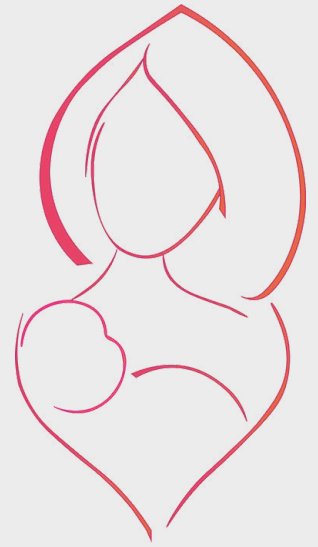


Welcome to

The Breastfeeding Friendly Business Scheme



**Good for babies! Good for mothers!
Good for your business!**



The Breastfeeding Friendly Business scheme is available to all businesses and charities, and is delivered by the Healthworks Breastfeeding Support Team.

Joining the scheme means your business will become a **Breastfeeding Friendly Business**, which is a great way to improve your customer service offer, attract new business, promote customer loyalty and provide opportunities for positive publicity.

"All businesses should have this training!"
Dance City, A Breastfeeding Friendly Business



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What is The Breastfeeding Friendly Business Scheme?



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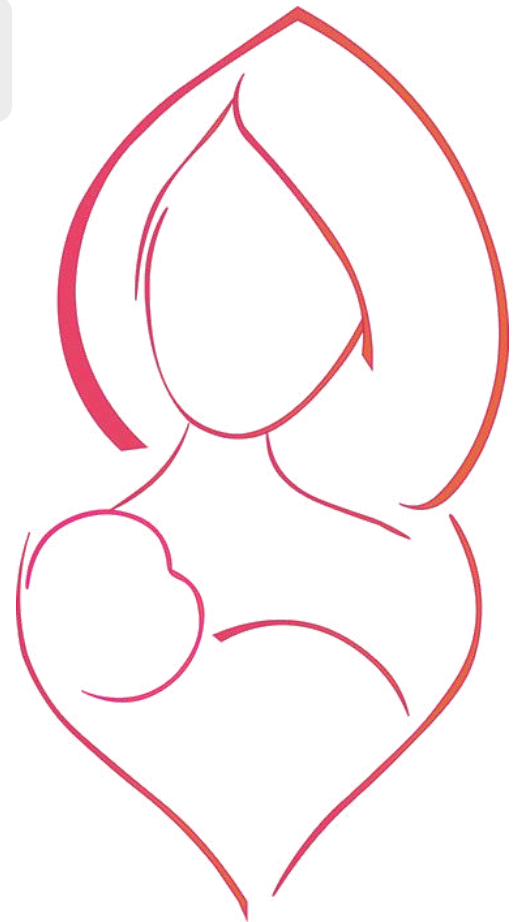
We provide a bespoke training course at a small cost, designed to give your staff the tools to make your business or organisation a Breastfeeding Friendly environment.

The training will inform staff of the value of breastfeeding, the barriers that mothers face when feeding their babies when out and about and how to make your business or organisation more Breastfeeding Friendly.

"It generated a lot of discussion and was really informative. It really made us think about how our workplace approached breastfeeding"
Newcastle Libraries staff member.

"I would recommend this course, fantastic training for businesses! Excellent, informative and concise presentation."
Claire Straughan, Soothing Baby Massage

Joining the scheme means your business will become a Breastfeeding Friendly Business. You can display the Breastfeeding Friendly logo to demonstrate your commitment to supporting breastfeeding mothers, families and the local community.



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Why become a Breastfeeding Friendly Business?



You are showing that you care

By becoming Breastfeeding Friendly you are showing that your business cares about its customers and the local community.

You will create a loyal customer base

By giving your staff the knowledge they need to support breastfeeding mothers, your venue becomes a friendly and trusted environment. This will make your customers feel more comfortable so they will come back again and again.

You can attract new clientele

Women don't always feel comfortable feeding their babies when they are out and about.

