

# **Our Breastfeeding Policy**

By adopting this policy, we, [ ]  
agree to the following principles to support women breastfeeding.

- *We will be welcoming of breastfeeding mothers.*

Breastfeeding women need to be reassured that it is widely accepted and welcome to breastfeed anywhere. A look is important and can say 1000 words, if you happen to catch their eye, don't stare but give a little smile and she will feel at ease.

- *We will not allow any other member of the public to discriminate against breastfeeding women.*

It is against the law to discriminate a woman breastfeeding. Women are protected under the Equality Act 2010 to breastfeed anywhere in a public place. Discriminating against a breastfeeding woman may lead to prosecution.

- *We will ensure our staff are friendly and polite towards breastfeeding mothers and their children.*

Breastfeeding women are often nervous and fearful of the public's reaction to breastfeeding, it is important that women are made to feel welcome.

- *We will ensure that our staff are helpful and provide table service whenever possible to breastfeeding women.*

A breastfeeding woman might be sitting in the same place for a long time while her baby feeds. By offering table service, this can provide a better experience for women.

- *We will provide free drinking water.*

Breastfeeding is thirsty work! Providing free drinking water can make sure a woman is kept hydrated while nursing her baby.

- *Changing facilities will provide a changing mat (at least) or changing table and a waste bin for dirty nappies.*

Babies often need their nappy changed after feeding, providing changing facilities will enable this to happen comfortably.

- *We will ensure our changing facilities are kept clean and checked on a regular basis.*

Feedback from women suggest unhygienic changing facilities negatively impact their breastfeeding experience.

- *All new employees will be provided with adequate training on how to support breastfeeding mothers and their children.*

If possible in our venue:

- *We will provide a private/semiprivate area for women to breastfeed.*

Some women prefer more privacy than others and would prefer to breastfeed in a designated area (but not in a toilet!). If there is no way of providing a private space, ask what can I do to help make you feel comfortable?

In addition to this policy, the website contains a short video from our local women on how they want to be supported, watch it here <http://tiny.cc/xhfibz>. All new staff will watch the video as well as reading this document.

The staff member responsible for the implementation of this policy to all staff is [ ].

This policy has been developed in collaboration with Newcastle University and Newcastle City Council.

**Further information on breastfeeding can be found here:**

National Breastfeeding Helpline Tel: 0300 100 0212

NHS Breastfeeding Support

<https://www.nhs.uk/conditions/pregnancy-and-baby/breastfeeding-help-support/>