



Goodwin Development Trust

DOULA PROJECT, BREASTFEEDING PEER SUPPORT & BABY FEEDING PRACTITIONERS



Impact Report 2025-2026



"I would like to send you my gratitude for the staff that visited myself and my baby on Woodlands ward..."

The lady that came in was so helpful and understanding. She completely empathised with our situation and offered really helpful techniques to make it easier for me to feed when I get home. She made time to offer real explanations and spoke to us in a way we (as first time parents) would understand." -Baby Feeding Practitioners



Dianne Hamilton, Co-CEO Goodwin Development Trust

Looking back on 2025-26 is a real opportunity to review how much the Doula, Breastfeeding Peer Support and Baby Feeding Practitioners have achieved and how integrated they are into the services for women and babies in Hull.

We were delighted that the contract has been extended to March 2027, and that includes the Best Start First 1001 days funding. This has meant we can continue to be a key part of the achievements in breastfeeding rates and the support to women during pregnancy, birth and postnatally.

We celebrated 20 years of the Doula service in 2025. This would not be possible without the amazing support of our volunteers who give their time to the project. It would not be possible either without our dedicated staff team. 2025 was a real celebration of everything they do. We look forward to the changes ahead with the implementation of the Family First Partnership programme and as part of that the increased focus on multi-agency working in our Best Start Family Hubs. Lots to reflect on and lots to look forward to.

Caroline Scuffam, Project Manager

2025-2026 was a year of many achievements. We celebrated 20 years of our amazing doula service and did this in style with a hugely popular family fun day on Thornton Park in July where hundreds of families enjoyed the sun, the activities and the food! We then followed with a professionals conference in September celebrating the diversity of the many families we had supported over the last 20 years. 2026 also saw the first time in recorded history that over 50% of Hull families were breastfeeding at 6 weeks and so we could now officially say Hull was a predominantly breastfeeding city! This has been a joint effort across all services but one that has been a huge focus and goal for us over the years.

We were also shortlisted for 4 awards in the 2026 Yorkshire and Humber Infant Feeding Awards which definitely completed our year on a high.

I want to thank every volunteer and every staff member who always go above and beyond, giving their time, enthusiasm, commitment and passion to support all families with their antenatal, intrapartum and postnatal goals.

What does birth mean to you?

(new doulas, Oct 25)



happiness empowering
new beginnings exiting
hard work being superhuman calm
a journey painful new life beautiful reward
wonder feeling emotions superwoman
a new life team work pain
love and new life

The numbers:

189

Doula Referrals

2941

BFPS contacts

1657

Baby Feeding Referrals

42

Volunteers recruited

We celebrated our 20th year of our volunteer doula project in Hull!



Celebrating

— 20 YEARS —

*Goodwin Doulas and Breastfeeding Peer Support
20th year conference!*

Friday 3rd October 2025

*"Honouring Roots, Welcoming Babies"
Two decades of doula support, embracing diversity and empowering birth*

"Having a good for the soul day here in Hull...celebrating 20 years of the UK's 1st volunteer doula programme. In that time, the volunteers have collectively provided 30 years of time (58k hours) to the families of Hull! Researching this project back in 2011-2013 brought inspiring and moving examples of the power of support -information, encouragement, reassurance, kindness, friendship, love -in pregnancy, birth and early parenting"

**Zoe Darwin, Associate Professor in Health Research,
University of Huddersfield via LinkedIn**

Please share some key words you felt about this conference?

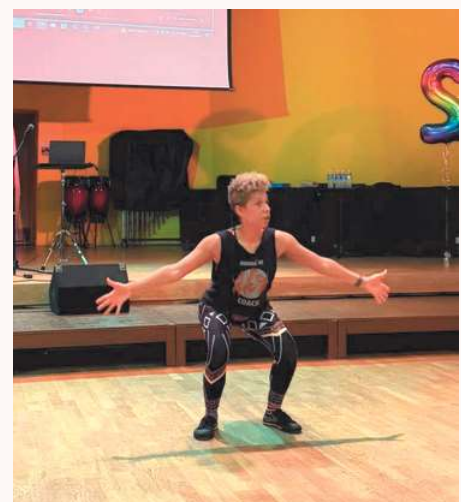


LET'S CELEBRATE

20



Dee Dowding -winner of our Naomi Bellis Award 2026 for the outstanding women centred care and support she gives as a community midwife.



