

Breastfeeding Friendly Policy for Public Places Sheffield City Council

Policy of:
(Please insert name of premises)

Aims:

The purpose of this policy is to create a welcoming atmosphere in which a breastfeeding mother may feel comfortable, when using facilities within this establishment. Accordingly, women wishing to breastfeed may do so within the establishment.

The establishment recognises that:

- ✓ Breastfeeding has health benefits to mum and baby, both short and long term, and social and economic benefits for Sheffield.
- ✓ Breastfeeding is better for babies, amongst other things it protects against gastro-enteritis, chest infections and diabetes.
- ✓ Babies' stomachs are very small and breast milk is digested very quickly. Therefore, babies really do need to feed very often and for as long as they want.
- ✓ Breastfeeding works best when both the mother and baby are relaxed
- ✓ Breastfeeding is natural and can be done anywhere
- ✓ Hungry, upset babies and toddlers will generally be helped to calm down and become happy very quickly by being breastfed, this is good for all.

Guidelines for staff:

- It is against the law to treat a woman unfavourably because she is breastfeeding in public (Equality Act 2010)
- A mother who is breastfeeding her infant should not be asked to stop, move or leave the premises.
- Staff can support the breastfeeding mother by showing a positive and welcoming attitude.
- Some mums require more privacy, so a private room or other alternatives may be offered.

If a customer complains about a breastfeeding mother, staff should:

- Inform the complainant that it is the policy of this organisation to support breastfeeding.
- Refer the complainant to the Manager/Customer Service
- All staff members are aware of and trained in the use of this policy.

Signed by:

Designation:

Date:

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