c
Feed Your Baby with Love
Ken Kirton

In his specially commended poster, Ken promotes breastfeeding through the loving relationship between mother and child.

"breastfeeding is a special bond between mother and child based purely on love"

We are delighted that this simple and powerful image has already been used on the front of a new publication produced by the Royal College of Midwives.

Look at this poster and answer the questions below:

3a Breastfeeding helps a mother to bond with her baby. true or false

3b The hormones released when a mother breastfeeds helps her to feel good about her baby. true or false

? What do you think the symbols in this poster look like? Do you think it works well as an image?
You may have seen a similar image that says ‘I Love New York.’
Think about big cities and breastfeeding in public. Every five years the Department of Health produces a survey and many women say they do not like to breastfeed in public.

What does ‘public’ mean to you?

Would you breastfeed in front of your friend, brother or dad?

If you have a sister would you mind if she breastfed in front of you?

In other countries mums feed anywhere, any time, any place. Why do you think this is different in the UK?

How can you help women to feel comfortable when their babies need feeding when they are out and about?
Free Wonder Drug
Janice Chan

Look carefully at the image. What do you see, a pair of breasts or a packet of pills? The poster aims to inform, in a socially and culturally inclusive manner, that breastfeeding is free and does wonders for you and your baby’s health.

Breast milk protects a baby from many illnesses including diabetes, heart disease, asthma and allergies.

Why is breastmilk so special?

4a It contains antibodies to fight infection.  
   **true or false**

4b It helps the baby’s stomach grow a lining to protect it from harmful bacteria.  
   **true or false**

4c It is always at the right temperature.  
   **true or false**

4d It never gets infected.  
   **true or false**
Jack has produced poster to look like a page of a tabloid newspaper portraying a sexy image of breastfeeding.

He has designed the poster to make us think about why we see sexy images of breasts in public but not images of breastfeeding.

When a woman makes love she produces a hormone called oxytocin. This hormone is also produced when she breastfeeds.

Oxytocin helps the milk to get from the breast into the baby’s mouth—this is sometimes know as the let down reflex.

Write down your feelings about this poster and discuss it with your friends.
Sophie decided that “the target market were particularly image conscious. So to these people their breasts are a huge part of that image.”

Her campaign was designed with the intention of reminding women that “they have breasts for a purpose. If they weren’t meant to breastfeed we wouldn’t even have boobs.”

5a Breastfeeding is a natural function. **true or false**

5b All mammals breastfeed their babies. **true or false**

5c Breast milk is made in the breast in pregnancy. **true or false**
Child Obesity Risk
Michelle de Caires, Paul Persky

A baby is protected by its mother’s milk when it is breastfed. To capture the attention of the target audience Michelle and Paul decided to use the shock factor of highlighting negative effects of feeding a baby formula.

In pregnancy the baby is protected by its mother’s milk, and breast milk continues to protect a baby as a child and a grown up.

Babies who receive artificial/bottle milk are more likely to develop:

6a Diabetes  true or false
6b Asthma    true or false
6c Obesity   true or false
6d Cancer    true or false
**Breastfeeding Timeline**

In our families we have all grown up with different experiences of breastfeeding. Check yours out here. On the line below put a cross to show where, if anywhere, breastfeeding has come into your life, and where you hope it might come in to your life in the future.

An example of a breastfeeding timeline:

<table>
<thead>
<tr>
<th>Birth</th>
<th>Child</th>
<th>Teenager</th>
<th>Adult</th>
</tr>
</thead>
<tbody>
<tr>
<td>bottlefed</td>
<td>none</td>
<td>friend’s mum</td>
<td>bottle fed</td>
</tr>
<tr>
<td></td>
<td></td>
<td>breastfed</td>
<td>1st baby</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>breastfed</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2nd baby</td>
</tr>
</tbody>
</table>

YOUR breastfeeding timeline:

Compare your timeline with that of your friend or your teacher.
In his poster which won the second prize, Sid plays with words and images. He makes us think about how nature designed our bodies perfectly to fill our basic needs.

“In my poster, I wanted to communicate to young mothers that the key to being a brilliant parent is already within them, they don’t need to seek out special pills, formulas or products. I hope it comes across in a reassuring and thoughtful manner.”

Pick up a baby doll in your arms. Cradle the baby across your body, look down at the baby, under your nose! This is where a baby lies when he/she is breastfeeding.

Did you know that when a baby is born he/she can see about 30cms (the length of a long ruler). If you measure the distance between your eyes and your chest this is about 30cms. Breastfeeding is just the right distance for mum and baby to be able to see each other when the baby is born!

What do you see first: dumbbells or breasts? Do you think they have much in common?
Oral Solution
Daniel Perez

Daniel has used a very different approach with his poster by using fun nonsense words that sound like medicines to promote breastfeeding.

