

A Breastfeeding and Infant Feeding Vision for the UK

A UK where every family, in every community, can feed their baby safely and confidently, with trusted high-quality support and freedom from commercial influence.

Breastfeeding is valued across society and all are supported to meet their breastfeeding goals

The UK is a welcoming, safe place to breastfeed, where women and families everywhere have access to world-class, compassionate support from skilled practitioners, trained peers and healthcare professionals. Breastfeeding and feeding human milk, e.g. expressing and feeding donor milk, are visible and normalised across society. Women and families are supported by employers, businesses, institutions, peers and family across public, work and educational settings to meet their breastfeeding goals for as long as they choose, and no community is left behind.

All families have the trusted support they need to feed their babies as they wish

Whatever their infant feeding journey, every parent has access to independent, evidence-based guidance and responsive, high-quality support. All families are supported equitably across the country, and none are left vulnerable to discrimination, misinformation or commercial pressures, whatever their background or circumstances.

Dependable and resilient systems reach every community

Every family, however they choose to feed, can rely on the services that keep their baby well-nourished and healthy. These systems are underpinned by a clear competency framework that supports the whole infant feeding support workforce (such as the NHS-recommended UNICEF UK Baby Friendly Initiative), ensuring consistent, high-quality and responsive care for all families. This should be delivered by skilled and compassionate healthcare professionals, practitioners and trained peers across all settings. Breastfeeding provides food security and resilience in times of crisis or emergency; we also need a secure infant formula supply chain.

A national commitment to world-class breastfeeding and infant feeding support

Government works in partnership with organisations that have recognised expertise in infant feeding, to plan and shape services that meet global standards. This ensures consistent, inclusive and high-quality support for all families.

This vision has been collectively developed and endorsed by the organisations listed below.



Convened and coordinated by Bremner & Co.

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