
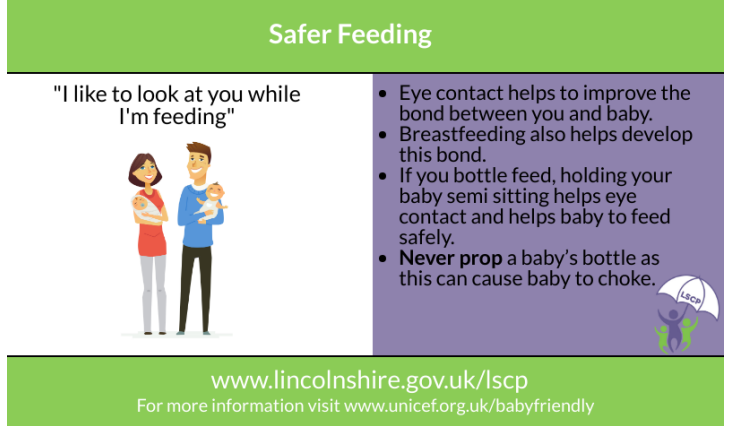
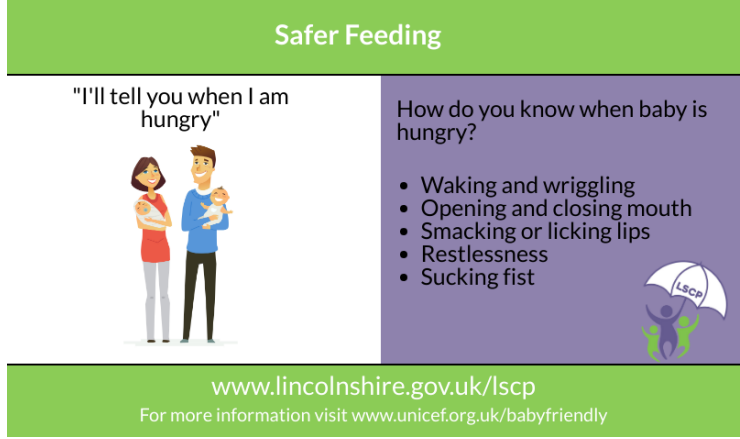










Safer Feeding – Suggested Social Media Schedule

29th June- 5th July 2020

Twitter, Facebook, Instagram

Date	Post	Infographic Name	Infographic
29/06/20	<p>1. Never leave your baby alone to feed. They may need short breaks during the feed; they may also need to burp sometimes. Propped bottle feeding can cause babies to choke. Find out more: Unicef Baby Friendly Initiative</p>	Summary	 <p>The infographic features a green header with the title 'Safer Feeding'. Below it, the text 'Feeding baby safely' is centered above an illustration of a woman and a man holding a baby. To the right, a purple box contains a bulleted list of safety tips. At the bottom, a green footer provides the website 'www.lincolnshire.gov.uk/lscp' and a link to 'www.unicef.org.uk/babyfriendly'.</p>
30/06/20	<p>2. Never give your baby a feed whilst they are alone. Propping up a bottle forces your baby to keep up with the flow and may cause her to choke. Find out more: Unicef Baby Friendly Initiative</p>	Looking	 <p>The infographic features a green header with the title 'Safer Feeding'. Below it, the text '"I like to look at you while I'm feeding"' is centered above an illustration of a woman and a man holding a baby. To the right, a purple box contains a bulleted list of tips about eye contact. At the bottom, a green footer provides the website 'www.lincolnshire.gov.uk/lscp' and a link to 'www.unicef.org.uk/babyfriendly'.</p>
01/07/20	<p>3. If a baby falls asleep before finishing a bottle, they may breathe in the liquid and choke, rather than swallow it. Never leave your baby unsupervised with a bottle. Find out more: Unicef Baby Friendly Initiative</p>	Hungry	 <p>The infographic features a green header with the title 'Safer Feeding'. Below it, the text '"I'll tell you when I am hungry"' is centered above an illustration of a woman and a man holding a baby. To the right, a purple box contains a question 'How do you know when baby is hungry?' followed by a bulleted list of signs. At the bottom, a green footer provides the website 'www.lincolnshire.gov.uk/lscp' and a link to 'www.unicef.org.uk/babyfriendly'.</p>

