



20th April 2015

Dear Colleague

Real Baby Milk 'Essential Guide to Feeding & Caring for your Baby'

Thank you for enquiring about **Bespoke Essential Guides**, we are enclosing a sample which will illustrate the quality and feel of the Guide.

Real Baby Milk is a social enterprise project run by Pollenn Community Interest Company and works on a not for profit basis to support breastfeeding mothers and family services within the NHS and local authorities. We have worked closely with NHS trusts and Children's Centres to develop a range of materials and resources to help them in their roles.

All information in the guides has been produced in consultation with mums, health professionals – including Lactation Consultants and Infant Feeding Co-ordinators and NHS Trusts. We work hard to support the UNICEF Baby Friendly Initiative in the U.K. and have found that where our guides are used they have become a very useful tool for Health Professionals as well as the families who receive them.

Real Baby Milk have been producing Essential Guides to Breastfeeding/Feeding & Caring for your Baby since 2006, we have worked across the U.K. providing an outstanding service to a variety of clients.

The chance to work with you and increase our social reach is very exciting.

Please find enclosed:

- **Price information** – please see website for our general prices; other prices/quantities are available upon request.
- **Real Baby Milk Guide procedure.**
- **A sample of our Guide** – information/alterations are required from you to tailor the Guide to meet individual needs and your local area.

With our very best wishes.

Yours Faithfully,

Chloe Statham
For and on behalf Real Baby Milk (Pollenn CIC)



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Essential Guide to Breastfeeding - Price variations

There are additional costs for special requirements (such as translations, pull-out pages). Prices are applicable for three months from the date of quotation – rising print costs may change the price after this period. Please contact for other quantities.

Delivery prices: for one direct delivery to one location, the delivery is **FREE**. For multiple locations, delivery charges will apply.

Bespoke Essential Guide to Breastfeeding

The Real Baby Milk Essential Guide to Breastfeeding – with local images, projects, information, peer support groups and breastfeeding friendly businesses.

The Essential Guide you order is specific to your area and our team will work closely with the appointed lead to ensure your Guide meets your areas needs, including: dual language Guides if requested, appropriate pictures and relevant local information.

Our Essential Guides have been produced with the UNICEF Baby Friendly Initiative in mind – for example, we ask that the local infant policy features on a page (as this is a requirement for the award) and that support groups are listed as well as all the other information. The Bespoke Essential Guide is either 28 or 32 pages long, either comic book (26cm x 18.5cm) or A5 sized and either has hole punches or not. We recommend 32 pages, comic book sized with hole punches which can then be kept in the maternity notes.

Production Process

Real Baby Milk aims to make the process of producing the guide as easy as possible.

We have a wealth of knowledge and understanding gained through working with, and providing Essential Guides to areas across the U.K.

Our aim is to provide you with a premium service from your initial enquiry through to delivery of your Essential Guides. Our staff are available throughout the process to handle any queries and help you produce the Guide that you want.

Timescale:

Real Baby Milk aims to have the guides delivered two months after the order has been placed although at busy times of the year e.g. February & March this can differ (this is dependent upon Real Baby Milk receiving information, amendments and all relevant documents within the allotted timescale).

Please note that the price and timescale include the provision of two proofs, any further alterations/proofs will incur further charges.

For any further information or to place an order for your Essential Guide please contact:

Chloe Statham: chloe@realbabymilk.org

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Co Number 5963948/VAT No. 177934209

realbabymilk.org

facebook.com/realbabymilk

The Process (once a quote has been accepted)		
Action	Responsible	
1. An order is placed with Real Baby Milk (RBM) and your local lead is identified. An official Purchase Order is required at this stage please as this helps to streamline the invoicing etc. Approximate timescales and deadlines to be agreed by RBM and lead.	Local Lead/RBM	
2. RBM requests all information and logos required for guide (sample attached)	RBM	
3. Local lead supplies all information and logos	Local Lead	
4. RBM work with designer to place all info in new guide	RBM	
5. RBM supplies pdf proof to local lead for circulation among local partners / breastfeeding steering group	RBM	
6. RBM invoice at this stage	RBM	
7. Local lead feeds back amendments, changes / additions	Local Lead	
8. RBM work with designer to incorporate changes (Actions 7 and 8 repeated if necessary)	RBM	
9. Final pdf proof supplied to Local Lead	RBM	
10. Local Lead final checks and signs document off (ONCE SIGNED NO FURTHER CHANGES CAN BE MADE)	Local Lead	
11. RBM sends to printers (3 weeks max)	RBM	
12. Printers delivers to distribution centre(s) locally	RBM	
13. Local Lead organises internal email to staff and groups to highlight the availability of guide for new mothers.	Local Lead	