The Get Britain Breastfeeding Art Exhibition is a collection of iconic images designed by art students to promote breastfeeding to the parents of tomorrow. The exhibition inspires, celebrates, challenges and changes public perceptions surrounding breastfeeding.

ABOUT THE EXHIBITION

The total combined width of the exhibition is 10m and the height is 2m. You can arrange each section as you wish and it doesn’t have to be in a straight line. Someone from Best Beginnings will visit when you get the exhibition and show you how easy it is to set up and take down. The exhibition is also easy and convenient to store.

The interactive guide is designed for children and young people who will have the opportunity to enjoy and learn from the exhibition by completing the workbook. It’s a stimulating and enriching guide for adults too!

BACKGROUND

‘Get Britain Breastfeeding’ is a prestigious art exhibition, which Best Beginnings produced, featuring work from students of Central Saint Martin’s School of Art and Design, and the D&AD Student Awards. The exhibition has been shown to significantly improve attitudes, perceptions and knowledge around breastfeeding. Please email info@bestbeginnings.org.uk for a copy of this evaluation. Overleaf is feedback from three PCTs who already own an exhibition.

Helping all Britain’s babies get an equal chance of a best beginning.
Charity No. 1120054
Company No. 5866886
Best Beginnings is a charity committed to working collaboratively, innovatively, and from the evidence-base to end child health inequalities across the UK. We are delighted to provide the Get Britain Breastfeeding Art Exhibition to Trusts, Local Authorities and Children’s Centres to deliver to this mission. If you are interested in an exhibition for your area, please email info@bestbeginnings.org.uk or call 0207 443 7895 and we can take things forward together. If your population group has specific needs, let us know and we can discuss modifying the exhibition accordingly.

Best Beginnings, 112 Mill Lane, London, NW6 1XQ, Charity No. 1120054, Company No. 5866886

NHS Nottinghamshire County have been using the “Get Britain Breastfeeding” art exhibition since early 2009. During Breastfeeding Awareness Week, the exhibition went to five large shopping centres and a secondary school. It has subsequently been used in a huge variety of settings including the launch of the Nottinghamshire Working with Fathers Strategy at Mansfield Town Football Club, Children’s Centres consultation and health events, secondary and City Academy schools plus numerous events that promote breastfeeding to the public and influential public service managers/directors. We use it in a manner that is always interactive and imaginative; in fact we have a pink TV that plays the “Bump to Breastfeeding” DVD alongside it! Our future plans include using it in schools as part of the new Enhanced Healthy Schools programme.

It is a resource that always stimulates discussion and during the exhibition we’ve never had the same conversation twice about the vital role that breastfeeding plays in our society.

Joanne Wain
Health Improvement Principal
Maternity & Early Years
NHS Nottinghamshire County

We have worked with schools (year 9) in North East Birmingham. The young people really enjoyed seeing the exhibition and were very surprised by some of the information. Boys in particular were very interested in the global breastfeeding rates and asked why the UK rates were so low. The posters provided lots of discussion points which helped to raise awareness amongst the young people. I think the exhibition is really useful in developing a dialogue with young people about the importance of breastfeeding.

Jewant Singh
Infant Feeding Co-ordinator, Birmingham East and North PCT

We received our exhibition in March 2009 – it’s been used at local shopping centres, further education colleges, enabling us to easily engage people in conversation about breastfeeding in their community. We have also taken it to various PCT / DH Regional events, increasing awareness of our work and generating once again lots of conversation with staff at all levels and work areas. The eye-catching display gives a good first impression and draws people in – there seems to be no age barrier or cultural barrier to who is attracted to the display. The posters are extremely well made and robust, really easy to assemble.

Joanne Heslop
Breastfeeding Coordinator, Sandwell PCT

NHS Nottinghamshire County have been using the “Get Britain Breastfeeding” art exhibition since early 2009. During Breastfeeding Awareness Week, the exhibition went to five large shopping centres and a secondary school. It has subsequently been used in a huge variety of settings including the launch of the Nottinghamshire Working with Fathers Strategy at Mansfield Town Football Club, Children’s Centres consultation and health events, secondary and City Academy schools plus numerous events that promote breastfeeding to the public and influential public service managers/directors. We use it in a manner that is always interactive and imaginative; in fact we have a pink TV that plays the "Bump to Breastfeeding" DVD alongside it! Our future plans include using it in schools as part of the new Enhanced Healthy Schools programme.

It is a resource that always stimulates discussion and during the exhibition we’ve never had the same conversation twice about the vital role that breastfeeding plays in our society.

Joanne Wain
Health Improvement Principal
Maternity & Early Years
NHS Nottinghamshire County

We have worked with schools (year 9) in North East Birmingham. The young people really enjoyed seeing the exhibition and were very surprised by some of the information. Boys in particular were very interested in the global breastfeeding rates and asked why the UK rates were so low. The posters provided lots of discussion points which helped to raise awareness amongst the young people. I think the exhibition is really useful in developing a dialogue with young people about the importance of breastfeeding.

Jewant Singh
Infant Feeding Co-ordinator, Birmingham East and North PCT

We received our exhibition in March 2009 – it’s been used at local shopping centres, further education colleges, enabling us to easily engage people in conversation about breastfeeding in their community. We have also taken it to various PCT / DH Regional events, increasing awareness of our work and generating once again lots of conversation with staff at all levels and work areas. The eye-catching display gives a good first impression and draws people in – there seems to be no age barrier or cultural barrier to who is attracted to the display. The posters are extremely well made and robust, really easy to assemble.

Joanne Heslop
Breastfeeding Coordinator, Sandwell PCT