



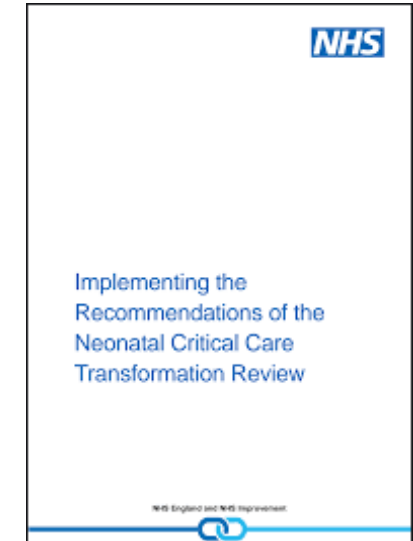
# Global and National Drivers – The Unicef UK Baby Friendly Initiative

# 1:7 babies in the UK receives neonatal care

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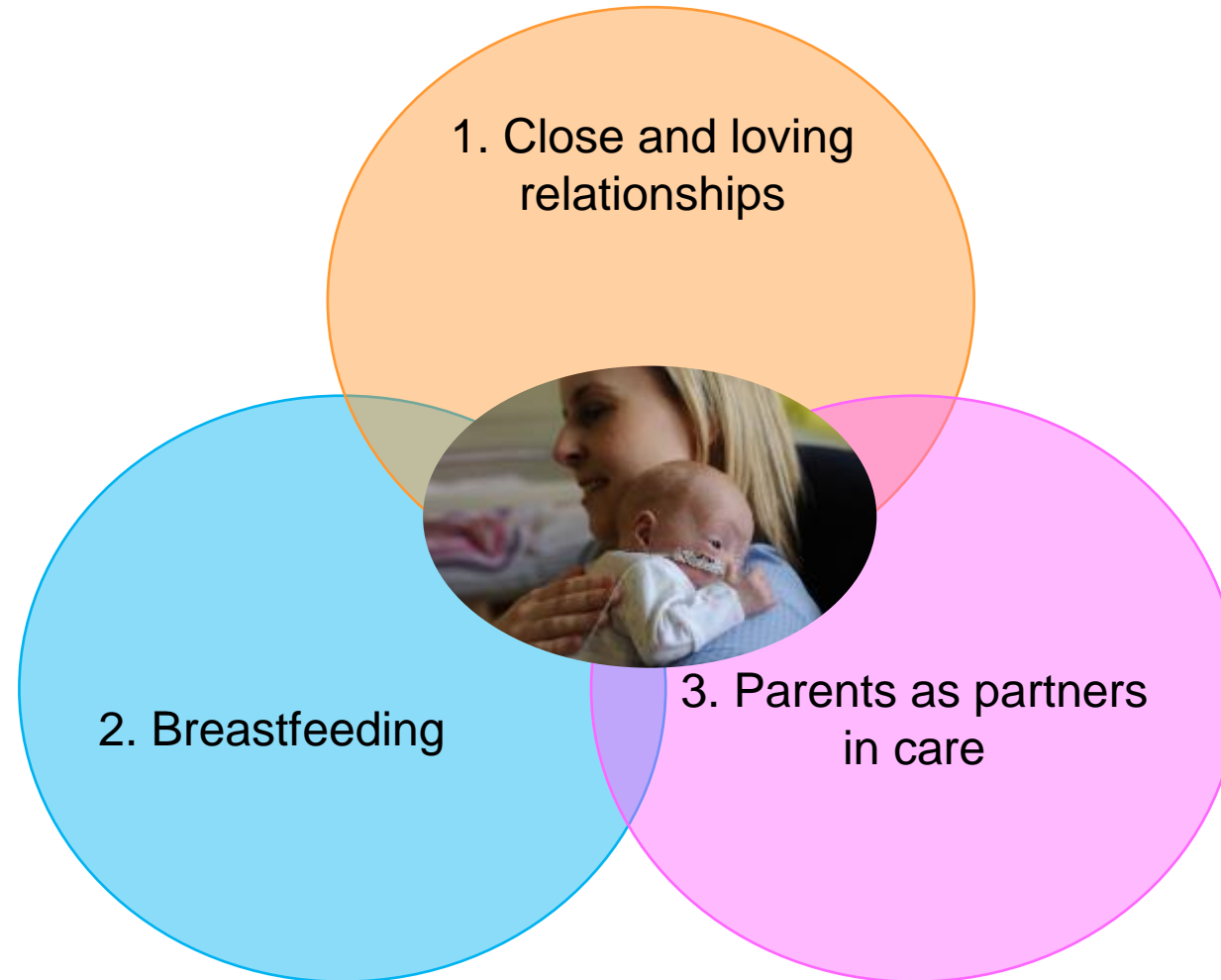


