

Developing a Public and Patient Involvement (PPI) Strategy to Enable Engaged Participatory Research to Maximise Societal Breastfeeding Support

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PPI Strategy Aim

The PPI strategy was developed to embed Engaged Participatory Research (EPR) in the co-development breastfeeding support and promotion resources.

Strategy Contents

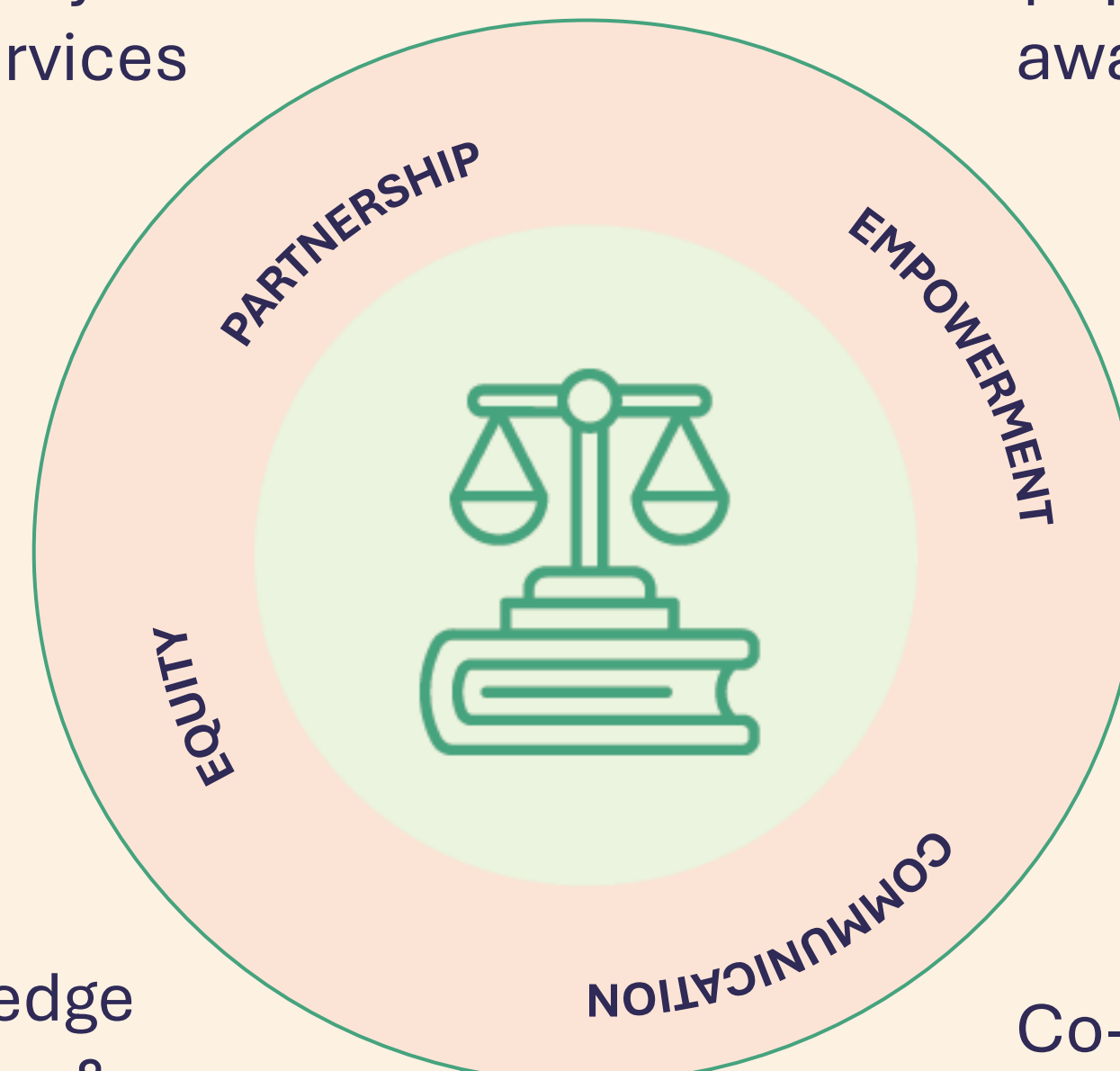
The strategy integrates the values of quality PPI with specific project aims. It provides practical direction on:

- Understanding and using consistent PPI terminology
- Identifying and recruiting PPI contributors
- Outlining an inclusive selection process
- Designing and facilitating PPI sessions
- Integrating PPI feedback into the research process
- Clear, accessible materials for PPI contributors

