

EDUCATIONAL SETTINGS

Examples include: libraries, nurseries, museums, children centres, schools

Research suggests that attitudes towards baby feeding are often formed in childhood. Consider the images that children are likely to see:

- Dolls with bottles
- Children's books showing images of bottle feeding
- Baby room signage in public places showing a bottle
- Bottle feeding of babies in public places and social networks

The consequence of seeing these images is that bottle feeding appears the norm to communities and breastfeeding is not visible.

Signing up to the Breastfeeding Friendly Charter will let new mums know they are welcome to feed their baby if baby gets hungry during a visit to school, local library or Children's Centre. This in turn normalises a child's view of breastfeeding from an early age which in turn can result in more people considering breast feeding as an option later in life when starting their own families.

Ways to be more breastfeeding friendly include:

- Providing education and training for staff to enable them to promote, protect and support breastfeeding
- Supporting informed choice in relation to infant feeding
- Increasing awareness of support and information for breastfeeding families
- Using resources which reflect breastfeeding as the cultural norm
- Providing a welcoming atmosphere for breastfeeding families and encouraging breastfeeding in the public areas of the establishment
- Supporting breastfeeding staff/users
- Information about baby feeding included as part of education in schools for children of all ages, to ensure young people grow up aware that breastfeeding is the biological and historical norm
- Declaring all school assemblies, sports days, meetings and plays attended by parents as breastfeeding friendly, so mums can feed a younger sibling while watching their child's school play
- Where possible providing a room to breastfeed in for mums who are not comfortable feeding in public.
- No baby bottles in children's play areas
- Any books in school to feature pictures of breastfeeding as well as bottle feeding.

Breastfeeding awareness sessions or training is available depending on the needs of your organisation. Please see our website www.wakefield.gov.uk/breastfeeding for more information