**Emergency Formula Supply Staff Briefing – Signposting Agencies**

**Overview**

The current cost of living crisis has led to an increasing number of families experiencing financial hardship, with some unable to afford the rising cost of infant formula for their infant. This may particularly affect families with no access to public funds, either because they are not eligible for them or because they struggle to access additional provision via the Healthy Start schemes. Babies being fed with infant formula can therefore become increasingly vulnerable during times of financial hardship or food crisis.

We have a duty of care for the safeguarding of all infants under 12 months of age affected by family hardship, however they are fed. Provision of infant feeding support during financial hardship or food crisis that conforms to the World Health Assembly International Code of Marketing of Breastmilk Substitutes and subsequent resolutions (the Code).

Cumbria County Council have funded the emergency provision of formula milk to families who do not have a 48hr supply nor funds to purchase some. UNICEF BFI initiative supports this work as long as provision is supplied by an individual trained in infant feeding. This provision is not designed as a long term solution for families.

**Your Role**

This provision will be advertised widely at multiple points of possible access. Formula will be only be supplied by Midwifery, HV & CFSS staff.

The process whilst not meant to provide long term provision for the supply of formula, by gaining consent to refer into CFSS they can work with the parents or carers to see what other help & support can be offered.

If you have any queries about the Emergency Infant Formula Provision please email [kate.mahone@cumbria.gov.uk](mailto:kate.mahone@cumbria.gov.uk) . Please note this is for process enquiries, there is no access to formula via this route.