We were also proud to be nominated for and to receive awards in 4 categories for the Yorkshire and Humber Infant Feeding Awards

2026

Winner



Categories

Excellence in Infant Feeding Education

Most sustainable Infant feeding local council

Infant feeding friendly public place

Excellence in Breastfeeding Support

Outstanding Breastfeeding Advocate

Breastfeeding Friendly Employer

Breastfeeding Friendly University

Community Breastfeeding Champion

Breastfeeding in Adversity

Infant Feeding Research Award

Excellence in Infant Feeding Education -**Project commended**
Outstanding Breastfeeding Advocate -**Caroline Scuffam**
Community Breastfeeding Champion -**Louise Hutchinson**
Breastfeeding In Adversity -**Erin Millar**

Case Study, HU3

Doula, baby feeding and breastfeeding peer support

Family self-referred at 28 weeks pregnant to the Doula Project. Mum felt she was isolated as her husband worked long hours and she had no friends or family nearby. The family were from Pakistan and spoke some English. This was their first baby.

Case allocated to a locality development worker (LDW) who visited within 2 weeks to complete project paperwork and discuss needs. Planned introduction of doula at 34 weeks pregnant.

LDW visited the family at week 35 as the allocated doula was on holiday. Mum informed the LDW that she had been in a car accident the evening before and had not felt baby move. LDW took mum to maternity triage where she was monitored. Discharged after checks.

Doula visited nine times during the antenatal period. Activities included providing information about active birth and positions for labour, Practiced Robozo techniques, midwife appointments and growth scans, Our doula mum's group at Fenchurch Family Hub, discussed the importance of oxytocin in labour, breastfeeding and helped mum with antenatal hand expression, accompanied to labour assessments and discussed induction and informed choice. The doula also gave the family blankets and clothes from our donations.

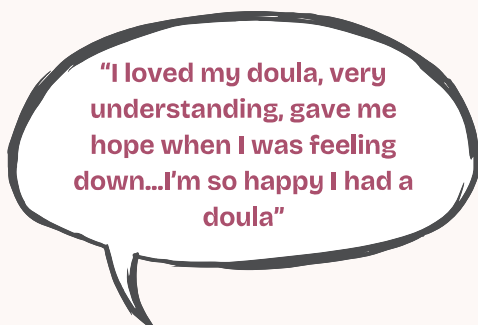
During labour, the doula supported mum alongside the father for 14hrs, created a positive, oxytocic environment with fairy lights, music and privacy. Mum stayed very active using movement and the birthing ball and baby was born via instrumental delivery. Doula supported mum with skin to skin, breastfeeding and safer sleep.

Postnatally, the doula supported during ten visits. She helped with breastfeeding, gave emotional support, took her to groups and out for walks with the baby. The doula signposted to NHS 111 and the midwife for medical queries and referred to BFPS for breastfeeding support.

This mum was automatically supported during the first week by our baby feeding practitioners.. Mum reported she was breastfeeding well and had support from her doula.

At 8 weeks postnatal, mum was referred to breastfeeding peer support after mum had re-contacted her doula for support. A home visit was performed next day and a full breastfeeding assessment completed. Mum given reassurance and advice provided. Invited to groups and child health clinics. All concerns resolved.

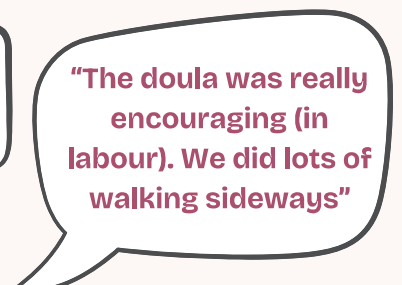
Positive birth outcomes and baby breastfeeding at birth, 7 days and 6 weeks



"I loved my doula, very understanding, gave me hope when I was feeling down...I'm so happy I had a doula"



The doula knew what I wanted and told the midwives what I didn't want"



"The doula was really encouraging (in labour). We did lots of walking sideways"



**Kim
Hayman**



Pregnancy yoga classes with our volunteer doula Kim Hayman

If your doula mum would like to try this bring her
along to Fonchurch family hub this Friday

10:00 - 11:00

The sessions are free



**We have organised
monthly doula mum's
meets, monthly 'clinics'
at Hull Sisters and yoga
classes alongside our
usual weekly
breastfeeding support
groups**