Sometimes women find breastfeeding difficult and need help to position and attach their baby at the breast.

? Think about the words ‘oral solution’. What is the double meaning of the word ‘solution’ in this example?

In this booklet there is a National Breastfeeding Helpline that women can ring up for support.

7 Write down the National Breastfeeding Helpline number

Telephone: - - - - - - - -

www.bestbeginnings.info
Feed where you eat

Annett Hoeland

In Scotland it is the law that women have the right to breastfeed wherever and whenever they need to. But in England, Northern Ireland and Wales it is still legal to ask a woman to stop breastfeeding in public.

Do you think babies should have the right to be breastfed in:

- Restaurants [ ] yes [ ] no
- Play areas [ ] yes [ ] no
- Shopping centres [ ] yes [ ] no
- Buses/Trains [ ] yes [ ] no

If you think a woman’s right to breastfeed should be protected in the UK, add your support at www.breastfeedingmanifesto.org.uk

Give your child the best start in life. Whenever. Wherever.

Get a free breastfeeding DVD from your midwife or visit www.bestbeginnings.info
Sophie and Kayleigh, the winners of the Central Saint Martin’s poster competition, have been daring in their design. This is part of a four-poster campaign which will be seen around the UK.

? Do you think your friends and family will discuss breastfeeding when they see this poster?

? What statement does this poster make on how we think about breasts in our society?

Sophie and Kayleigh also came up with a catchy name for the new Best Beginnings breastfeeding DVD: Breastfeeding: The Ultimate Gift

Use a piece of paper to write down your slogan to promote breastfeeding. Put it in the box: we will put it on the wall for the next visitors to read.

My slogan…

You might also like to draw a picture for display.
Thank you Mummy
Mari Stølan

Mari is from Norway. Did you know the United Kingdom has one of the lowest breastfeeding rates in Europe? 98% of women from Norway breastfeed their babies.

78% of women in England start breastfeeding, but by 6 weeks only 64% of women are giving their babies any breastmilk and many have introduced artificial milk. More than 85% of babies born to young mothers are not getting any breastmilk at six weeks of age. These babies are not enjoying the many health benefits of breastfeeding.

Do you think this art exhibition will encourage more young women to breastfeed in the UK, just like they do in Norway, Australia and many other countries?

The Department of Health and the World Health Organization recommend that babies are given Breastmilk only (i.e. nothing else) for:

- [ ] 4 months
- [ ] 6 months
- [ ] 8 months
Einstein was a very intelligent man and a great scientist. Chloe’s artwork teaches us that if you breastfeed your baby they can also be bright and top of the class.

Answer the questions below:

9a If you left school at 16 are you more or less likely to breastfeed your baby? more/less

9b If you have a good job and earn a lot of money, are you more or less likely to breastfeed your baby? more/less

9c If you have a baby before you are 20 years old, are you more or less likely to breastfeed your baby? more/less

9d If your mum breastfed you, are you more or less likely to breastfeed your baby? more/less

9e If you were breastfed are you more or less likely to have a higher IQ than a child who was fed on formula milk? more/less
Look at this poster of breastfeeding women. They look young and trim. 'Yummy Mummy' sometimes refers to celebrity mothers who spend a lot of time on their appearance.

These famous people breastfed their babies:

10a Myleene Klass  true or false
10b Davina McCall  true or false
10c Elle Macpherson  true or false
10d Angelina Jolie  true or false
10e Jools Oliver  true or false
10f Sara Cox  true or false

? Theo Walcott. This famous person was breastfed. Can you think of any others?
Keep Going Mum
Harry Bugden and Anna Katrine-Parker

When a mum has had a baby she will be very tired and need time to get used to having a new baby. To make breastfeeding work it is best if the baby sleeps in the same room.

Jot down ways that other people can help mum, so that she has time to spend with her baby:

- dad
- nana
- friends
- brother/sister
Just a couple of reasons to Breastfeed...

Daniel Foo and Iana Batourskaia

Daniel and Iana remind us about the environment. Draw a quick doodle of the Earth below.

List three ways in which breastfeeding is good for the environment:

11a

11b

11c
Kim’s powerful poster won third prize.

Think about when you were growing up. Did you play with a baby doll or did your brother/sister have a baby to look after and play with?

**Quick think!**

Baby dolls are often sold with a bottle and dummy. Do you think this makes children believe they need to bottle feed when they are older? Think of other places you may have seen pictures of baby bottles.

**12** Breastfed babies should not have bottles or dummies in the early days as this can confuse their suck.

**true or false**
Breastfeeding Will Help You Lose Weight
Julian Salaun and Joseph Bruce

When you have a baby your body changes. Think about how your body will change and answer these questions.

