



<p>Title of the project</p>	<p>Becoming Breastfeeding Friendly (BBF)</p>
<p>Sponsor Name, Title, Host Organisation</p>	<p>Professor Sally Kendall, Centre for Health Services Studies, University of Kent</p>
<p>Explain the project in one sentence</p>	<p>To undertake a standardised assessment of breastfeeding in Kent and and Medway</p>
<p>Tell us about the project and sponsor in no more than 175 words</p>	<p>Becoming Breastfeeding Friendly UK is a national project that is being undertaken with Yale University as part of an international comparative project. CHSS is leading on the UK contribution to this project. The aim is to use the GEAR model developed by Yale to assess 54 benchmark statements that will demonstrate the current status of the countries involved in relation to breastfeeding. The GEARS include Advocacy, Political will, Legislation and policies, Funding and resources, Training, Promotion, Research and evaluation. Each GEAR contributes to the central gear of co-ordination of goals and monitoring. The completion of the benchmarking assessment In Kent and Medway will provide an analysis of where there is both best practice and gaps in policy, services and research. It will sit alongside the current work being undertaken by Kent Community Foundation Trust to achieve BFI accreditation with UNICEF UK.</p> <p>The Fellow will be part of the UK team and will have the opportunity to engage at national and international levels on the project with world leading experts.</p>

What skills are you looking for in a fellow?

Ideally you will be a health visitor, midwife or public health practitioner with a passion for breastfeeding and a strong knowledge base. Exceptional communication skills, team work and ability to work to deadlines are essential. You should be able to use your knowledge of breastfeeding to collect and analyse data against the 54 benchmarks, report writing and presentation skills are also important. You will be encouraged to develop your leadership skills in this field as part of the Fellowship through engagement with wider networks and national level committees and organisations such as UNICEF UK and Yale University.

Who to contact and what do they look like?

Professor Sally Kendall
s.kendall-608@kent.ac.uk

