

BREASTFEEDING FRIENDLY CHARTER

JOIN US!

TO MAKE WAKEFIELD
BREASTFEEDING
FRIENDLY

We want to create a Wakefield District where families feel welcome to feed their babies and are confident to carry on breastfeeding for as long as they choose to.



www.wakefield.gov.uk

wakefieldcouncil
working for you

MAKE 'E' COUNT

Signing up to the Breastfeeding Friendly Charter will help reassure mothers they can feed their babies when they are away from home without feeling uncomfortable or unwelcome. To help you to provide a welcoming atmosphere for breastfeeding mothers in your venue, we recommend following the five key principles known as the 5 E's

EVIDENCE:

Use evidence and best practice to ensure your venue is friendly and welcoming for breastfeeding families. We have put together some toolkits with tips and advice on our website www.wakefield.gov.uk/breastfeeding

EVERYONE:

Mothers now have the legal right to breastfeed anywhere (2010 Equality Act), but many do not feel confident doing so. Consider ways to make your venue inclusive and supportive for everyone. You can do this by responding sensitively if inappropriate comments are made about breastfeeding in your venue.

EVERYTHING:

Integrate breastfeeding support in everything your organisation does. You could do this by developing a policy, offering training for staff as part of induction and supporting members of staff returning to work who may still want to breastfeed. An example policy and other information can be found in our practical how - to guide on the web site www.wakefield.gov.uk/breastfeeding

EVERYDAY:

Your organisation should see breastfeeding as a normal part of family everyday life. Supporting breastfeeding should become part of everyday activities in your venue, and not a special "one off" project or scheme.

EASY:

Your venue should make breastfeeding an easy and comfortable choice for mothers to make. Display the breastfeeding window sticker where you can so families recognise the venue as being part of the scheme.



Our Charter is designed to encourage businesses and organisations to provide more welcoming places for mothers to feed their babies. Through making more premises breastfeeding friendly we aim to achieve the following:

DEVELOPING SUPPORTIVE COMMUNITIES

While most mothers will have a positive experience, for some women the first experience of breastfeeding in public can be daunting; and suggests that there is room for improvement in staff attitude and facilities in some premises.

A supportive environment can help parents feed their baby when they are away from home, helping to breakdown perceived barriers to breastfeeding in public



CHANGE PERCEPTIONS OF BREASTFEEDING

Research suggests that attitudes towards feeding are often formed in childhood. Often baby changing facilities are labelled with the picture of a feeding bottle, reinforcing the image that bottle-feeding is the norm. The more support from the community, including public premises being breastfeeding friendly, the longer mothers are enabled to breastfeed and the more healthy children will become



BETTER HEALTH OUTCOMES

Breastfeeding gives babies the best start in life, giving them a 'superboost' to protect against infection and illness and lowering risk of cancer in mothers. The longer babies are breastfed, the more health benefits mothers and babies will have.



IMPROVED BREASTFEEDING RATES

In Wakefield only 6 out of 10 mothers breastfeed their newborns and just 3 out of 10 are still breastfeeding their babies 6-8 weeks later.

Research shows that most of this 'drop off' is unplanned, more than three quarters of all mothers who stop breastfeeding would have preferred to continue for longer.

Like anyone else breastfeeding mothers visit shopping centres, restaurants, and leisure facilities.

The main reasons for stopping breastfeeding include:

Mums feel they can't breastfeed outside the privacy of their own home

Lack of accessible support when leaving hospital



JOIN US!

If you agree that it is important to give every child the best start in life then sign up to the principles of the Breastfeeding Friendly Charter. It's as easy as ABC...

TO MAKE WAKEFIELD BREASTFEEDING FRIENDLY

A.

Sign up to a breastfeeding friendly policy (see website for a sample policy)

B.

Display the breastfeeding friendly sticker or image on your premises

C.

Ensure all staff know that your venue supports breastfeeding on the premises

INDIVIDUALS AND COMMUNITIES CAN MAKE A DIFFERENCE BY:

- Encourage and support family, friends and colleagues who have chosen to breastfeed
- Volunteering to become an breastfeeding peer supporter
- Nominate a business/public building you have visited which has good practice with regards to breastfeeding
- Show your support on social media

BUSINESSES AND ORGANISATIONS CAN MAKE A DIFFERENCE BY:

- Developing a breast feeding policy and clearly display the 'breastfeeding friendly' sticker on your premises
- Encouraging staff to be supportive of breastfeeding on the premises and understand the policy
- Respond sensitively if inappropriate comments are made about breastfeeding in your venue
- Ensure that your own staff are supported if breastfeeding while in your employment

WHAT'S IN IT FOR YOU?

Signing up to the Charter brings a number of benefits:

- Recognised quality customer service that improves corporate image
- Your premises will comply with the Equality Act 2010
- It is good publicity and participating businesses are listed at www.wakefield.gov.uk/breastfeeding
- Increase in the number of visitors to your venue through the networking of mothers and their friends and family!
- When families feel welcome they may stay longer and spend more
- Employers who consider the needs of breastfeeding mothers who maybe returning to work can help boost morale and productivity, reducing staff turnover and absence.

HOW TO SIGN UP

Please complete the registration form and checklist on our website www.wakefield.gov.uk/breastfeeding.

If you need more support to become breastfeeding friendly access the 'how -to- guide' on the website or email us on breastfeedingfriendly@wakefield.gov.uk

Once signed up we will send you a welcome pack with a sticker and certificate.



www.wakefield.gov.uk/breastfeeding



Start4lifeWakefield



breastfeedingfriendly@wakefield.gov.uk