

# Breastfeeding Friendly Venues

Health and Wellbeing  
**SUFFOLK**



## ***The Babies of Suffolk are the Future of Suffolk***

By taking a few simple steps you can help our mums give them the best possible start. We would like to invite you to take part in an initiative designed to support Mums in Suffolk. By participating you can help make a difference to the lives of mums and babies across the county, while promoting your business and expressing your commitment to our community.

Although breastfeeding is the natural way to feed a child with major health benefits for both mums and babies, many mums in Suffolk still decide against it or give up because they feel they are not supported to breastfeed in public places. We feel this is unacceptable and we are asking local businesses to support new mums by becoming breastfeeding friendly.

With very little commitment on your part, and at no cost, you will play an important role in improving attitudes towards breastfeeding mothers in our county. Once you register with us your business will be listed on the breastfeeding welcome section of the Ipswich Hospital and Healthy Suffolk websites.

### **To become a Breastfeeding Friendly venue simply:**

- Provide a welcoming environment for breastfeeding mums
- Ensure your staff are positive and supportive of breastfeeding mums
- If another customer complains, tell them why it is important to support breastfeeding mums and ask them to move, not the mum.
- Offer an acceptable standard of cleanliness, warmth and comfortable seating.
- Display a window sticker to let customers know that you are breastfeeding friendly.
- Please complete the breastfeeding Friendly Venues Registration Form.

If at any point you would like to remove your details please contact **Linda Page** email [Linda.Page@ipswichhospital.nhs.uk](mailto:Linda.Page@ipswichhospital.nhs.uk)



***Everyone wins when  
mothers breastfeed***