**HOME
START**
Hull



house of light

**And worked with many
partner agencies.**

Wyke
6TH FORM COLLEGE

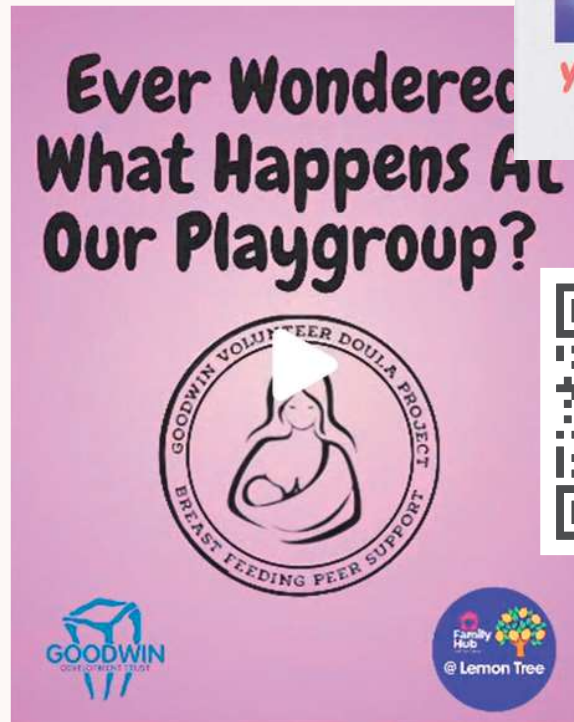
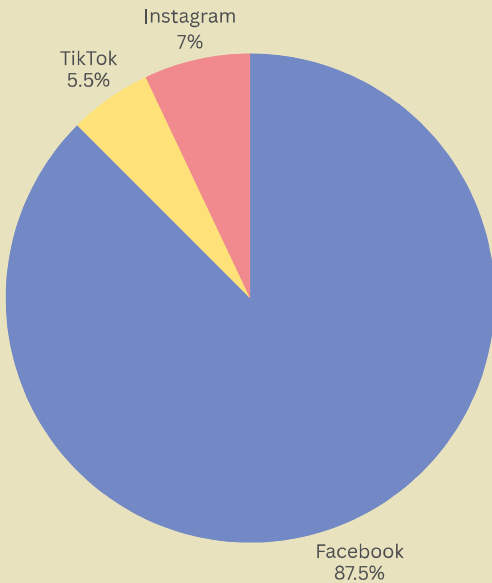
**HEY
Confident
Futures**

**Best Start Family Hubs,
NHS Champions,
House Of Light,
Home Start, Safer Sleep,
Infant Feeding and Unicef
BFI groups, Hospital
carousels, MNVP, VAWG,
Hull Pride, Hull CVS, Hey
Confident Futures, Wyke,
6th form College, Hull
Libraries, Social
Prescribers, HMY LMNS,
Dads Champions,
Doreen's Hub,
Unintentional Injuries and
many more**

Promotion

Social Media

Total followers: 4548



Goodwin Doulas and Breastfeeding Peer Support

20 February · 🌐

This week we have had the absolute pleasure of welcoming a student who was one of our earlier babies born on the project back in 2011! -See how much she has grown! ❤️

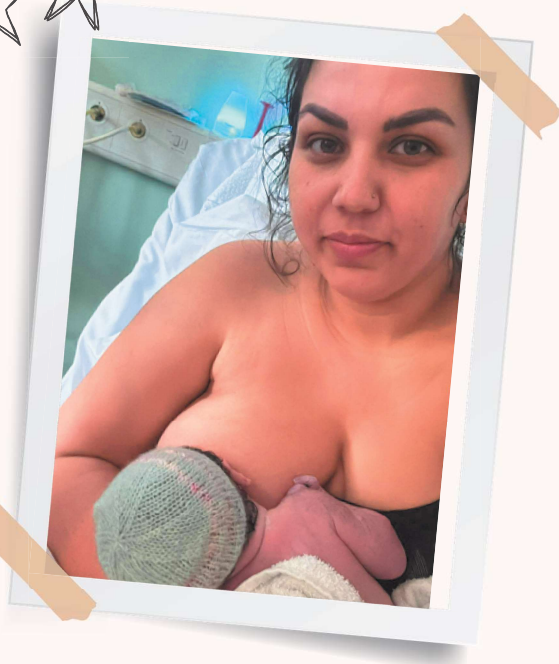
Romilly has been with us during half term to learn more about the project to help her on her journey to become a midwife and we think she will be brilliant! It is amazing to see that full circle of support. Next step will be Wyke where we are sure she will thrive.

Romilly has been meeting antenatal and postnatal women in the hospital and community. She has gone on home visits with staff to offer support in breastfeeding, birth planning and drop off equipment. She has weighed babies, listened in to and felt an unborn baby kick (thanks to our pregnant staff member, Carmen) She has also been producing social media posts and helped us with our donations in the office. Thank you Romilly!!



Breastfeeding

Any Breastmilk Status



Congratulations on 3 days of breastmilk!

You have fed your baby perfectly made, nutrient rich milk filled with antibodies to boost your baby's immune system.
 You have helped your uterus to contract back to pre-pregnancy size.
 The oxytocin released whilst feeding has helped lower your blood pressure and promote positive brain development in your baby



call 07980731013 for support



Baby Feeding Practitioners

Birth 7 days 6 weeks

92.7%

95.1%

82.5%

BFPS

Birth 7 days 6 weeks

92.9%

95.9%

84.2%

Congratulations on 3 months of breastmilk!

Your baby has a lower risk of ear infections, allergies, diarrhoea and gastroenteritis.
 You have reduced your chance of ovarian cancer.
 You have saved time and money not buying or preparing formula.



call 07980731013 for support



Congratulations on 6 weeks of breastmilk!

