



Ein cyf/Our ref MA-P-RE-7163-16

[Dai.Lloyd@assembly.wales](mailto:Dai.Lloyd@assembly.wales)

18 October 2016

Dear Dai,

**Ref: WAQ 71120**

You submitted a written Assembly question for answer on 12 October asking what action the Welsh Government is currently taking to increase breastfeeding levels in Wales.

The Welsh Government recognises and promotes the considerable health benefits breastfeeding provides for mothers and babies.

Public Health Wales has responsibility for improving breastfeeding rates in Wales and is seeking to normalise and promote breastfeeding in all their areas of work, as part of a systems based approach, to achieve the biggest impact. Examples of this include the NHS settings programme, where health boards are supported to achieve and maintain UNICEF's UK Baby Friendly accreditation. A breastfeeding report card is being developed to measure success, share good practice and help identify areas where additional support is required.

Breastfeeding will also be embedded in the educational settings programme, the early years work programme, health at work programme, healthy and well communities, nutrition and obesity programme, mental wellbeing and research and development.

The latest data for 2015 shows 60 per cent of babies (with a breastfeeding status) were breastfed at birth, up five percentage points on the 2005 figure of 55 per cent.

Yours

**Rebecca Evans AC/AM**  
Gweinidog Iechyd y Cyhoedd a Gwasanaethau Cymdeithasol  
Minister for Social Services and Public Health

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.