Aim of Project
Through the implementation and use of a breastfeeding ‘buddy’/peer supporter system, we wish to overall improve and sustain our breastfeeding rates to 65%, between hospital discharge and 6 weeks, by January 2017.

Primary Drivers
- Training to be provided to those who wish to become Breastfeeding Peer Supporters.
- Create a support network which is accessible, acceptable and sustainable, that is for and run by breastfeeding mothers to ensure woman and Family centred care.

Secondary Drivers
- We already have one experienced UNICEF accredited supporter willing to start volunteering.
- Advertise identify interest in women wishing to become breastfeeding supporters and arrange training courses.
- Give antenatal and postnatal women a questionnaire to ask whether they would accept support from a ‘buddy’.
- Provide support at a place which is most convenient to Mums (home, cafe)
- A mobile phone on/call system so women can call for support and advice.
- Quarterly statistics on the rates of breastfeeding should hopefully improve. In particular sustainment beyond 6 weeks.
- Questionnaire to ask women whether they have found the buddy system, beneficial.

Processes / Actions
- Contact with HR to clarify recruitment process and the necessary documentation.
- Recruited women through a local breastfeeding support group that meet on the ward in Orkney.
- Meeting with Health Promotion to gain information on designing a logo, brochures and leaflets for giving to women and supporters.
- Meeting with an accredited UNICEF supporter and gained information from her about a previous group.
- Contacted the OIC about the current funding we have for this initiative.
- Interviews with women in Orkney about their breastfeeding experience and whether his would have benefited them and what we should include in the scheme.

Results/Evaluation
At present 10 women recruited who are keen to become involved in the Breast buddies scheme. Some delays due to the recruitment process: all women required to fill out volunteer packs and have occupational health checks and PVG checks completed before starting training.
Great feedback received on the scheme and hope to be up and running by May 2016.

NEXT STEPS
- Once our Peer supporters have PVG clearance arranging training sessions prior to them giving support to women.
- Contacting Cafes and local centres to offer drinks/cakes deals for feeding mothers on certain days and for peer supporters to attend these to help build confidence for feeding in public.
- Arranging a mobile phone contract and on call system between 9am and 7pm for women to call if needing support or a visit.
- Designing a logo for ‘breast buddies’ and developing a pack for each women and buddies giving information.
- Arranging a launch day perhaps a flash mob and creating a Facebook event and getting coverage by the local paper.
- Developing a questionnaire for women to identify areas that could be improved and the overall thoughts on the buddy system.