You are lowering the risk of chest infections in your baby and sudden infant death syndrome (SIDS). Your hormones help you get back to sleep quicker after night feeds.
 Milk is always made at the right temperature and will change depending on the age and needs of your baby



call 07980731013 for support



Congratulations on 6 months of breastmilk!

Your baby has a lower risk of asthma, eczema, childhood cancers and ear infections.
 You have reduced your chances of type 2 diabetes and cardiovascular disease and massively reduced costs to the NHS.



call 07980731013 for support



Congratulations on 1 year of breastmilk!

Your baby's speech development is improved, brain development is increased and dental cavities are decreased.
 You have reduced your risk of breast cancer and post menopausal osteoporosis.
 You have massively reduced your carbon footprint and impact on the environment.



call 07980731013 for support



Doula Project

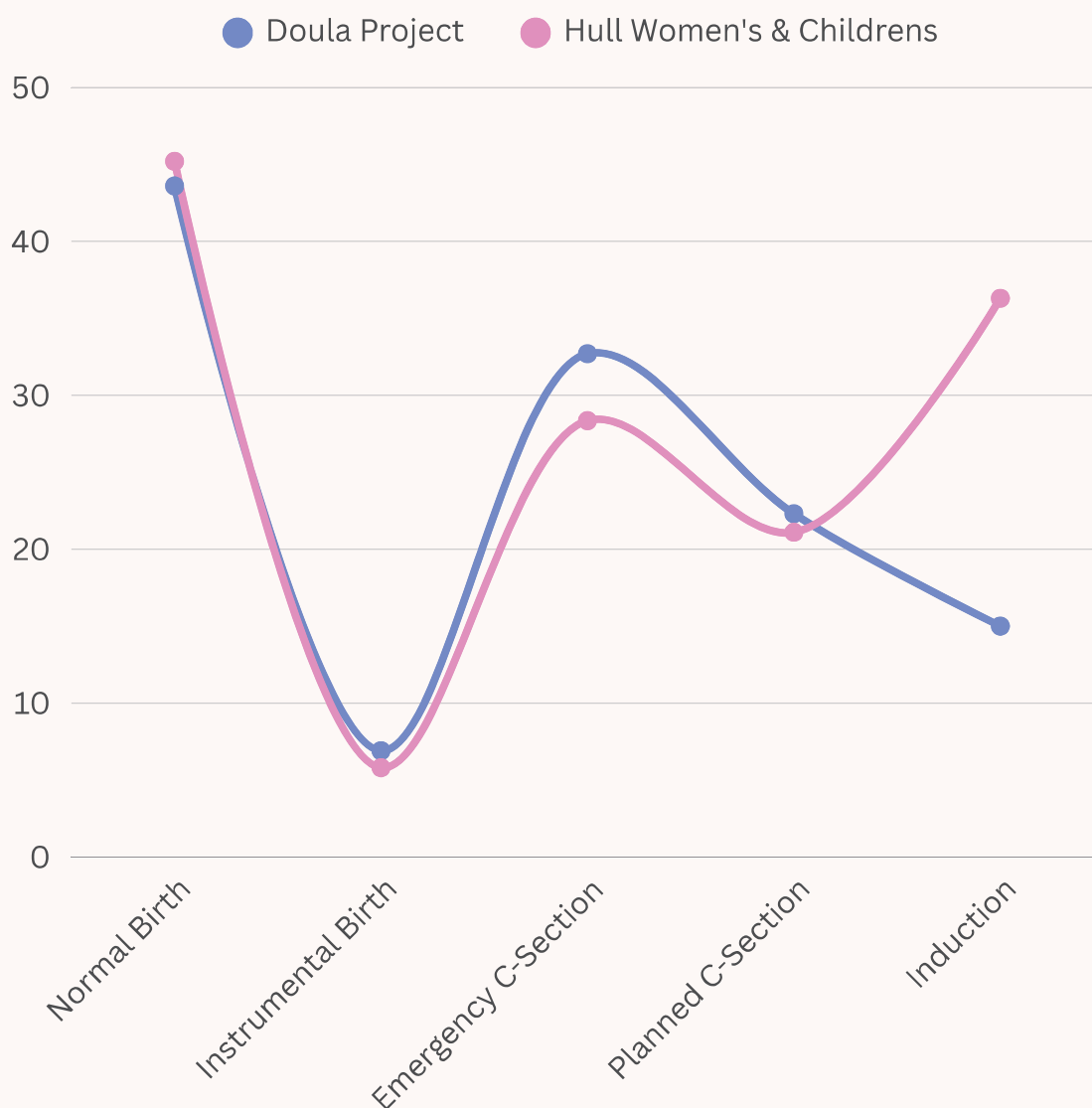
Birth 7 days 6 weeks

84.4%

93.3%

81.9%