Businesses that promote a welcoming environment for breastfeeding women will attract new clientele.



It's a great way to generate free and positive publicity

Word of mouth is such a great thing, when a business is Breastfeeding Friendly people will talk about it. The business will also be promoted by Healthworks on our social media and website.



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What do mothers think about Breastfeeding Friendly businesses?



"If there were two venues, I would choose the Breastfeeding Friendly one"

"I would be more likely to choose a venue that is physically comfortable to sit with the little one and which allows you to be discreet. I would feel more confident if it was Breastfeeding Friendly."

"It's nice to have somewhere to sit and feed where I don't feel excluded"

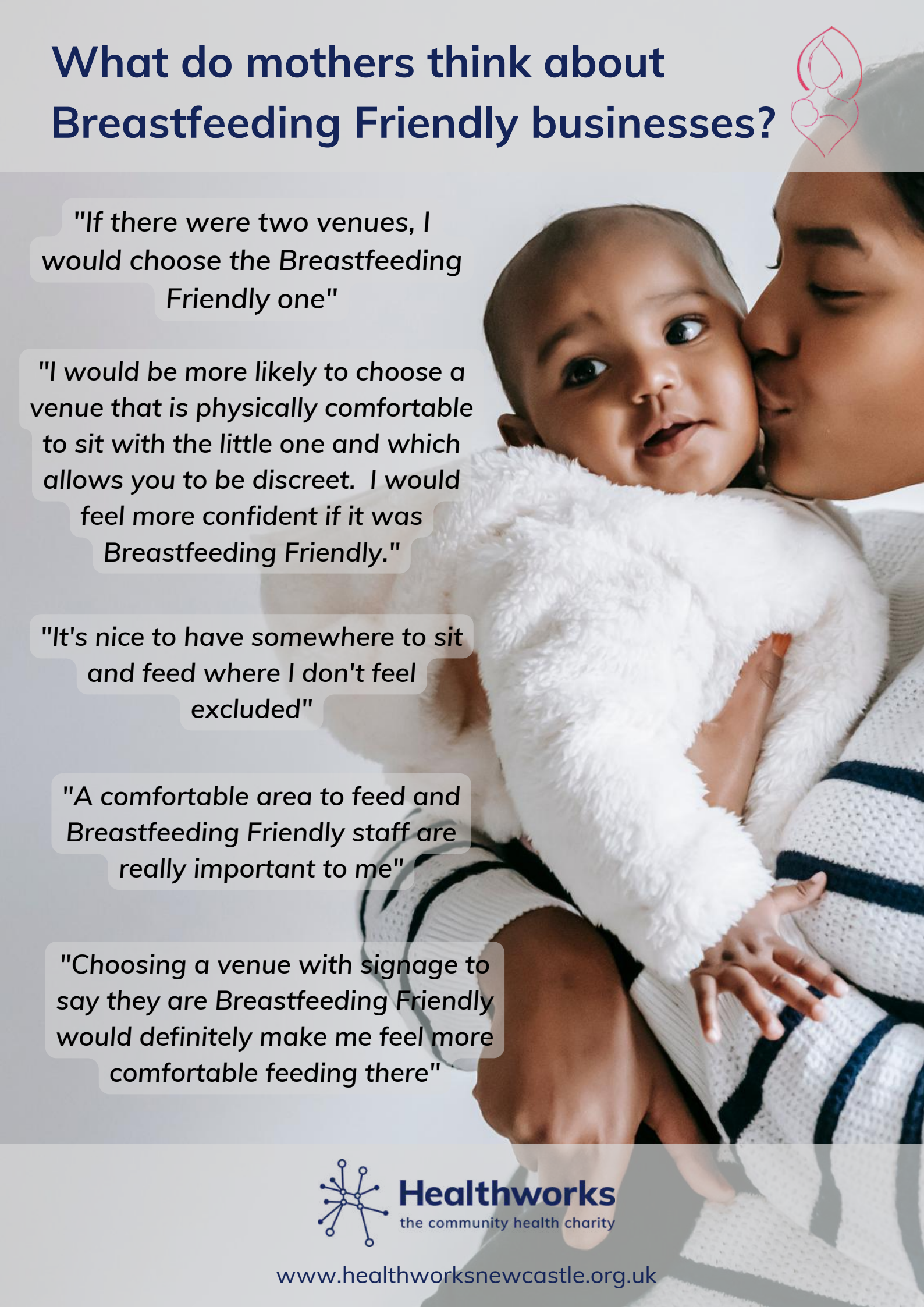
"A comfortable area to feed and Breastfeeding Friendly staff are really important to me"

