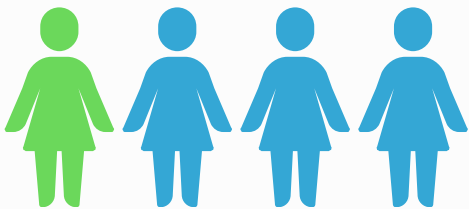


The infant feeding & nutrition support gap



A UK SURVEY OF 506 PARENTS WITH A CHILD UNDER THE AGE OF ONE REVEALED LOW LEVELS OF SUPPORT FROM THEIR HEALTH CARE PROFESSIONALS



1 OUT OF 4

PARENTS SAID THEY DID NOT RECEIVE ADEQUATE SUPPORT FROM THEIR HCPS IN ANY AREA OF INFANT FEEDING*

“I CURRENTLY RECEIVE ADEQUATE SUPPORT FOR ...”



differences between available formulas



breast feeding initiation



breast feeding maintenance



“I WOULD LIKE MORE SUPPORT WITH”

food allergies



weaning



colic, regurgitation, constipation



differences between available formulas



“There is a lot less support now. There used to be drop-in clinics and more face-to-face time to ask and talk to professionals.... You feel bad about asking them stuff that doesn't seem that urgent, but actually would be really useful to ask.” - A parent



References

ONLINE SURVEY CONDUCTED BY CENSUSWIDE, FOR THE INFANT AND TODDLER FORUM, 18 NOVEMBER - 2 DECEMBER 2022

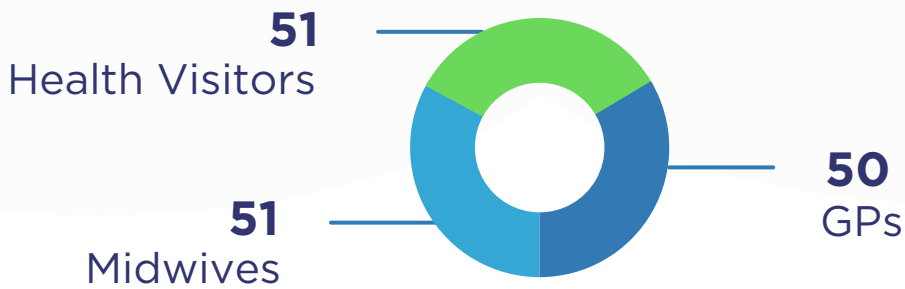
*Topics covered: Breast feeding maintenance, Differences between available formulas, Combination feeding, Weaning, Functional gastrointestinal disorders (e.g. Colic, regurgitation, constipation), Food allergies, Breast feeding initiation, Formula feed preparation, Responsive feeding, Expressing milk, Formula feeding



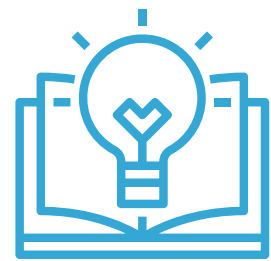
The infant feeding & nutrition confidence gap



WHO TOOK PART: 152 HEALTH CARE PROFESSIONALS (HCPS) PRACTICING CURRENTLY IN THE UK

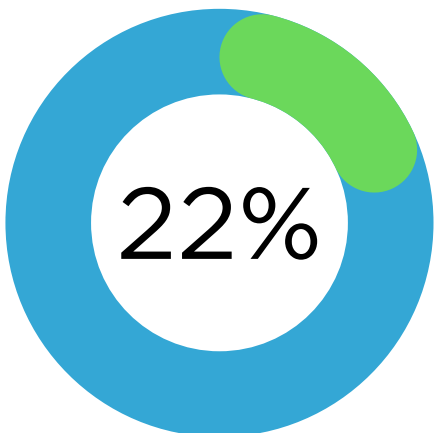


HOW HCPS STAY INFORMED:



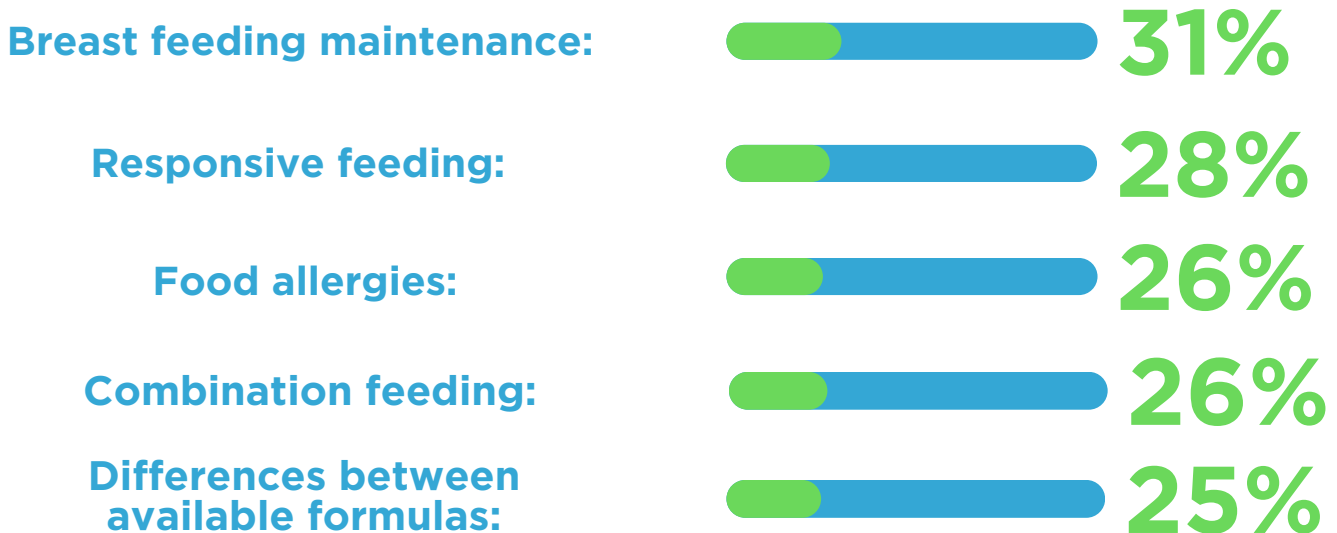
4 OUT OF 10

HCPS COULD NOT ACCESS TRAINING THEY WERE LOOKING FOR THROUGH THEIR OWN ORGANISATION



HCPS not very confident or not confident at all providing support & information across key areas of infant nutrition* to parents

“I WOULD LIKE MORE UP TO DATE TRAINING IN”



References

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