



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?

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

- Supports close and loving relationships which helps the baby's brain development
- Provides antibodies, hormones and enzymes which work together to help the baby grow and develop, and breastmilk is easier to digest for baby
- Improves mental health and can lower the risk of post-natal depression
- Reduces mum's risk of cardiovascular disease, osteoporosis and breast cancer
- Protects against ovarian cancer
- Has been linked to educational attainment
- Reduces the risk of Sudden Infant Death by 50%.



Not breastfeeding is linked to a higher risk of

- Being overweight or obese later in life
- Ear infections
- Tooth decay
- Chest infections
- Diarrhoea & vomiting
- Death from gut infections in sick and premature babies.

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
- Have baby changing facilities

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