"Choosing a venue with signage to say they are Breastfeeding Friendly would definitely make me feel more comfortable feeding there"



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How to achieve Breastfeeding Friendly status?



Step One: Train your staff

Contact our Breastfeeding Support Team to arrange training for all of your new and existing staff about how to be supportive of breastfeeding mothers, build awareness of why women choose to breastfeed and develop an understanding of the barriers to breastfeeding when out and about.

Step Two: Develop a Breastfeeding Policy

Develop, display and adhere to a Breastfeeding Policy. We can offer support with this if you need it.

Step Three: Promote that you are Breastfeeding Friendly

Display posters and signage and use digital methods to promote your business or organisation as a Breastfeeding Friendly Business. Healthworks will also promote your business as being Breastfeeding Friendly.

Step Four: Be Breastfeeding Friendly

Offer a welcoming environment for breastfeeding women in all public areas of your business and ensure that breastfeeding mums are not asked to stop or move to another area.

Step Five: Support Women

Ensure all staff are supportive of breastfeeding women and know where to signpost them for additional support.



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What's covered in our Breastfeeding Friendly training offer?



By the end of the course your staff will:

- Have gained an understanding about the value of breastfeeding.
- Gain knowledge around how to create a Breastfeeding Friendly environment.
- Identify the barriers that women face when they are breastfeeding.
- Learn where to direct women to enable them to get appropriate information.
- Understand the implications of advertising breast milk substitutes.
- Have an understanding of expectations and support for staff returning to work and breastfeeding.
- Receive a certificate of attendance.

What else do you receive?

- We will provide you with posters showing that you are A Breastfeeding Friendly Business.
- We will promote you as a Breastfeeding Friendly Business on social media and our website.
- We will encourage our team of Breastfeeding Support Volunteers to visit your venue and leave a review on the Global Feed Finder App.
- We can provide you with a Breastfeeding Policy to use, for a small cost.



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Why promote breastfeeding?



The Department of Health and Social Care recommends exclusive breastfeeding for around the first six months of a baby's life.

Mothers are encouraged to delay the introduction of any food or drink other than breastmilk until their baby is around six months old. Breastfeeding, along with appropriate complimentary feeding, should be promoted into the second year of life and beyond, with support provided to mothers who don't wish to breastfeed or are unable to do so.



Breastfed babies are:

- Less likely to develop diabetes and childhood obesity.
- Less likely to develop childhood cancer.
- At a lower risk of Sudden Infant Death Syndrome (SIDS).
- Less likely to have allergic diseases such as asthma or eczema.

Breastfeeding mothers have:

- A reduced chance of developing breast and ovarian cancer.
- A lower risk of hip fractures.

In the UK 81% of babies are breastfed at birth, but by six weeks less than a third of those babies are still receiving breast milk!

At Healthworks our vision is for people to "live longer, healthier and happier lives". We believe that support for breastfeeding mothers will help increase the initiation and sustaining of breastfeeding, giving every child the best start in life. You can find out more about our Antenatal and Breastfeeding Support services and the work we do on our [website](http://www.healthworksnewcastle.org.uk).



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Interested in becoming Breastfeeding Friendly? Here's what to do next!



All you need to do is contact us to express your interest. We will arrange to meet you to discuss your business needs and then we will do the rest!

Please contact:

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Lemington, NE15 8RZ

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