# Complimentary Initiatives



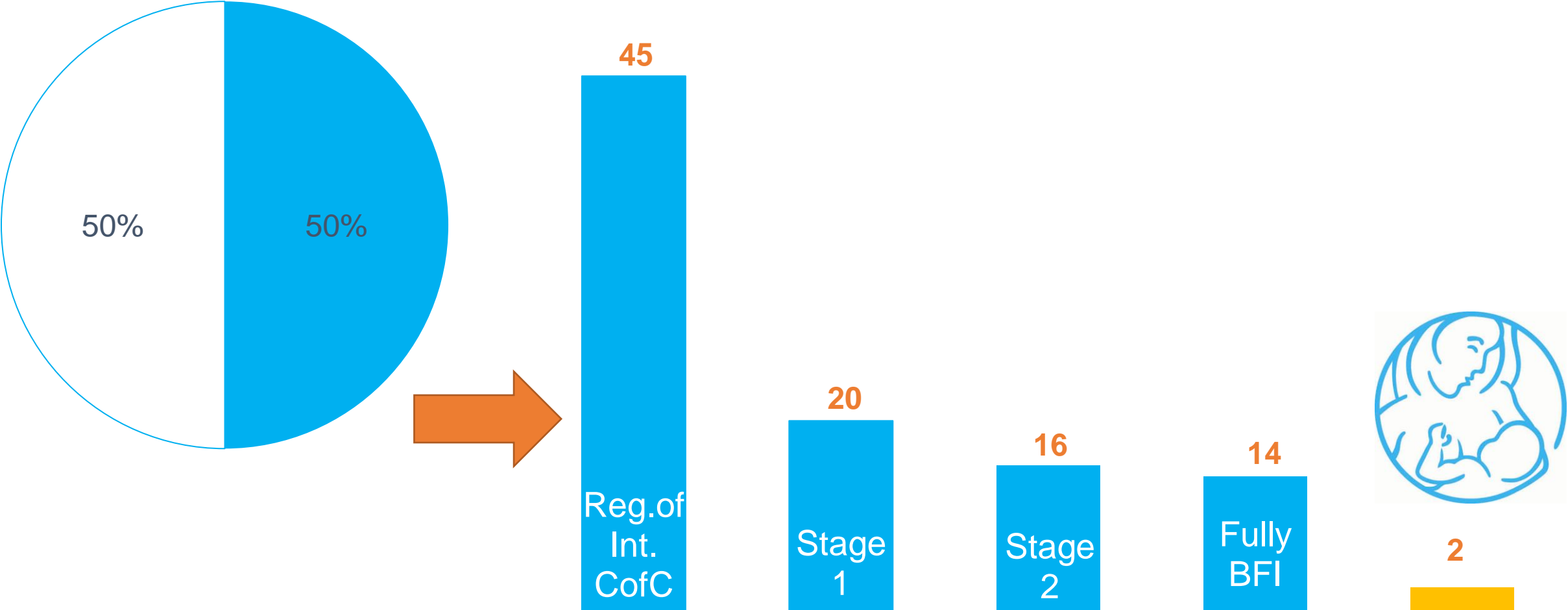
# The Baby Friendly Initiative Neonatal Standards

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# Progress with Neonatal Baby Friendly

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# Small changes lead to giant steps

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*“Before, they (staff) would get 1ml of colostrum and ignore it, put it to one side. Now they are using it. So mum’s feel valued (and) dads see it is worth it.”*

# Further support

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**NEONATAL**