

# It's a Rosie result for maternity team!

29 March 2019

The maternity service at the Rosie Hospital, which is part of Cambridge University Hospitals NHS Foundation Trust (CUH), has been officially fully accredited by the UNICEF Baby Friendly Initiative set up jointly with the World Health Organisation.

The Baby Friendly Initiative is a global programme which provides a practical and effective way for health services to improve the care provided for all mothers and babies.



In the UK, the initiative works with public services to protect, promote, and support breastfeeding and to strengthen mother-baby and family relationships. Support for these relationships is important for all babies, not only those who are breastfed. The award is given to hospitals after an assessment by a UNICEF team has shown that recognised best practice standards are in place.

The team has been working hard to ensure that families receive a range of support, advice and encouragement to help them to feed their babies, promoting everything from World Breastfeeding Week to Kangaroo Care, which encourages parents to have skin to skin contact with their infants to help with bonding.

Staff are planning to mark the accreditation with the unveiling of a plaque in a prominent area of the hospital.

Lead midwife for infant feeding, Rosy Jordan, said: "It's wonderful to have recognition from

UNICEF for the high standard of care and support our staff give, and to think of all the families whose experiences and outcomes have been enhanced as a result. This achievement is a credit to the skills and expertise of the whole team and the investment they have made to improve the care for mothers and babies.”

Acting Head of Midwifery, Amanda Rowley, added: “I am incredibly proud of my team which has worked tirelessly over the last four years to earn this accolade. The reaccreditation process takes place every two years so we will be working hard to maintain and build on this success.”

### Pictured

Standing (l) Paula Peirce, Junior sister/NICU feeding lead, (r) Rosy Jordan, lead midwife for infant feeding

Sitting (l) Sarah Hackett, infant feeding midwife, (r) Lesley Bennett, diabetes specialist midwife (previously lead midwife for infant feeding)