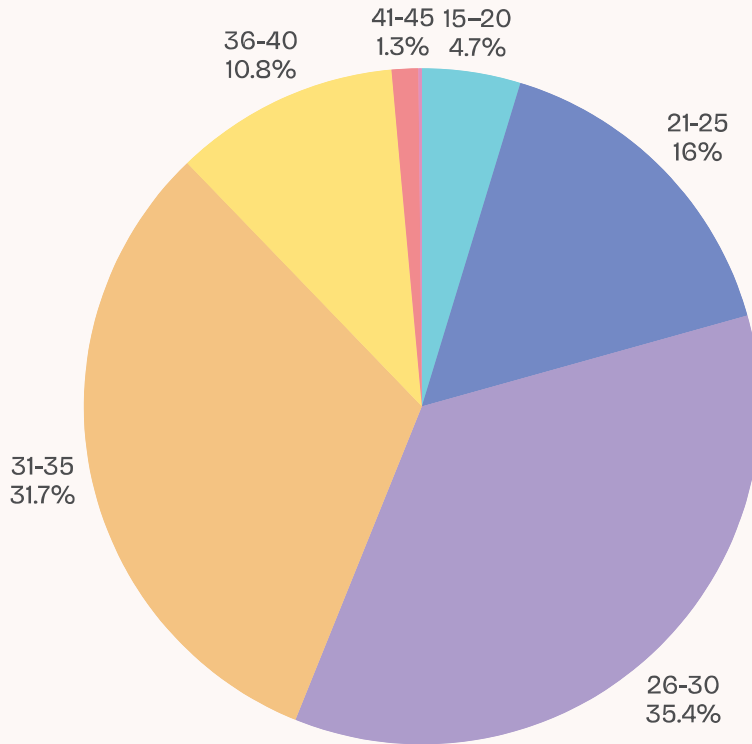
Doula Birth Outcomes (Average % for year)



Birth outcomes for women supported by the doulas are shown to be similar to trust-wide outcomes, despite the much smaller cohort.

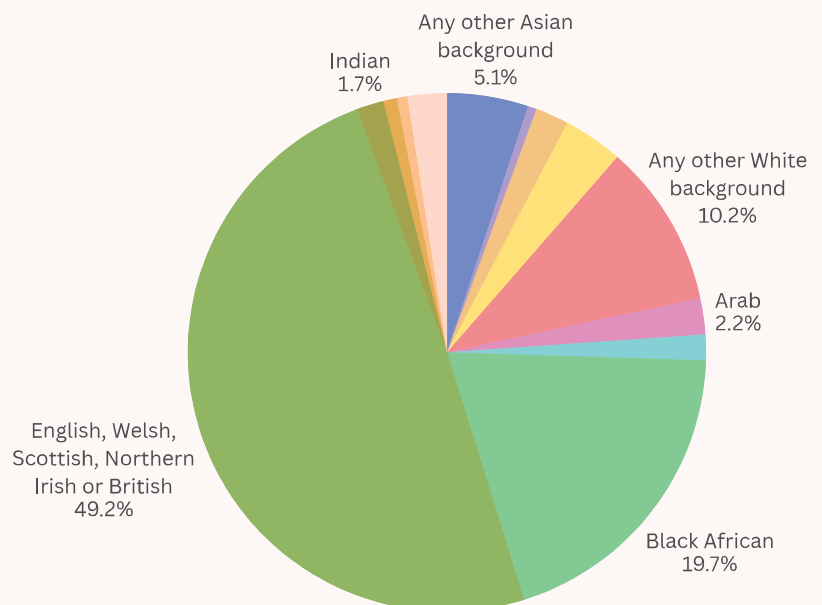
There is however, a significant difference in induction with only 15% of doula supported women having an induction compared with 36.3% trust-wide. This is particularly significant given that the Doula Project supports so many women facing additional social and emotional vulnerabilities, who may otherwise be predicted to experience poorer birth outcomes.

The age of our supported mothers (across all projects)



Ethnicity

- Any other Asian background
- Any other Black, Black British or Carribean b...
- Any other ethnic group
- Any other mixed or multiple ethnic backgrou...
- Any other White background
- Arab
- Bangladeshi
- Black African
- English, Welsh, Scottish, Northern Irish or Bri...
- Indian
- Mixed White and Asian
- Mixed White and Black African
- Pakistani

