**I**

**N**

**G**

**F**

**R**

**I**

**E**

**N**

**D**

**L**

**Y**

**B**

**R**

**E**

**A**

**S**

**T**

**F**

**E**

**E**

**D**

**We’re encouraging businesses and venues within Nottinghamshire to provide more welcoming environments for breastfeeding mums by signing up to being ‘Breastfeeding Friendly’.**



H

S

U

R

N

I

E

F

F

I

L

C

# We want

y Mums to be able to feed their baby in comfort and safety

y Mums to know where there are welcoming and supportive places for them to breastfeed

y To normalise breastfeeding in local communities.

# Why become Breastfeeding Friendly?

Breastfeeding improves the health of both Baby and Mum. Mums often cite fear of breastfeeding in public as a barrier to starting or continuing to breastfeed.

### Breastfeeding

y Supports close and loving relationships which helps the baby’s brain development

y Provides antibodies, hormones and enzymes which work together to

help the baby grow and develop, and breastmilk is easier to digest for baby

y Improves mental health and can lower the risk of post-natal depression

y Reduces mum’s risk of cardiovascular disease, osteoporosis and breast cancer

y Protects against ovarian cancer

y Has been linked to educational attainment

y Reduces the risk of Sudden Infant Death by 50%.

### Not breastfeeding is linked to a higher risk of

y Being overweight or obese later in life

y Ear infections

y Tooth decay

y Chest infections

y Diarrhea & vomiting

y Death from gut infections in sick and premature babies.

**How to become Breastfeeding Friendly?**

### Do you...

y Allow breastfeeding in all public areas

y Provide breastfeeding mums with seating and a welcoming, clean and comfortable environment

y Employ staff that are positive towards and supportive of breastfeeding mums

y Understand that some mums prefer to feed in privacy, and help wherever you can

y Have baby changing facilities

### Would you...

y Ensure all appropriate staff have reviewed a short breastfeeding friendly training pack, including information about the law and breastfeeding in a public place

y Display a breastfeeding friendly sticker and certificate.

**Then you can be Breastfeeding Friendly**

### Next steps

y You’ll start by completing a short self-assessment form

y You may then be visited to confirm whether your venue appears Breastfeeding Friendly (not all venues will receive a visit)

y We’ll provide you with simple information to help ensure all staff understand how to provide a welcoming environment - if needed we can provide more detailed support

y You’ll receive a certificate and stickers to display, and we’ll add your details to the Nottinghamshire Healthcare Trust directory of Breastfeeding Friendly places.

## For more information or to begin the self-assessment please contact

**Sofi Melvin** [**e:** SMelvin@rushcliffe.gov.uk](mailto:e:%20SMelvin@rushcliffe.gov.uk%3e) **t:** 0115 9148593



