



# HOW-TO-GUIDE

Support Guide to  
Establishing  
**Breastfeeding**  
**Friendly** Premises

## Introduction

Wakefield Council is proud to be encouraging and supporting public, private and voluntary sector organisations in Wakefield to become breastfeeding friendly.

This guide has been developed to support the Council's Breastfeeding Charter and covers a wide range of organisations to enable more breastfeeding friendly premises where communities' access. Whether you are a small business, part of a franchise, a community centre, library, GP Practice, children's centre or school this guide offers ideas and advice to help you make some simple changes to make venues breastfeeding friendly.

This guide is divided into helpful information sections about what it means to be breastfeeding friendly, how to put policy into action and join the scheme.

### Frequently Asked Questions?

#### *Will becoming breastfeeding friendly incur a cost?*

There are no direct financial costs in making your premises breastfeeding friendly. Most mothers simply wish to have an environment that makes them feel comfortable when breastfeeding. The friendly and supportive attitude of staff and other customers are what mothers are looking for. Adopting a breastfeeding friendly policy will help you achieve this.

#### *Do we have to provide a room?*

No. Not all venues will have the space, if you are in a position to make a separate room available it would give more mothers more choice. However this doesn't mean every premises needs to have a separate room for breastfeeding, many breastfeeding mothers wish to continue their social activities while breastfeeding e.g. chatting with friends or having a coffee so special arrangements are not required. The important thing is to respect mothers freedom to choose and be friendly and approachable.

#### *What if another customer has concerns about seeing a mother breastfeed?*

Breastfeeding mothers are protected in law. Customers usually do not have concerns, a recent Start4Life survey showed that 72% of the population are supportive of breastfeeding in public. Staff awareness training is available to employers and addressing customer concerns is covered here.

See our website [www.wakefield.gov.uk/breastfeeding](http://www.wakefield.gov.uk/breastfeeding) for more information.

# How to join?

## Step 1 Policy

Develop a written organisational policy on 'breastfeeding friendly'; which demonstrates a welcoming attitude towards breastfeeding. This will help communication among staff and customers / visitors and develop good practice in Wakefield.

A written policy can be stand alone or incorporated into existing written policies such as health and safety or customer care / visitor policies. A sample policy that can be adapted for each use is available on our website [www.wakefield.gov.uk/breastfeeding](http://www.wakefield.gov.uk/breastfeeding)

## Step 2 Facilities

Identify areas with more privacy in the premises for mothers who wish to breastfeed in private and make sure these are known to staff.

There are lots of ways to adapt spaces to accommodate needs of breastfeeding mothers who wish to have more privacy - and not all women will. Simply moving plants and furniture around or adding a screen can guarantee privacy in even the busiest of places - a library, doctor's waiting room, café or restaurant. Breastfeeding mothers can be directed to those areas if they asked if there is a more private area, without feeling isolated. If a woman is breastfeeding and has not asked for a private space, do not offer as it can appear as though she is being asked to hide away.

### **If you are able to provide a separate room it should be:**

- In a private area
- Signposted
- Clean and comfortable, providing a chair with back support and if possible access to a basin and water for hand washing.
- Easy access for and safe place to park a pram
- Easy access to clean changing facilities

We know that not all venues can provide all of these but there is nothing more important than being welcoming. For more tips and advice on making your premises breastfeeding friendly access the toolkits most relevant to your business/organisation through the website [www.wakefield.gov.uk/breastfeeding](http://www.wakefield.gov.uk/breastfeeding)

- Cafes, Restaurants and Retail Outlets
- Workplaces and Colleges
- Educational Settings
- Health Settings

### Step 3 Supporting Staff

Staff training is key to successful implementation of breastfeeding friendly measures. Existing training or induction programmes can be adapted to ensure that staff are familiar with the policy, know of the areas with more privacy and are confident in managing common scenarios.

#### Simple ways staff can help:

- Stop for a brief chat to make it clear that mothers are welcome to breastfeed
- Offer a chair if one is available
- Ask if they would like any help
- Explain that you can make a private place available if mum would like, if possible
- Offer a glass of water if you can
- If you work in a venue that serves food and drink, offer to bring her drink/food over to her, or go to her and take her order once she has settled her baby
- Breastfeeding awareness sessions or training is available depending on the needs of your organisation. Access our website for more details at [www.wakefield.gov.uk/breastfeeding](http://www.wakefield.gov.uk/breastfeeding)
- You may wish to ensure that your own staff are supported if breastfeeding while in your employment. Increasing workplace support for breastfeeding mothers is an important part of the Charter to promote breastfeeding friendly communities. It's a good idea to have a chat with employees who are still breastfeeding to see what support can be offered to help them return to work and continue breastfeeding. We have put together a workplaces toolkit with information and advice on our website [www.wakefield.gov.uk/breastfeeding](http://www.wakefield.gov.uk/breastfeeding)

### Step 4 Checklist

Below is a short checklist of basic things any business or venue needs in order to be more welcoming to breastfeeding mothers.

#### Checklist to become breastfeeding friendly

- Babies can be breastfed in any public area in our venue
- We have adopted the breastfeeding friendly policy as a minimum standard
- Our staff are aware how to implement our breastfeeding policy
- We will display a sticker that tells visitors we are breastfeeding friendly
- We are positive about employees returning to work who wish to continue to breastfeed.

If you think you can tick all the boxes or would like some help please complete the registration form on our website [www.wakefield.gov.uk/breastfeeding](http://www.wakefield.gov.uk/breastfeeding)