



FAQs for businesses

Why is this scheme so important?

Improving breastfeeding rates is a national and local public health priority because it has a great impact on health outcomes and health inequalities of families and children. The benefits received by breastfed babies can play an important role in providing them with the best start in life, including reduced risk of developing ear, chest and stomach infections.

Changing the attitudes to breastfeeding in the community will have a huge influence on parents wanting to provide their babies with the benefits of starting on breast milk.

How will your organisation benefit from joining the scheme?

Your organisation could benefit from free publicity, potentially attracting new customers as venues will be promoted through various media channels, websites and word of mouth.

With the correct support from businesses and community venues, parents will be provided with welcoming and non-judgmental environments to feed their babies, leading to increased customer satisfaction at no financial cost. Your organisation will also be helping to encourage positive attitudes towards breastfeeding.

What difference will this make?

Some women report they are made to feel uncomfortable breastfeeding their babies in public and this can lead to anxieties and feeling vulnerable when they have to go out. By displaying the '**Southend Supports Breastfeeding**' sign in a clear visible place for customers/the public, families can be sure that they will be able to feed their babies in a welcoming environment and other customers are aware that they may see a baby being breastfed. ***Adopting a positive environment will have a powerful and positive impact on normalising breastfeeding***

How much will it cost?

Joining Southend Supports Breastfeeding is **FREE** and you do not need to make many (or any) changes to your environment, unless you want to provide a private area for mothers.

Mothers will most appreciate a friendly and welcoming environment with supportive staff where they can feed comfortably and without embarrassment.

What training do I need to provide staff?

There is no need for staff to receive formal breastfeeding training, but if you would like staff to have further understanding as to why this scheme is important, please contact the details below.

What if other customers feel uncomfortable when a mother is breastfeeding?

It is understandable that owners and managers want to consider the needs and comfort of all their customers/visitors. It is, however, unlawful to discriminate against a woman because she is breastfeeding according to the Equality Act 2010. Therefore mothers should not be asked to move to accommodate uncomfortable customers.

Where can I signpost mothers if they have any questions about breastfeeding?

Southend offers a range of breastfeeding support services and we are happy to provide you with resources for mothers who require further support.

Who can we direct any additional questions about the scheme to?

If you have any questions or concerns about the scheme, please contact Sabrina Kerr:

SabrinaKerr@southend.gov.uk

We welcome any feedback and comments about the scheme.