



For immediate release

Hounslow parents can now access free infant feeding support

A Hounslow charity has launched a new peer support infant feeding service, free for all parents in the borough to access.

The NCT, the national charity for pregnancy, birth and early parenthood, launched a new free peer support service at the end of February to provide a judgement free space for parents needing support with feeding their baby.

The charity has been established in Hounslow for over 20 years, running four free drop in Baby Cafés led by trained NCT Breastfeeding Counsellors, which any parent or expectant parent can go along to for support with feeding their baby.

The new peer support service, funded by London Borough of Hounslow as part of the Family Hubs Start for Life project, will build on the service offered by the established Baby Cafés and will increase the number of parents supported across the Borough. Trained peer supporters will provide support, and evidence-based information in a more social setting.

The first peer supporters have already started at St Richard's Church, Hanworth on a Thursday morning from 10.30am-12pm alongside their already very popular baby and toddler group. Parents can come along to relax, meet other parents and get some support with all aspects of infant feeding. You can also find peer supporters at the Brentford Family Hub on Tuesdays from 10am-11am (from 1st April 11am-12.30pm).

Laura, NCT infant feeding peer supporter said:

“I am really excited to be able to support local parents in their infant feeding journey. Come along to one of our sessions for evidence based infant feeding support or just to meet other parents. You don’t need to have an infant feeding concern, just come for a cup of tea and a chat!”

In order to expand the service, the NCT needs more volunteer infant feeding peer supporters. Training to become an NCT peer supporter is free of charge and after the eight-to-nine-week online training course, trainees will receive an OCN accredited qualification.

Kathryn Dodds, NCT Hounslow Service Delivery Manager, said: “We are delighted to be able to build on the great service and reputation we already have in Hounslow to bring this new and much-needed service to new parents in Hounslow.

“The peer support service will enable us to reach as many parents as possible to help them feel supported and confident.

“In order to expand our service and help even more parents, we need more volunteers who are passionate about making a difference to new parents and their babies in the local community.

“If you are interested and have the capacity to volunteer as a peer supporter for around two hours per week, and for a minimum of six months after training, we very much welcome your interest.”

Statistics show that a high proportion of parents, especially women and birthing parents, do not get the support and information they need during their feeding journey – be that breastfeeding, expressing, using bottles, using formula milk, mixed feeding, introducing solids, stopping breastfeeding or bottle feeding, and variations of all of these. The UK is widely known for having some of the lowest breastfeeding rates in the world with up to 90% of parents stopping breastfeeding before they want to.

For more information or to express an interest, [email hounslowsupport@nct.org.uk](mailto:hounslowsupport@nct.org.uk).

Ends

Press Office contact details: press@nct.org.uk

NCT is the national charity for pregnancy, birth, infant feeding, and early parenthood, and each year we support over 250,000 parents on their unique journeys. We host thousands of community-based events across the UK including ***NCT Bumps & Babies***, ***NCT Baby Cafés***. Each year our volunteers, give more than 70,000 hours of outstanding community service. We are also the UK’s leading provider of antenatal education through our ***NCT Antenatal*** courses.

We support parents to make informed decisions that feel right for them. We provide access to evidence-based information through our website, Parent Hub, and free ***NCT Infant Feeding Support Line*** 365-days a year. Our charity has a proud 65-year history of creating transformative change in the lives of parents. We are a trusted voice, a reassuring presence and a strong advocate, campaigning on the issues that matter most.

Website: www.nct.org.uk

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