

**Information Governance Department**

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Ref: FOI2014/2349  
Date Received: 30<sup>th</sup> October 2014  
Response Due: 27<sup>th</sup> November 2014

20<sup>th</sup> November 2014

Dear ,

**INFORMATION REQUEST UNDER THE FREEDOM OF INFORMATION ACT 2000**

We are now pleased to respond to your request for information under the Freedom of Information Act.

You asked:

1. I would like to find out if the hospital has achieved the stage three baby friendly initiative from UNICEF?
2. I would also like to know how this has affected breastfeeding rates on the maternity ward, including initiation rates and carrying on afterwards.

The Trust received Baby Friendly Accreditation in November 2012.

We have seen slight increase in initiation rates. As a Maternity Unit we now maintain over 75% of women who initiated to still be breastfeeding at ten days.

I trust that this information answers your original request, however if you are not entirely satisfied with this response please do not hesitate to contact the Information Governance Department on 01257 256335. If we do not hear from you within 28 days we will assume that we have been able to accommodate your request under the Freedom of Information Act 2000.

Yours sincerely,



**Silas Nicholls**  
Deputy Chief Executive and Director of Strategy

**PLEASE NOTE:**

Chairman: Les Higgins  
Chief Executive: Andrew Foster CBE

# Wrightington, Wigan and Leigh

NHS Foundation Trust

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If you are unhappy with the service you have received in relation to your request and wish to make a complaint or request a review of our decision, you should write to: Information Governance Department, Wrightington, Wigan and Leigh NHS Foundation Trust, WrightingtonHospital, Hall Lane, AppleyBridge, Wigan, WN6 9EP

If you are not content with the outcome of your complaint, you may apply directly to the Information Commissioner for a decision. Generally the ICO cannot make a decision unless you have exhausted the complaints procedure at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

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