13a A mum gets her figure back quicker when she breastfeeds. **true or false**

13b Your breasts can double in size when you breastfeed. **true or false**

13c Your breasts sag after you have breastfed, more than if you bottle feed. **true or false**

13d You have to have a special diet to be able to breastfeed. **true or false**

Did you know: breastfeeding helps prevent children becoming obese.
I Wish that Daddy Could Breastfeed Too...
Olga Grotova

This is an interesting image. Imagine if dads could breastfeed too. Do you think it would be a good thing?

List two ways in which dads can have fun with their baby:

14a

14b

List two ways that dads can help mum to breastfeed successfully:

14c

14d
Joanna gets us to think about breasts. She asks if we are not using them for what they were intended, why have we got them?

Some mums think that their breasts are not for breastfeeding. What do you think?

When a mum has her baby she will cuddle him/her skin to skin, this means the baby naked next to mum’s skin, under a blanket or nightie.

This can be a special time for ALL mums and babies.

Do you think every mum and baby should have this special time even if they choose not to breastfeed?
How can you help Britain to get breastfeeding?

Write down your ideas here:

- go to www.breastfeedingmanifesto.org.uk and sign up online to support breastfeeding

Thank you for taking part today. We hope you enjoyed the visit.
Don’t forget to choose your favourite D&AD Student Awards postcard and post your vote in the box. How about designing a breastfeeding poster or postcard? Think of a slogan or catchy sentence to promote breastfeeding.
the answers (no cheating!)

to find more answers, go to:
www.bestbeginnings.info,
www.getbritainbreastfeeding.org.uk,
www.breastfeeding.nhs.uk
www.breastfeedingmanifesto.org.uk

1a. True
1b. False
1c. True
1d. True
1e. False (from 16 weeks of pregnancy)

2. Protects the baby from ear and chest infections,
   lowers the risk of diabetes,
   less allergies—eczema, asthma, wheezing,
   protects against diarrhoea, gastroenteritis,
   less obesity,
   better brain development.

3a. True
3b. True
3c. False
3d. False

4. True
4a. True
4b. True
4c. True
4d. True

5. True
5a. True
5b. True
5c. True

6a. True
6b. True
6c. True
6d. True

7. National Breastfeeding Helpline: 0844 2090920
8b. 6 months. After this babies need other foods as well
8c. True
8d. True
8e. True

9a. Less
9b. More
9c. Less
9d. More
9e. More

10. True
11. No waste products, no plastic used, no packaging,
   free, made to order—any time, any place!
12. True

13a. True
13b. True
13c. False
13d. False

8b. 6 months. After this babies need other foods as well
Special thanks from Alison Baum to the many people who worked long and hard, often behind the scenes and through the night, to make this exhibition become a reality including: William Wynn-Jones for his idea, tenacity and drive; the brilliant students from both competitions; the tutors and heads of department who have supported them, particularly Alan Baines, Kasia Rust and Maggie Souter at Central Saint Martin’s; the two expert judging panels; Fergal and his team at the D&AD Student Awards; Peter Souter and his team at Amv-BbbDo; Frank Herholdt and his team for the photoshoot of the winning poster design; Rebecca, David and Baby Edwin for modelling during the shoot; Director Vicki Psarias and her team for making the short YouTube films that inspired and informed the students; all the creatives involved in the breastfeeding DVD and in particular producer/director Jacqui Smith and editor Sasha Olswang for their extraordinary commitment and work; Petra Finkenzeller for the beautiful photo on this page; Solopress and Adelphi Graphics for printing; Weheartweb for website design; CCom for multimedia support; Robin Begley at Knapp Goodwin for exhibition design; Tower Hamlets Healthy Schools for funding the translation of this guide into Bengali and Somali; all the volunteers (lay and professional) who are supporting this exhibition. Finally, heartfelt thanks to Trish Morris-Thompson for encouraging NHS London to fund the original exhibition and Francesca Entwistle for her incredible work on this project, including writing all the questions for this workbook; Alison Johnson, the project director, for her superb work and incredible commitment; Joanna Bradshaw for her wonderful design work; the rest of the fabulous Best Beginnings team (including Orna, Karla, Frankie and Joan, freelancers, volunteers, patrons, board and generous donors) and of course our long-suffering families and friends for their love and encouragement.

We look forward to a society where:

Women feel enabled to initiate and continue breastfeeding for as long as they wish
Parents are supported to make informed choices about feeding their babies
Everyone is aware of the significant benefits associated with breastfeeding.

Don’t forget to add your voice by signing up at:
www.breastfeedingmanifesto.org.uk
[Best Beginnings is a proud member of the Breastfeeding Manifesto Coalition]
Breastfeeding makes a difference! Tell us what you think at
www.bestbeginnings.info

Breastfeeding Manifesto

Suggested donation for this guide: £2
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