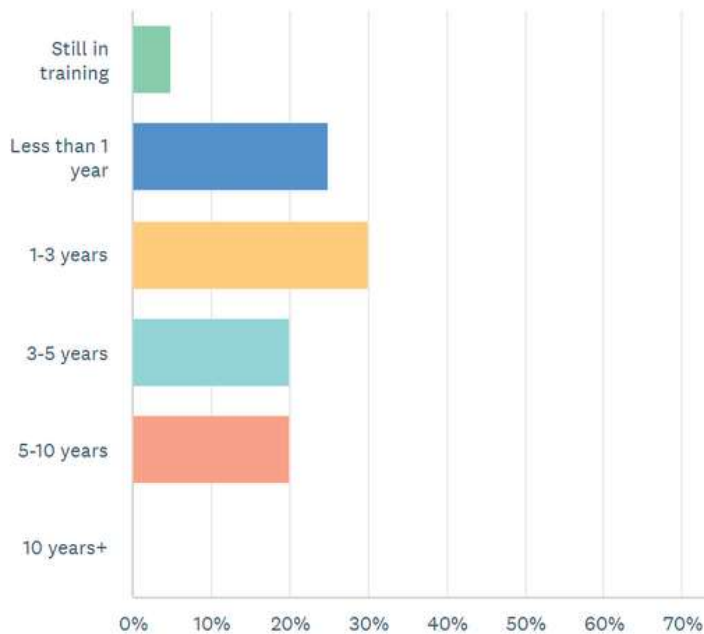


Volunteer Reflections March 2026

20 volunteers responded
10 doulas, 10 breastfeeding peer supporters and 3
who volunteered in both roles

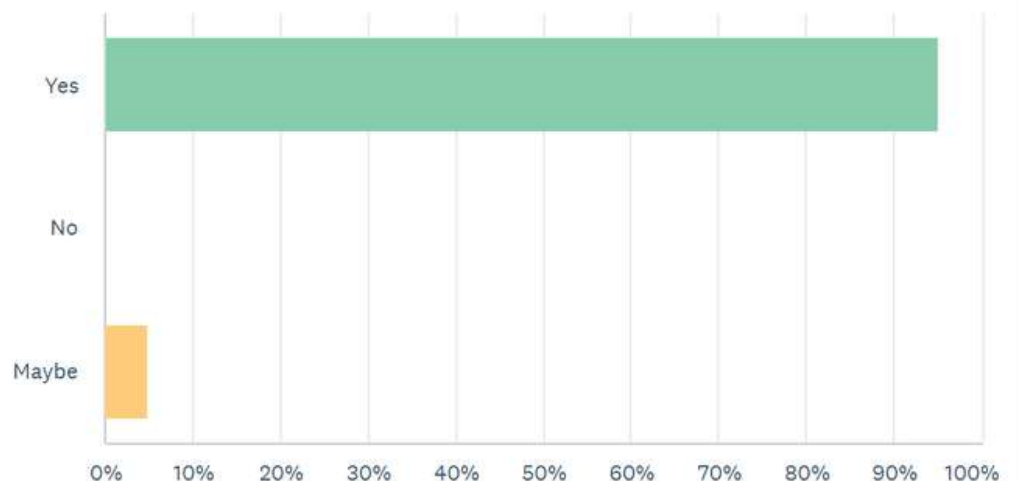
How long have you been a volunteer with us?

Answered: 20 Skipped: 0



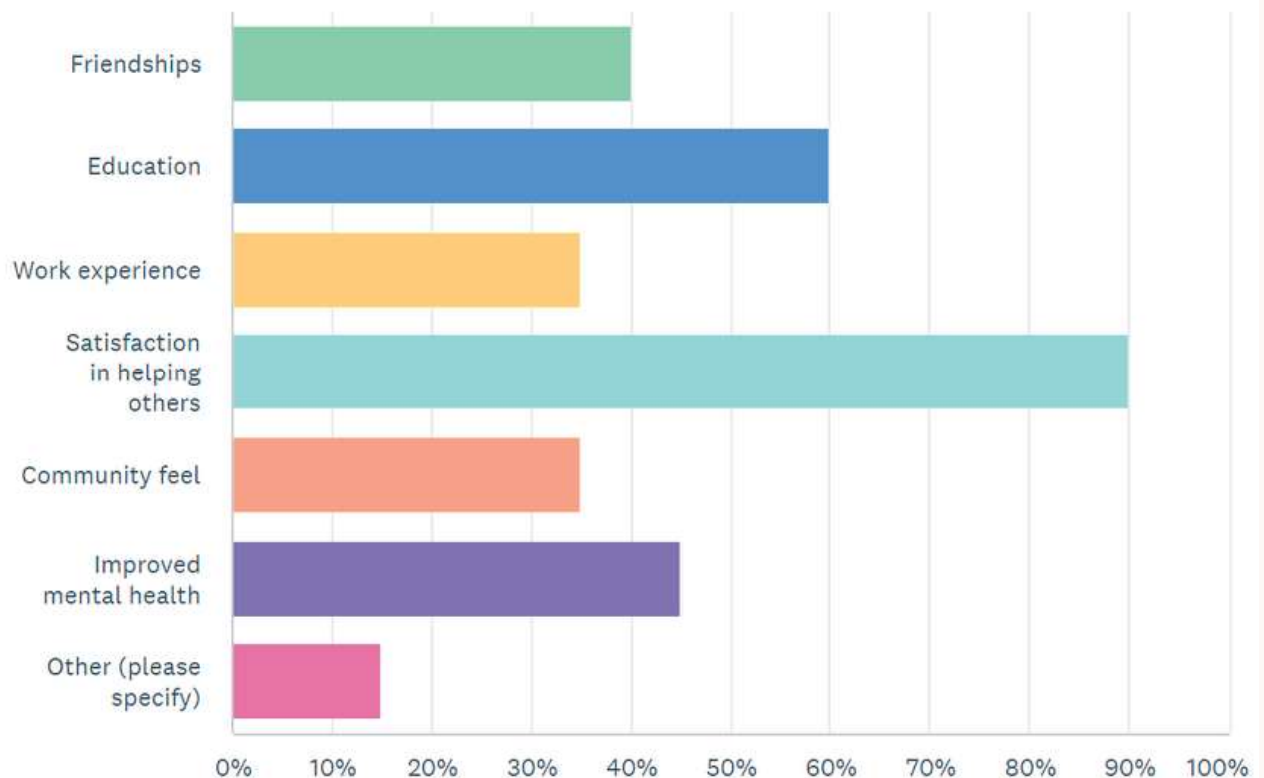
Would you recommend this volunteering role to others?

