



## FAQs for parents

### What does the Southend Supports Breastfeeding scheme mean?

The scheme, run jointly by A Better Start Southend and Southend-on-Sea Borough Council, ensures that women know where they can breastfeed comfortably without feeling any embarrassment and be supported by the organisations that have signed up to the scheme.

### How does a venue become breastfeeding friendly?

Organisations will have agreed to a [set of standards](#) and [signed a contract](#) to commit to adhering to and maintaining these standards. Contracts will be renewed annually and reviewed to ensure standards are being maintained.

### Where can I find the venues that are part of this scheme?

There will be a register of venues which can be found at [www.abetterstartsouthend.co.uk/southendsupportsbreastfeeding](http://www.abetterstartsouthend.co.uk/southendsupportsbreastfeeding). Venues will be across Southend-on-Sea. The register will also identify additional services such as changing facilities and private breastfeeding rooms. Everyone has a right to breastfeed anywhere they wish, but some women may prefer some privacy. Not all venues will be able to offer a separate area but we are planning to include information about facilities on the interactive map of Southend Supports Breastfeeding locations.

### How do I know a venue is part of the Southend Supports Breastfeeding scheme?

All venues that are part of the scheme will display a Southend Supports Breastfeeding sticker and should have a certificate confirming they are participating in the scheme.

### How can I give feedback on the Southend Supports Breastfeeding Scheme?

We welcome all feedback about the scheme and will use it to monitor and improve the scheme. Please send feedback and questions to [abetterstart@pre-school.org.uk](mailto:abetterstart@pre-school.org.uk)