Project Aims

Enhance
community
support services

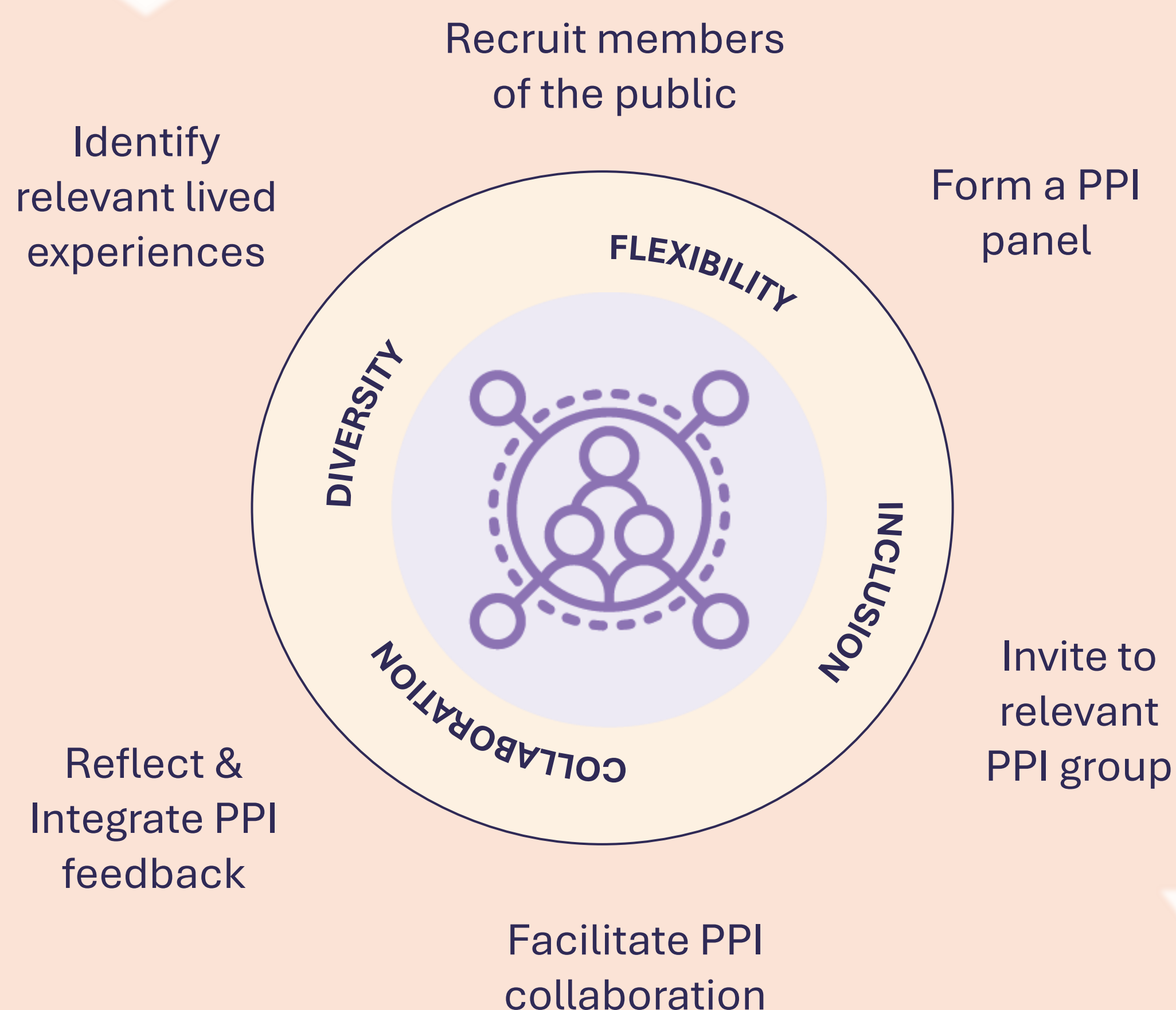
Increase
population
awareness



Knowledge
transfer &
dissemination

Co-create
interprofessional
learning module

PPI Process



PPI Contributors

We are recruiting women, men, families, healthcare professionals, and students with or without infant feeding experience to join our PPI panel.

Diversity and Inclusion

We are actively recruiting underrepresented communities, including ethnic minorities, people with disabilities, and those from diverse socioeconomic backgrounds.

We aim to ensure that breastfeeding resources and educational efforts are culturally relevant and inclusive.

Conclusion

Facilitated PPI sessions will bring together diverse perspectives from various groups, fostering collaboration to address the complexities of building sustainable breastfeeding support systems and enhancing public awareness

KEY PARTNER



School of
**Nursing and
Midwifery**

PARTNERS

