



SOUTHEND SUPPORTS BREASTFEEDING BREASTFEEDING WELCOME SCHEME

A mother's choice to breastfeed or bottle-feed their baby could be due to various physical, mental, emotional and societal circumstances. In Southend, we want mothers to feel respected and supported with this choice.

Breastfeeding has been acknowledged as being an important intervention in improving children's health and reducing inequalities in health. Research shows that over a third of mothers give up breastfeeding sooner than they want to due to feeling uncomfortable and embarrassed in public spaces.

The Southend Supports Breastfeeding scheme aims to stop mothers feeling uncomfortable or embarrassed and empower them to feel confident when feeding or comforting their babies.

You are invited to be part of this scheme by signing up to support parents and displaying a Southend Supports Breastfeeding sticker in a visible place in your business premises to let mothers know that they are welcome to breastfeed there.

WHY SUPPORT SOUTHEND TO BE BREASTFEEDING FRIENDLY?

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. With the correct support from businesses and community venues, parents will be provided with welcoming and non-judgmental environments to feed their babies.

Your company benefits from:

- Free publicity attracting new customers as venues will be promoted through various media channels, websites and word of mouth
- Increased customer satisfaction with no financial cost



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KEY INFORMATION

The Southend Supports Breastfeeding scheme will:

- Support your business to become breastfeeding friendly
- Develop a breastfeeding policy for you (if requested)
- Provide information and support to understand the legal obligations and provide confidence for how to deal with complaints / support breastfeeding mothers

To become a breastfeeding friendly venue simply:

- Display a window sticker to let customers know that you are breastfeeding friendly
- Provide a welcoming environment for breastfeeding mums
- Ensure your staff are positive and supportive of breastfeeding mums
- Explain that your venue supports breastfeeding mothers if another customer complains
- Offer an acceptable standard of cleanliness, warmth and comfortable seating
- Complete the Southend Supports Breastfeeding agreement

Your business will be contributing to social and cultural change by supporting breastfeeding families to have a positive experience of breastfeeding out and about.

For further information please contact : Sabrina Kerr, Southend Public Health

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