

# Public Health England Vision



“Breastfeeding is seen as normal and supported by everyone – in our public services and in the home, out and about and when returning to work”



Infant Feeding Team



**BARNSLEY**  
Metropolitan Borough Council

## Introduction

All families should be able to breastfeed their babies in public places without fear of harassment or discrimination.

The Equality Act 2010 has specifically clarified that it is unlawful for a business to discriminate against a woman because she is breastfeeding a child.

A business may ask a breastfeeding woman to leave their premises if the reason for this request is not due to her breastfeeding. However, if the woman later claims that discrimination occurred because she was breastfeeding, the business will have to prove that there was in fact no discrimination.



## Examples

- Tina was breastfeeding her eight month old baby on the bus. A member of the public complained to the driver, who then stopped the bus and asked Tina to get off. Tina refused, however, she did stop breastfeeding her baby to remain on the bus.
- Lisa was breastfeeding her baby in a café in town. A café employee explained that you can't do that here it's like bringing your own food in. Lisa left the café and chose to go elsewhere in the future. Lisa felt embarrassed and upset and didn't feel as confident feeding out and about. She attended breastfeeding group and told her friends what an unpleasant experience she has had.
- A health professional was sat in a café and heard a member of staff ask a breastfeeding mother to leave the premises, stating that she can not breastfeed in the café, but didn't give a reason why. This impacted on two families leaving the café as the health professional felt disgusted at the way the family was treat and also chose to leave.

The names have been changed to protect anonymity



## UNICEF Baby Friendly Initiative UK

The foundation for lifetime health and wellbeing begins in pregnancy. Evidence show breastfeeding/milk provide infants with the right nutrients and immune factors they need for healthy growth and development, for up to two years and beyond.

UNICEF Baby Friendly Initiative UK have been working with public services across the UK to help new parents give their babies the love, care and nourishment they need to get the best possible start in life.

Barnsley Hospital and BMBC Community Children's services achieved Baby Friendly Initiative UK accreditation in 2013 and 2016 by implementing and complying with evidence based standards.

## Baby Friendly Initiative UK - Community Standard 2

Enable mothers to continue to Breastfeed for as long as they wish

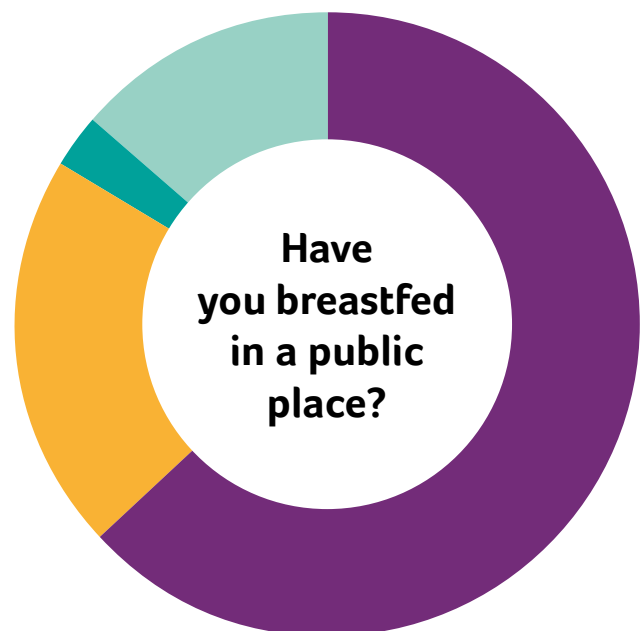
- Mothers should have a discussion about feeding when out and about or going back to work according to individual need.
- Services are available to support continued breastfeeding and mothers are informed about them for example, peer support groups and Breastfeeding Welcome Places in Barnsley.
- Mothers are made aware of local services to provide help and encouragement to continue breastfeeding.

### Fact

In consultation with service users 121 Barnsley mums were asked if they have breastfed in a public place.

Figure 1. Below demonstrated that 63.1% of mothers had breastfed in public places on a regular basis, however, 13.5% didn't feel confident to do so.

Almost all mothers said they would felt confident to breastfeed in public where Breastfeeding Welcome signs are displayed. They also say they appreciate a warm welcoming environment and friendly staff, something that you can provide for free.



Often: 63.1%

Sometimes: 20.7%

Seldom: 2.7%

Never: 13.5%





## By Joining the Breastfeeding Welcome Scheme

You are making a positive contribution to helping babies get the best start to life.

