

HAMPSHIRE JSNA SPOTLIGHT

First 1,001 Days

How does this impact our population?

The first 1,001 days, that is from pregnancy to age two, is a period of uniquely rapid growth, when babies' brains, their sense of self, and their understanding of the world are shaped by their experiences and environments. In 2025 there were just over 12,000 live births in Hampshire, and 2.3% of full-term babies had a low birth weight in 2024. Areas of attention in Hampshire for babies' first 1,001 days include Gosport, Havant and Rushmoor. These areas have higher rates of under 18 conceptions, low birth weight babies, children living in low income households and domestic abuse.

The First 1,001 Days is August's spotlight topic as 1st – 7th August is World Breastfeeding Week. The 2026 theme is "Prioritize Breastfeeding: Create Sustainable Support Systems", aiming to build lasting, equitable support for breastfeeding mothers everywhere.



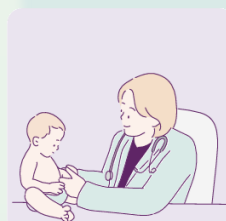
Aims of the Hampshire and Isle of Wight Infant Feeding Strategy 2025-2030



Create a positive infant feeding culture.



Increase healthy and safe feeding practices across the infant feeding journey.



Ensure infant feeding support is evidence-based and timely, contributing to a reduction in inequalities.

What support is in place for Hampshire residents?

Hampshire residents can access support via the [Best Start in Life](#) webpage. The two main sources of support through this are Healthier Together and Hampshire Healthy Families. Support is also available through the [Health Visiting Service](#) and [Chat Health](#).

Where can I learn more?

Visit our [Healthy Lives JSNA](#) page, which features a First 1,001 Days infographic. Related topics in our JSNA include births data in [Births and Deaths](#) and childhood immunisations in [Healthy People](#). The [JSNA data glossary](#) can help guide you.

If you have a question and would like to get in touch with Hampshire's Public Health Intelligence Team, you can use the QR code or email PHIT@hants.gov.uk

