

April 2010

Dear BMC Members

Breastfeeding Manifesto Coalition Meeting, Monday 15th March, 12 – 2.30

Please find attached minutes from the BMC meeting held on Monday 15th March, additionally, please find items below which are updates since that meeting.

Breastfeeding Welcome Scheme Children's Centre Pilot in England

We are pleased to announce that the BMC has been successful in our bid to run a Breastfeeding Welcome Scheme Children's Centre pilot for England. Anne Fox, Head of Campaigns and Public Policy at the NCT will lead on this project for the BMC. Further information on the project and how members can get involved will be circulated shortly. This scheme has been developed by the BMC and replaces the previously branded Breastfeeding: Access All Areas work.

Breastfeeding Welcome Scheme Early Adopters Pilot

The DH have expressed concerns about the BMC offering free access to the scheme for some centres and therefore some PCT's while we're also offering fee-based access to the scheme to other PCT's and councils in the early adopter pilot. As a result, while honouring the contracts with Bromley and Kensington and Chelsea, we will not be proactively marketing the early adopter scheme until the active phase of this pilot with children's centres is over.

Kind regards

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