

United Kingdom

National Health Service (NHS)

The NHS provides trusted, evidence-based information on breastfeeding, including getting started, positioning and attachment, expressing and storing milk, common breastfeeding challenges, and support for continuing to breastfeed as your baby grows.

Website: <https://www.nhs.uk>

National Breastfeeding Helpline

Provides free, confidential breastfeeding support from trained volunteers by telephone. The helpline offers practical advice and reassurance for parents throughout their breastfeeding journey.

Website: <https://www.nationalbreastfeedinghelpline.org.uk>

Association of Breastfeeding Mothers (ABM)

A UK charity offering evidence-informed breastfeeding information and mother-to-mother support. Families can access trained breastfeeding counsellors, local support groups, online resources, and educational materials.

Website: <https://abm.me.uk>

The Breastfeeding Network (BfN)

A UK charity providing independent, evidence-based breastfeeding support through trained peer supporters and breastfeeding counsellors. Resources include local support services, helplines, medication information, and parent education.

Website: <https://www.breastfeedingnetwork.org.uk>

Breastfed Babies (Northern Ireland)

BreastfedBabies.org – Evidence-based breastfeeding information, practical guidance, and parent resources.

Website: <https://www.breastfedbabies.org/>

La Leche League GB

Provides free breastfeeding information and peer support through accredited Leaders, local groups, virtual meetings, and educational resources. Families can connect with experienced volunteers for practical breastfeeding guidance.

Website: <https://www.laleche.org.uk>

UNICEF UK Baby Friendly Initiative

The UK Baby Friendly Initiative works with health services, universities, and community organizations to improve infant feeding care through evidence-based standards that support breastfeeding and strengthen parent–infant relationships.

Website: <https://www.unicef.org.uk/babyfriendly>

Lactation Consultants of Great Britain

Website: <https://www.lcgb.org>

Lactation Consultants of Great Britain (LCGB)

The professional association representing International Board Certified Lactation Consultants (IBCLCs) in the UK. Families can learn about professional lactation care and search for an IBCLC to receive individualized breastfeeding support.

UK Association for Milk Banking

Website: <https://ukamb.org>

UK Association for Milk Banking (UKAMB)

Provides information about donor human milk, milk banking, and access to pasteurized donor milk for babies who are premature, ill, or have specific medical needs.

Note: Resources included on this website have been selected because they provide trusted, evidence-informed breastfeeding information and support. They are reviewed periodically to help ensure continued alignment with the principles of the WHO International Code of Marketing of Breast-milk Substitutes.