



Breastfeeding **Friendly**

P L E D G E

We want to create a city where families feel welcome to breastfeed their babies and are comfortable and confident to carry on feeding for as long as they choose to.

Can you help us in our journey?

It is all about the 'E'!

Signing up to the Breastfeeding Friendly Pledge will help reassure mothers that they can feed their babies when they are away from home without feeling uncomfortable or stigmatised.

Adopting these 5 principles will help you provide a friendly environment:

EVIDENCE...

Using evidence and best practice to make sure that your premises/venue is friendly and welcoming for families

EVERYONE...

Mums have the right to breastfeed anywhere (Equality Act, 2010), although many don't feel comfortable doing so. Find ways to be inclusive and supportive for everyone - for example responding sensitively if inappropriate comments are made.

EVERYTHING...

Integrate breastfeeding support into everything that your business does - for example developing a policy, offering staff training as part of their induction and supporting members of staff returning to work who may still want to breastfeed.

EVERYDAY...

Your business should view breastfeeding as part of normal, everyday family life. Support of breastfeeding should be part of your day-to-day activity and will encourage our community to accept and normalise breastfeeding, including feeding in public.

EASY...

Your venue should make breastfeeding an easy and comfortable choice for mothers to make. By displaying the Breastfeeding Friendly window sticker, families can easily recognise your business as being part of the initiative.

*Adapted from Wakefield City Council

This pledge has been developed to encourage businesses and organisations to provide more welcoming places for mums to breastfeed their babies. By making more premises breastfeeding friendly we aim to achieve the following:

Develop a Supportive Community:

Although most mums will have a positive experience, for some, the first experience of breastfeeding in public can be very daunting. A supportive environment can help parents feed their baby when they are out of the house and break down perceived barriers to breastfeeding in public.

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Change Perceptions of Breastfeeding:

There is research to suggest that attitudes towards breastfeeding are often formed in childhood. Many changing and feeding areas are represented with images of a bottle, reinforcing a belief that bottle feeding is the norm.

“...The more support from the community, including public premises, the longer mums feel enabled to breastfeed and the healthier our children will become...”

There is also a lot of stigmatisation attached to

women who continue to breastfeed her child once they are no longer considered a baby, despite best practice being to breastfeed until a child is two years old or beyond.

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Better Health Outcomes:

“...Breast milk provides babies and infants with the best start in life, protecting them against infections and illness, as well as lowering the risk of breast cancer in mothers....”

Breast milk provides babies and infants with the best start in life, protecting them against infections and illness, as well as lowering the risk of breast cancer in mothers. The longer babies are breastfed, the more health benefits mothers and their infants will have.

Improved breastfeeding rates:

In Peterborough, less than 3/4 of women initiate breastfeeding when their child is born. By the time that the child is 6-8 weeks old, this reduces to less than half. Research highlights that a lot of the time this “drop off” is unplanned and many women stopped breastfeeding before they would have preferred to.

“...A newborn baby needs to be nursed 9-12 times a day for 30-40 minutes...”

Peterborough has a lot of community based support on offer to women who breastfeed or give breastmilk, however, like anyone else, breastfeeding mothers visit shops, restaurants and cafes, and leisure facilities; mothers should also be able to feel comfortable breastfeeding in these places.

A newborn baby needs to be nursed 9-12 times a day for 30-40 minutes; from 6 weeks the average reduces to 7-8 times per day for a 15-20 minute period.

Perceived feelings of being unable to breastfeed in public has been cited by mums as one of the main reasons for stopping breastfeeding.

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Join us in making Peterborough a Breastfeeding Friendly City!

If you agree that we should all be working to give every child the best start in life then take the Breastfeeding Friendly Pledge!

All you need to do is:

1. Implement a breastfeeding policy
2. Display the Breastfeeding Friendly sticker at your premises
3. Ensure all staff know that your venue supports breastfeeding on premises

You can find out more by reading our start up guide

Individuals and Communities can make a difference by:

- Encouraging and supporting family, friends and colleagues who have chosen to breastfeed
- Volunteering to become a breastfeeding peer supporter
- Recognise and celebrate places you have visited which have good practice regarding breastfeeding
- Show your support on social media

Businesses and organisations can make a difference by:

- Developing a breastfeeding policy and clearly display the Feeding Friendly window sticker on your premises
- Encourage staff to be supportive and understanding of breastfeeding on the premise
- Ensure that your own staff are supporting if they are breastfeeding whilst in your employment

What is in it for you?

- Recognised quality customer service - improving your corporate image
- Equality Act 2010 compliant
- Good publicity
- Increase in the number of customers through the networking of mothers and their friends and family
- When families feel welcome they may stay longer, spend more and return!
- Employers who are considerate of the needs of breastfeeding mothers returning to work can help boost morale and productivity, as well as reducing staff turnover and absence

How to sign up:

Complete and return the registration form and return it to fis@peterborough.gov.uk. Once signed up - we will send you a welcome pack with a window sticker and resources.



REGISTRATION FORM: Feeding Friendly pledge

I pledge to develop a Breastfeeding Policy and ensure my organisation/branch provides a warm and welcoming environment where breastfeeding mothers are able to sit anywhere and for as long as they wish. I will entrust that mothers will receive a friendly and accepting attitude from staff, management and to the fullest extent possible, other customers whilst breastfeeding.

To demonstrate my support, I promise to clearly display the Feeding Friendly window logo so that it is easily noticeable and visible to all those entering the premises.

I will endeavour to ensure all staff members are aware of the importance of breastfeeding; are knowledgeable of how to handle any customer complaints surrounding breastfeeding and are confident in knowing what actions can be taken to make a breastfeeding woman feel more comfortable.

Business Name:

Premises/business address:

Service description:

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Contact Name:

Contact Email address

Signature:

Date: / /