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OUR REF: TC.CS.031225.JR

3 December 2025

Annwyl Jenny Rathbone,

Equality and Social Justice Committee's Sixth Senedd Legacy Report

Thank you for your letter of the 1 December 2025 in reply to mine of the 6 November 2025. We are delighted that the Committee has read our public health policy priorities with interest and would be very happy to provide any more detail you might wish.

We appreciate the Committee's emphasis on the importance of breastfeeding for the health and development of newborn babies. Please be assured that breastfeeding remains a high priority for Public Health Wales due to its intergenerational advantages for individuals, communities, and society as a whole.

It was not explicitly mentioned in the summary documents you received, this is because those documents are intended to provide a concise overview of key areas where further public health policies can make the greatest difference to health and wellbeing in Wales, rather than an exhaustive list of all current or planned interventions.

You will note in our policy solutions document that one of our solutions is to 'Deliver the Best Start in Life: An Early Years Framework for Action through cross-

government leadership'. Breastfeeding is an integral part of this framework, which we have included from the beginning.

Breastfeeding is embedded within several of our strategic frameworks and action plans. Our Children's Nutrition and Healthy Weight Team has been instrumental in re-establishing Public Health Wales' system leadership in this area over the past three years and is embedding breastfeeding as a strategic priority within both our work and the Welsh Government's.

Our Director of Nursing, Quality and Integrated Governance, Claire Birchall has been working with our National Director of Health and Wellbeing, Professor Jim McManus, to ensure that breastfeeding is prioritised in improvement work associated with the Womens' Health Plan, and national work with the Royal College of Midwives to make sure our workplaces create supportive environments that protect and promote breastfeeding for staff and the public.

Breastfeeding will also be promoted through the newly established National Child Health Network Prevention Reference Group, which Public Health Wales is supporting the National Child Health Network with.

Through these and other programmes, we will continue to promote and support breastfeeding as a vital public health intervention, working closely with partner agencies and clinicians to ensure mothers receive the guidance and support they need.

I hope this clarifies that breastfeeding remains a priority and an integral part of our approach, even though not highlighted in the summary. Please let me know if you would like further detail on our specific actions and commitments in this area.

With kind regards,



Tracey Cooper
Chief Executive

Copy: Jim McManus, National Director of Health and Wellbeing
Claire Birchall, Director of Nursing, Quality and Safeguarding
Sumina Azam, Director of Policy and International Health

Rydym yn croesawu gohebiaeth yn Gymraeg. Byddwn yn ateb yn Gymraeg heb oedi.

We welcome correspondence in Welsh. We will respond in Welsh without delay.