



Breastfeeding Friendly

The Breastfeeding Network Breastfeeding Friendly scheme - General information for businesses and organisations

The BfN Breastfeeding Friendly scheme aims to-

- Support and empower families to feel confident breastfeeding out and about
- Be a way that communities and businesses can show they welcome and support breastfeeding
- Raise awareness about the benefit and barriers to breastfeeding
- Support businesses and organisations to be more breastfeeding friendly

The scheme is open to any business, venue or organisation that wishes to sign up to show that they welcome breastfeeding families. The Breastfeeding Network have developed the scheme and the resources are available for free for everyone to use, all you need to do is download the printed materials from our website and join the scheme. If you want a sticker to display or you want your business listed on our website venue locator then there is a small charge to help us cover the cost of administration.

How do I join the scheme?

- All the printed materials can be downloaded from our website for free
- The pack contains information about the scheme and why it is needed
- If you want to join the scheme you need to sign and return one copy of the sign-up sheet (by post or email)
- You will need to display the poster sheet, the staff information and the certificate of commitment in your business/premises.
- If you wish to have a sticker to display you can buy these from our website shop for a cost of £5 for two stickers (one to display inside your premises and one to display on a window) There are discounts available for ordering more than 10 stickers.
- If you would like your business or organisation to be included on our website Breastfeeding friendly venue locator there is an annual cost of £25. This covers the cost of us providing this service.

In some areas the local council or NHS may commission the scheme and in this case all the materials (including stickers) and the use of the online venue locator might be provided for no cost to the individual business/organisation/venue.

If you are also an employer we can share information about making your workplace breastfeeding friendly, for example by having a breastfeeding policy for employees who want to return to work and continue breastfeeding.

Why do we need the scheme?

Breastfeeding is good for mums, babies and the environment, but many women feel nervous about breastfeeding out and about, and this can mean they choose not to breastfeed or that they stop breastfeeding before they want to.

To speak to a Mum who knows about breastfeeding call National Breastfeeding Helpline 0300 100 0212

Calls to 0300 numbers cost no more than calls to UK numbers starting 01 and 02 and will be part of any inclusive minutes that apply to your provider and call package

*The Breastfeeding Network is a Company Limited by Guarantee Registered in Scotland Company No. 330639
Registered office Alexander Sloan, Chartered Accountants, 38 Cadogan Street, Glasgow, G2 7HF
The Breastfeeding Network is a Registered Scottish Charity No SC027007*



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A woman's right to breastfeed in any public place is protected by law, but concerns about breastfeeding in public (such as embarrassment and negative public attitudes) have been identified as one of the main barriers to breastfeeding. For families to feel comfortable choosing to breastfeed and to get off to a good start mothers need skilled support from health professionals and peer supporters and positive encouragement from family and friends. They also need the support of their workplace and the wider community. This scheme is a way that businesses and organisations can show that they value and support breastfeeding.

Collecting feedback and evaluating the Breastfeeding Friendly scheme

We want the BfN Breastfeeding Friendly scheme to work well for families and for the businesses and organisations that sign up. To help with this we have two simple online surveys that can be used to collect feedback about the scheme.

The first is for businesses and organisation to give feedback on joining and using the scheme and also about the processes and paperwork involved.

The second is for families to give feedback about the scheme generally and for them to give specific feedback about a venue they have visited. To help with improving the scheme we will try to pass on any feedback (positive or negative) that specifically mentions your business or organisation.

Links to both surveys can be found on our website

(<https://www.breastfeedingnetwork.org.uk/bfn-breastfeeding-friendly-scheme/>)

If a business or organisation gets repeated negative feedback from breastfeeding families we reserve the right to remove your business from the online venue locator. We will contact you before we do this. If your business or organisation decides that it can no longer support the scheme we would ask that you let us know by emailing breastfeedingfriendly@breastfeedingnetwork.org.uk and that you remove any scheme materials such as stickers and posters from your premises.

Please only use the scheme materials as provided on our website. If you would like to add your own logo to the poster and other resources please contact breastfeedingfriendly@breastfeedingnetwork.org.uk beforehand. We are keen that the scheme and all associated resources remain accessible, but please ensure the Breastfeeding Network is acknowledged as the originator and owner of the scheme materials and logo whenever you use it.

By joining the Breastfeeding Friendly scheme you can make a big difference!

By signing up to the scheme you will be raising awareness of breastfeeding and showing that it is valued by the wider community. This can support families to feel more comfortable breastfeeding in public and help protect the health of mothers and babies in your community. Seeing the Breastfeeding Friendly scheme sticker and information displayed in local venues shows breastfeeding mums and others that their community is supportive of their choice to breastfeed and can help start conversations and normalise breastfeeding. Your business/organisation will also be demonstrating that it cares about its customers, and that will be good for you as families will come back again and again and bring their friends as well!

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