

## Appendix B - Breast Feeding Boroughs Blackburn with Darwen

Examples of permanent signage and localised campaign material from Blackburn with Darwen, following the launch of this campaign breastfeeding rates at 6-8 weeks increased.

Period	Blackburn with Darwen				North West	England
	Count	Value	95% Lower CI	95% Upper CI		
2015/16	695	*	-	-	*	43.2%*
2016/17	647	*	-	-	*	44.4%*
2017/18	447	*	-	-	*	43.1%*
2018/19	-	*	-	-	38.9%	46.2%*
2019/20	848	*	-	-	*	48.0%*
2020/21	860	*	-	-	*	47.6%*

