

10 March 2011

Dear Colleague

**Bump to Breastfeeding Resource – now online and available to order.  
Gateway reference number: 15659**

In 2008, the Department of Health commissioned the charity Best Beginnings to produce a DVD 'From bump to breastfeeding' to assist midwives and other health professionals in providing essential information for pregnant women in a clear and accessible format. Since then the department has funded approximately 1.5m copies of the DVD to be distributed free through healthcare professionals to all pregnant women.

Given the current financial constraints and limited availability of resources, the government is committed to reviewing its spending priorities and exploring new ways of taking work forward that will empower key partners to support public health. As part of this work, the department will no longer be providing the DVD centrally. Instead the DVD is available to buy from Best Beginnings and is also available to view online for free at:

[www.bestbeginnings.org.uk](http://www.bestbeginnings.org.uk). The costs of purchasing the DVD from Best Beginnings are outlined in Annex A attached. Clips from the DVD have also been made available on the NHS Choices website (see below)<sup>1</sup>.

The impact of the DVD has been evaluated by Bournemouth University and key findings suggest that:

- Women who watched the DVD were significantly more likely to continue breastfeeding at 6 weeks compared to those who did not use the DVD.
- 60% of those who watched the DVD (n=224) were still breastfeeding at 6 weeks, compared to 49% of those who did not watch.

---

<sup>1</sup> Clips from the DVD are available online for free at: [www.nhs.uk/Planners/breastfeeding](http://www.nhs.uk/Planners/breastfeeding) and [www.bestbeginnings.org.uk](http://www.bestbeginnings.org.uk).

The evaluation is available: <http://www.bestbeginnings.org.uk/fbtb-evaluation>.

- A significant proportion of women reported increased confidence in breastfeeding and were enabled to make a positive change in attitude (21% n = 62) after watching the DVD, citing very positive examples.
- Of the women who watched the DVD before the baby was born, 99% (n=322) said that they found it useful.
- Women leaving school with no qualifications were most likely to watch the DVD (88% of this group watched the DVD).

Highly rated elements within the DVD were the attachment graphic, followed by skin-to-skin contact and the early days of feeding. These elements can help NHS facilities achieve step 3/ point 3 of UNICEF UK Baby Friendly Initiative.

The resource is best received by women from their midwife around 28 weeks of pregnancy to help them make healthier choices<sup>2</sup>. It enhances and reinforces the role of the midwife and multi-agency working. It is endorsed by UNICEF UK BFI and the RCM who recognise its contribution towards achievement of UNICEF UK Baby Friendly accreditation, and Standard 5 of the NHS Maternity CNST standards (NHS Litigation).

We hope that you will continue to use this valuable resource.

Yours sincerely



Jessamine Matheson  
Head of Nutrition Schemes and Maternal & Infant Feeding  
Health Improvement & Protection Directorate, Department of Health



Alison Baum  
CEO  
Best Beginnings  
0207 443 7895  
[dvd@bestbeginnings.org.uk](mailto:dvd@bestbeginnings.org.uk).

---

<sup>2</sup> DH (2010), Healthy Lives, Healthy People White Paper: Our strategy for public health in England.

## Annex A

<b>Number of DVDs ordered</b>	<b>Unit Price to the NHS &amp; to individuals</b>	<b>Unit Price to private companies including Private Hospitals</b>
1-3	£3.00	£3.00
4 – 39	£2.50	£2.50
40-119	£2.00	£2.00
120-239	£1.50	£2.00
240+ (sold in batches of 240)	£1.00	£2.00

<b>Number of DVDs ordered</b>	<b>Postage and packing per delivery</b>
1-3	£1.00
4-9	£2.50
10-39	£5.00
40-119	£10.00
120-240	£14.00

DVDs are sold in boxes of 240 with a delivery charge of £14.00 per box.