

The AECC support Breastfeeding Awareness Week

01st August 2014

The 1st August marked the start of World Breastfeeding Awareness week. For parents, breastfeeding can be regarded as the most natural thing in the world, but it can also be a stressful time. Problems such as poor positioning and attachment at the breast, frequent regurgitation and birth related difficulties can make the feeding extremely challenging. For this reason the Anglo-European College of Chiropractic (AECC) in partnership with Bournemouth University (BU) decided to pool their knowledge and experience and have created the Combined Chiropractic and Midwifery Newborn Clinic.

The clinic is an interdisciplinary centre for mothers and babies that offers the benefit of combined knowledge from chiropractors at the AECC and midwives from BU meaning that they can provide help and assistance on the most effective ways for mothers and babies to establish successful breastfeeding. The dedicated clinic is able to offer help for a range of problems which can be anything from a deviated jaw to sucking too strong or too weak, or difficulty latching on and positioning.

AECC Associate Professor Joyce Miller who pioneered the project commented: "We started this clinic to improve community health by empowering mothers and helping babies to breastfeed. So far, in the past year, the clinic has proven to be successful in that babies who have attended are six times more likely to be able to feed successfully after treatment. We are committed to continue to provide this service to help make a positive difference for families wanting the best health for their babies."

As well as providing help for new mums, the clinic provides education to midwifery and chiropractic students, showing them how to work together to optimise care for newborns. The students involved work closely with the qualified professionals as each case seen involves both chiropractor and midwife.

Charlotte Scragg a second year student midwife at BU commented: "Working at the feeding clinic has really enhanced my practice this year and has been a great learning experience. It has allowed me to gain confidence in supporting mothers with breastfeeding issues but has also allowed me to work as part of a multidisciplinary team and learn from other professions. It's wonderful when there is an 'ah-ha' moment when the chiropractor assesses the baby and begins to suggest ways in which they can help. From a midwifery point of view, it's been extremely rewarding to support and encourage mothers with breastfeeding issues - I love how much more positive and happy they are when they leave the clinic. All the women seem extremely grateful for the care and support they receive from the combined clinic."

For more details or to book a session please call 01202 436 222 or email clinic@aecc.ac.uk

Ends

For more information, contact Terri Hignett (PR & Marketing Officer) on 01202 436340 or thignett@aecc.ac.uk

About the Anglo-European College of Chiropractic

As one of the largest chiropractic treatment facilities in Europe, the AECC's state-of-the-art clinic boasts 34 treatment rooms, a functional sports and rehabilitation centre, digital X-ray and fluoroscopy facilities.

The AECC is a renowned higher education institution providing education and clinical training in the fields of chiropractic and other healthcare subject areas, at both undergraduate and postgraduate levels. Patients benefit from world-leading faculty who train our students, offering patients the opportunity to be treated at a reduced rate by a fully supervised chiropractic Intern.

Find out more about us at <http://www.aecc.ac.uk/clinic>. You can also get more of a feel for the college by viewing our show reel here: <http://vimeo.com/79501413>.



**ANGLO-EUROPEAN
COLLEGE OF CHIROPRACTIC**