# WRITTEN STATEMENT

# BY

# THE WELSH GOVERNMENT

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| **TITLE**  | **Publication of the All Wales Breastfeeding Action Plan**  |
| **DATE**  | **03 July 2019** |
| **BY** | **Vaughan Gething AM, Minister for Health and Social Services** |

The All Wales Breastfeeding Action Plan is being published today. Breastfeeding is important for the health and development of infants and their mothers, and is linked to the prevention of major health inequalities*.* Breastfeeding helps to provide the best start in life and I want all mothers and families to have access to good quality information to be able to make an informed choice and to subsequently have good quality support in whatever choice they make.

I recognise that breastfeeding rates in Wales have remained fairly static in recent years and know that this is a multi-faceted issue related to population health that affects initiation and maintenance of breastfeeding. This action plan provides a coordinated approach across public health and clinical settings in Wales to support choice, initiation and maintenance of breastfeeding and providing innovative solutions for families in Wales. This plan sets out actions to be taken within clinical health settings at the start of life, and also sets out the strategic approach to be taken to improve uptake and support for breastfeeding in the population health arena.

This action plan has been developed by a group of stakeholders, mothers and families across Wales to develop local and national actions to provide a strong framework to support breastfeeding women and their children. It will assist women and families to make an informed decision regarding infant feeding choice and to initiate and continue to breastfeed for as long as they wish to.

The All Wales Breastfeeding Action Plan can be accessed through the following link:

<https://gov.wales/breastfeeding-plan-2019-2024>