



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

## **We want**

- Mums to be able to feed their baby in comfort and safety
- Mums to know where there are welcoming and supportive places for them to breastfeed
- To normalise breastfeeding in local communities.

## **Why become Breastfeeding Friendly?**

Improved customer service, and help attract and retain new customers

- Free positive publicity for little input
- You'll be placed on our directory of Breastfeeding Friendly places, and receive Breastfeeding Friendly materials to display
- Supporting the health of your local community
- 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...

- Allow breastfeeding in all public areas
- Provide breastfeeding mums with seating and a welcoming, clean and comfortable environment
- Employ staff that are positive towards and supportive of breastfeeding mums
- Understand that some mums prefer to feed in privacy, and help wherever you can

## Would you ...

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

...Then you can be **Breastfeeding Friendly**

## Next steps

- You'll start by completing a short self-assessment form
- You may then be visited to confirm whether your venue appears Breastfeeding Friendly (not all venues will receive a visit)
- 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
- 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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