Answered: 20 Skipped: 0



What key benefits have you gained in your volunteering?

Answered: 20 Skipped: 0



“I took the course because I realised not everyone is as confident/assertive as me and I believe that everyone should have that level of advocacy and support as every birth is such a transformative moment in people’s lives. The course itself was not only informative and inspiring but the camaraderie with my classmates and tutors helped me lift out of crippling postnatal depression” -Volunteer doula, trained 2026

“I loved the training process after not being in a classroom situation for a number of years! It was so supportive and empowering. I have now had my first mamma who had a water birth. I don’t think I have ever felt so valued in my entire life! Amazing experience” - Volunteer doula, trained 2025

Supporting volunteers continued development



**MY DOULA
PASSPORT**

Name: _____

Date training completed: _____

Why I trained to be a doula:
.....
.....
.....



“Today I finished my doula course... and I don’t even really know how to put into words what this journey has meant to me.

I went into this thinking I’d gain some knowledge and maybe learn a few new skills but it became so much more than that. Somewhere between the chaos, the laughs, and even being told to separate like school kids... I found a group of girls who have become so special to me. What started as strangers turned into a little family, the kind of support you don’t even realise you need until you have it but more than that this experience has changed me. It’s given me confidence, purpose and a feeling that I’m exactly where I’m meant to be. For the first time in a long time, I feel like I’ve found something that truly matters to me; something that feels like my calling. Becoming a doula isn’t just about what I’ve learned, it’s about how I want to show up for other women and families. To support, to listen, to be there in moments that are so important and so vulnerable.

I will always be so grateful to the Goodwin Project for giving me this opportunity. It’s honestly changed my life in ways I didn’t expect, and I don’t think I’ll ever fully be able to explain what this journey has given me.

Feeling emotional closing this chapter but also so excited for what’s ahead... this is just the beginning” - Doula volunteer, March 2026

Supporting volunteers continued development

Over the last 12 months we have offered in-house volunteer sessions on the following topics:



Volunteer Lunch Chats

Unintentional Injuries

Children's Christmas party

Domestic Abuse Refresher

Family Fun Day

20th year conference

Culture Refresher Evening

Volunteer Week Celebration Lunch

Peace in Pregnancy -breathwork during pregnancy and labour

Fetal Alcohol Syndrome

Games Nights

Level 2 working in the Healthcare Sector

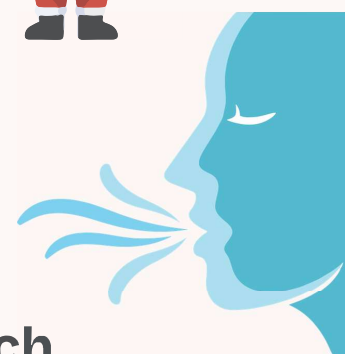
Safeguarding Children L1

Domestic Abuse L1

Safer Sleep Training

Downright Special

Microbirth Film showing



Supporting our work experience students



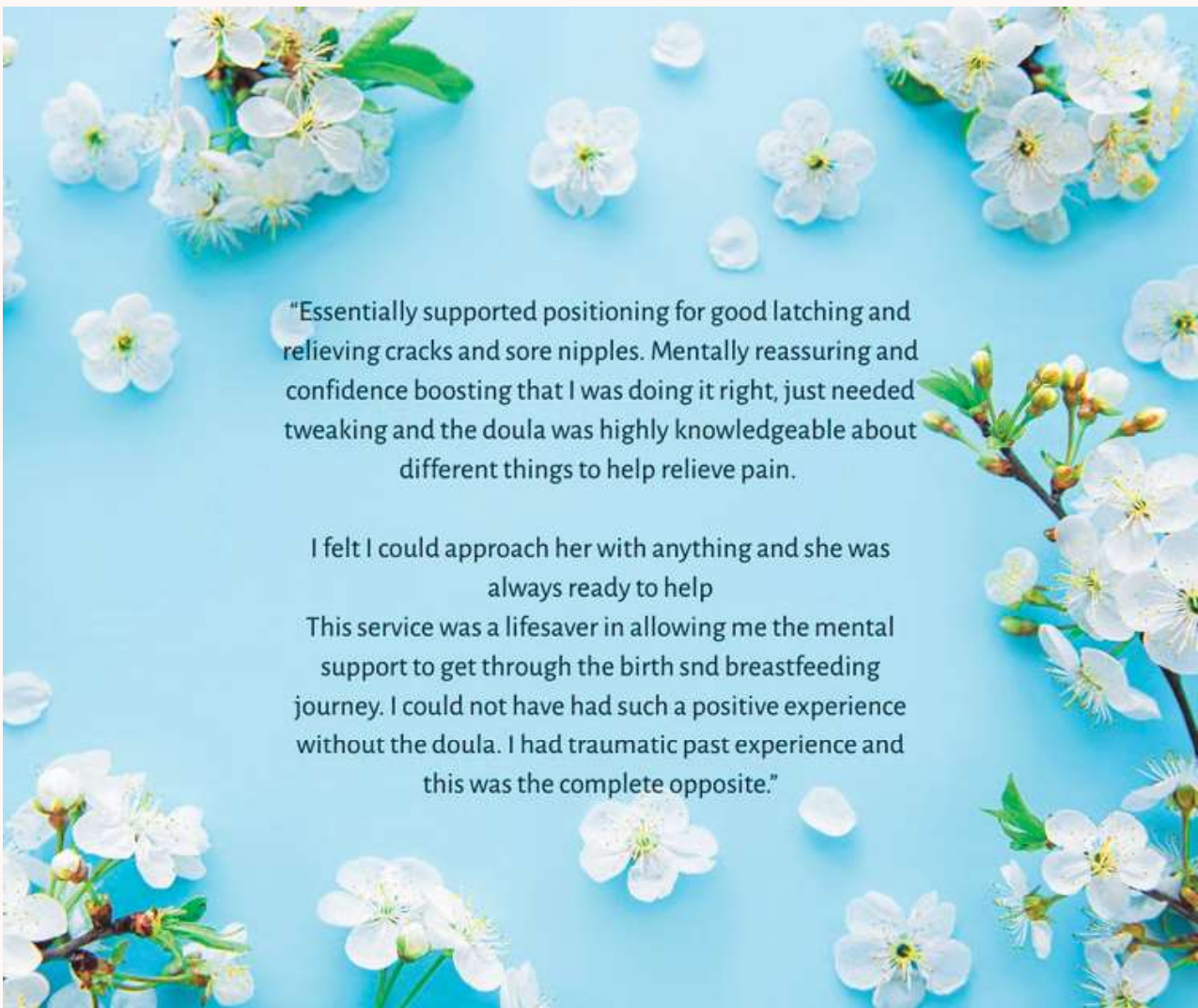
“Very useful, I experienced new activities and ideas into my future career (midwifery)”

-Wyke work experience student, March 2026

“I was able to gain hands on experience working with new parents and babies and the training for breastfeeding peer support was very informative” -Hull College Student, October 2025



“The home visits have been very impactful. I have learnt that being a baby feeding practitioner isn’t just about the practical aspect, but also about providing reassurance and building trust during a vulnerable time” -Hull College Student, October 2025

“Helped me enhance communication skills along with understanding different circumstances” -Wyke College Student, March 2026



“Essentially supported positioning for good latching and relieving cracks and sore nipples. Mentally reassuring and confidence boosting that I was doing it right, just needed tweaking and the doula was highly knowledgeable about different things to help relieve pain.

I felt I could approach her with anything and she was always ready to help
This service was a lifesaver in allowing me the mental support to get through the birth and breastfeeding journey. I could not have had such a positive experience without the doula. I had traumatic past experience and this was the complete opposite.”



“I loved having a doula, I would do it all again!”

“My doula was the first person to take me out for a walk, she took the fear away. If I didn't have her, I wouldn't have got out the door.”

THANK YOU!

“During the birth Phil was a great person to be with, she took photos, kept me calm, dressed my baby, and we watched the sunset together and had a little cry. “

“Giving birth is such a special day, and you need the right person by your side. Phil was perfect, I cant imagine anyone else to have shared the experience with”



“I couldn't have done any of it without Phil!!”