02/07/20	<p>4. Never leave your baby unsupervised with a bottle. Do hold baby close while you are feeding. Babies love cuddle time and you can be alert to their feeding cues. Find out more: Unicef Baby Friendly Initiative</p>	Cuddles	<div style="background-color: #76b82a; color: white; text-align: center; padding: 5px;">Safer Feeding</div> <div style="display: flex; justify-content: space-between; padding: 10px;"> <div style="width: 45%; border-right: 1px solid #ccc; padding-right: 10px;"> <p>"I love cuddles while I'm feeding"</p>  </div> <div style="width: 50%; padding-left: 10px;"> <p>Hold baby close while you feed. Babies love cuddle time.</p> <p>Skin to skin contact while feeding is calming for you and baby.</p>  </div> </div> <div style="background-color: #76b82a; color: white; text-align: center; padding: 5px;"> www.lincolnshire.gov.uk/lscp For more information visit www.unicef.org.uk/babyfriendly </div>
03/07/20	<p>5. Hold baby in a semi sitting position if you bottle feed. This helps baby swallow less air and feed at their own pace. Find out more: UNICEF Baby Friendly Initiative</p>	Full	<div style="background-color: #76b82a; color: white; text-align: center; padding: 5px;">Safer Feeding</div> <div style="display: flex; justify-content: space-between; padding: 10px;"> <div style="width: 45%; border-right: 1px solid #ccc; padding-right: 10px;"> <p>"I'll tell you when I am full"</p>  </div> <div style="width: 50%; padding-left: 10px;"> <p>How do you know baby is full?</p> <ul style="list-style-type: none"> Closing lips Turning head away Decreasing or stopping sucking Falling asleep Showing interest in other surroundings  </div> </div> <div style="background-color: #76b82a; color: white; text-align: center; padding: 5px;"> www.lincolnshire.gov.uk/lscbp For more information visit www.unicef.org.uk/babyfriendly </div>
04/07/20	<p>6. Do have skin to skin contact with baby whether you're breast or bottle feeding. Skin to skin contact is calming for mother and baby and stimulates their digestion and an interest in feeding. Find out more: UNICEF Baby Friendly Initiative</p>	Cuddles	<div style="background-color: #76b82a; color: white; text-align: center; padding: 5px;">Safer Feeding</div> <div style="display: flex; justify-content: space-between; padding: 10px;"> <div style="width: 45%; border-right: 1px solid #ccc; padding-right: 10px;"> <p>"I'll tell you when I am full"</p>  </div> <div style="width: 50%; padding-left: 10px;"> <p>How do you know baby is full?</p> <ul style="list-style-type: none"> Closing lips Turning head away Decreasing or stopping sucking Falling asleep Showing interest in other surroundings  </div> </div> <div style="background-color: #76b82a; color: white; text-align: center; padding: 5px;"> www.lincolnshire.gov.uk/lscbp For more information visit www.unicef.org.uk/babyfriendly </div>

<p>05/07/20</p>	<p>7. Unicef Baby Friendly advice on infant feeding during the pandemic is available. There's no evidence that Covid-19 is transmitted via breastmilk and we know that breastmilk has lots of properties to protect babies against infectious diseases</p>	<p>Summary</p>	<div style="background-color: #92d050; padding: 5px; text-align: center;"> <p>Safer Feeding</p> </div> <div style="background-color: #d9d9d9; padding: 10px;"> <p style="text-align: center;">Feeding baby safely</p> <div style="display: flex; justify-content: space-around; align-items: center;">  <div style="font-size: 0.8em;"> <ul style="list-style-type: none"> Look at baby while you are feeding Hold baby close while you are feeding Look for the cues that baby is hungry or full Breastfeeding is the healthiest way to feed your baby Never prop up a bottle against a pillow, blanket or other support or device as this can cause babies to choke </div>  </div> </div> <div style="background-color: #92d050; padding: 5px; text-align: center;"> <p> www.lincolnshire.gov.uk/lscp For more information visit www.unicef.org.uk/babyfriendly </p> </div>
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