By informing your staff about the scheme and encouraging them to be kind and helpful to breastfeeding mothers, this will boost customer satisfaction and loyalty. It demonstrates that you are dedicated to good customer service and supportive of the local community.

Businesses on the scheme will benefit from publicity on the Barnsley MBC website, social media and by word of mouth recommendations from friends. This in turn can attract a new customer base which can result in increasing the number of families using your venue. Your business may increase as mothers often visit at the time of day which may be a quiet time for you.

## How to be a Breastfeeding Friendly employer

Supporting breastfeeding women when they return to work can make a huge difference to families' and benefit employers, mums and babies.

Studies have shown that employers who provide a breastfeeding welcome workplace benefit by:

- Reduced staff turnover
- Reduced time off for illnesses, as breastfeeding has significant benefits for the health of both women and babies
- Higher job satisfaction and increased morale and loyalty from employee

The NHS in the UK recommends exclusive breastfeeding until they are six months old and then that breastfeeding continue until two years old or beyond, or for as long as a woman wishes to continue. The support a mum needs if she returns to work when her baby is under six months old is likely to be different to the support a mums needs if she is returning when her baby is 12 months old, but every baby is different so flexibility and talking about what will help is vital.



## How to become a Barnsley Breastfeeding Welcome Here business

### 1. The Scheme is open to:

- All Health care premises – Hospitals, GP practices/surgeries, Pharmacists, Dentists
- All Children's Services – Community Clinics and Family Centres, Schools, Nurseries
- Local businesses – Café's, Restaurants, Shops, Libraries, Parks and Museums
- Any venue that is open to the public. e.g. parks

### 2. Complete and return the application form

This can be done on line at:

- <https://www.barnsley.gov.uk/news/sign-up-to-the-breastfeeding-welcome-here-scheme>
- by email - [anneamott@barnsley.gov.uk](mailto:anneamott@barnsley.gov.uk)
- by a visit from the Infant Feeding Service ring 01226 775700

### 3. We will send or deliver you a certificate, posters and window stickers

Please display these in a prominent place on your premises

### 4. We will add your details to the Barnsley Breastfeeding Welcome Scheme register, which can be found at:

<https://www.barnsley.gov.uk/news/sign-up-to-the-breastfeeding-welcome-here-scheme>

We will signpost all families to this website.



## Requirements of the scheme

Your business and staff are agreeing to comply with the following points:

1. Provide a welcoming atmosphere for breastfeeding families accepting that mums can breastfeed anywhere they choose to.
2. Prominently display 'Barnsley Breastfeeding Welcome Here' signs (provided by the scheme).
3. A mum who is breastfeeding should not be asked to move and should not be treated any differently to a mum who chooses to bottle feed.
4. Make sure existing staff and new employees are made aware of the scheme and know how to be supportive to needs of breastfeeding families.
5. Adhere to the International Code of Marketing Breast Milk Substitutes (this is non promotion of formula milk companies and their products, further information can be provided if required)
6. If a mum asked to breastfeed in private, every effort should be made wherever possible. It's not acceptable to offer a toilet as a place to breastfeed a baby.
7. Be supportive to mums who are returning to work when breastfeeding.
8. Annual compliance with the scheme is required

## Tips for staff to support a breastfeeding mum

As someone who works in a Breastfeeding Welcome premises you should know how to support a breastfeeding mum.

- Make eye contact with the mum
- Try and help mum find a seat where she feels comfortable
- If possible offer a glass of water
- Act normal don't stare
- Don't get embarrassed

Remember it isn't just breastfeeding mums who appreciate a friendly smile, any mum with a new baby would welcome help finding seat especially if her baby is hungry.



# Application Form

Barnsley Breastfeeding  
Welcome Here scheme



Infant Feeding Team

Date of application:

Name of organisation:

Type of organisation:

Number of employees (if applicable):

Contact name:

Contact address:

Post code:

Telephone number:

Email address:

Website/social media page (if applicable):

Please tick to agree that by signing up to be part of the Barnsley Breastfeeding Welcome Here scheme, you are agreeing with your organisation's name being placed on Barnsley Council's website and Barnsley Council social media sites.

Please email this completed form to [anneamott@barnsley.gov.uk](mailto:anneamott@barnsley.gov.uk)



**BARNSELY**  
Metropolitan Borough Council



## Infant Feeding Team

Monday – Friday, 9am – 4pm

01226 775700

[www.barnsley.gov.uk/ift](http://www.barnsley.gov.uk/ift)

 [barnsleyinfantfeedingteam](https://www.facebook.com/barnsleyinfantfeedingteam)



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