

'Making a Mark'

Mark Holder Social Impact Declaration

Real Baby Milk (Pollenn CIC)

Real Baby Milk (Pollenn CIC) is a national not-for-profit breastfeeding support organisation. Our vision is a world in which breastfeeding is the cultural norm.

Real Baby Milk is by mums, for mums – we know the power of peer support and this runs central to our work.

We are supported by Health Professionals in order to provide fantastic, evidence based information to share with families.



We have two overarching aims:

- To empower families with fantastic, evidence based information and support
- Protect, promote and support breastfeeding

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to provide 'social impact statements', which illustrate how they are striving to meet their social/environmental objectives. Below are examples of how **Real Baby Milk** is Making a Mark, striving to make a difference to society:

Social inputs – providing breastfeeding peer support

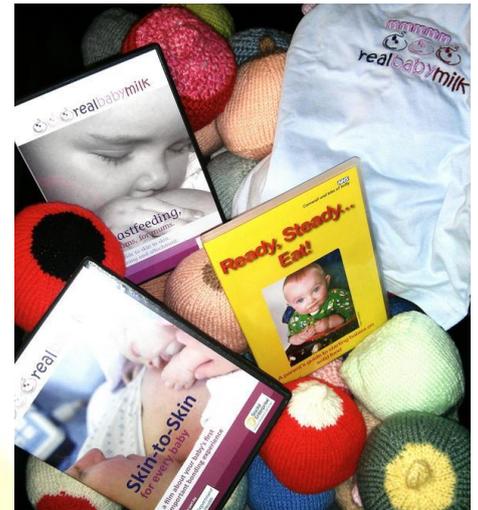
In 2015-16, we have delivered:

- 9 accredited Breastfeeding Peer Support in the Community courses to volunteers in Cornwall and Dorset
- We have enabled a further 3 accredited Community Courses to be run within the South West

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We have also developed online update training for existing Breastfeeding Peer Support Volunteers (BPSVs) within Cornwall to enable flexibility in keeping their knowledge and skills up to date, and have developed new video resources in partnership with health professionals and parents to use with new and expectant parents.

We have partnered with health and community professionals to support and supervise over 250 BPSVs in around 45 community groups across Cornwall and Dorset.



Social outputs – measures of support services

We have made quality breastfeeding peer support available to approx. **12,000** families in their own communities, and a further **150** families in the postnatal ward in Cornwall. We have achieved this through training approx. 110 volunteers, 2 new trainers and the continued support of over 250 existing volunteers across Cornwall, Dorset and wider South West. Over **70,000** parents have had access to our printed and online Essential Guide resources.

BPSVs in Cornwall and Dorset have given over **18,000** hours to supporting families. 15 volunteers have accessed our online training course and over 100 have had supervision calls with our community mentor in Cornwall.

Social outcomes – impact of activities

Children's Centres across Cornwall, Dorset and the wider South West have reported benefits from having well trained and confident BPSVs working alongside health and community professionals. Midwives and other health professionals have reported benefits from having highly skilled BPSVs available to mums and their babies.

Around 80% of BPSVs report high confidence levels in their own skills in supporting mums and babies at groups. Around 50% report continuing to volunteer for over 12 months helping their communities to have continuity of support and the sustainability of the community groups.

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