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



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# 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?

Improved customer service, and help attract and retain new customers

y Free positive publicity for little input

y You’ll be placed on our directory of Breastfeeding Friendly places, and receive Breastfeeding Friendly materials to display

y Supporting the health of your local community

y You’ll be compliant with the Equality Act 2010 which states that no breastfeeding mother can be discriminated against in public areas.

## 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

### 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

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