



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

Environmental Health e: Environmental.health@bassetlaw.gov.uk
t: 01777 713764 or 01909 533219