**Article Templates**

Template messages for families

**‘Free To Feed’ launches in South Cambridgeshire**

‘#FreeToFeedCP’ is a new breastfeeding campaign that has just launched across South Cambridgeshire. It aims to encourage and normalise breastfeeding in public, help those who breastfeed and/or pump to feel relaxed and increase their confidence.

Breastfeeding has amazing health benefits and all families should feel ‘Free To Feed’ in public anytime, anywhere.

This community initiative encourages local businesses and venues to sign up and pledge to be a ‘#FreeToFeedCP’ location, where breastfeeding feeding families and their little ones are openly welcomed to visit, especially if they feel like they need a safe space when out and about.

If you know a business or a venue that is not yet a ‘#FreeToFeedCP’ location, please encourage them to sign up!

The most important part of ‘Free to Feed’ are families and this launch is just a starting point. Local communities and families will help to shape how the campaign grows and develops - to get started, a breastfeeding survey has been created to share thoughts and experiences on breastfeeding and/or pumping in public.

To [fill out the survey](https://www.bit.ly/freetofeedcp-survey), please visit: [www.bit.ly/freetofeedcp-survey](https://www.bit.ly/freetofeedcp-survey)

For more information, please visit: [www.bit.ly/freetofeedcp](https://www.bit.ly/freetofeedcp)

This exciting campaign is being piloted in South Cambridgeshire by the NHS Cambridgeshire and Peterborough Infant Feeding Team, South Cambridgeshire District Council and the ‘Best Start in Life’ Partnership.

Template messages for professionals

**‘Free To Feed’ a Breastfeeding Pilot Campaign Launches in South Cambridgeshire**

‘#FreeToFeedCP’ is a new breastfeeding campaign that has launched across the South Cambridgeshire area. The campaign aims to encourage breastfeeding and help those who breastfeed and/or pump feel confident and relaxed when feeding their baby in public.

Almost three-quarters of families start breastfeeding when their child is born, but this drops to below half within six to eight weeks. Evidence shows the right support can help families sustain breastfeeding for longer.

All families should feel ‘Free To Feed’ in public anytime, anywhere. This exciting initiative encourages businesses and community venues to pledge their support those who are breastfeeding and/or are pumping for their baby by signing up to become a ‘#FreeToFeedCP’ location and displaying the sticker and promotional material in their premises.

The most important part of ‘Free to Feed’ are families and this launch is just a starting point. Local communities and families will help to shape how the campaign grows and develops - to get started, a breastfeeding survey has been created to share thoughts and experiences on breastfeeding and/or pumping in public. [www.bit.ly/freetofeedcp-survey](http://www.bit.ly/freetofeedcp-survey)

We would like to encourage all of our colleagues to take an active role in this exciting initiative. You can help by:

* Sharing the messages and promotional materials internally and externally.
* Encouraging businesses to make a pledge to become a ‘FreeToFeedCP’ location.
* Promoting the survey to families.

To help you spread the word, we have created some template resources including; [a template newsletter article](https://www.cambscommunityservices.nhs.uk/docs/default-source/Free-To-Feed-CP/freetofeedcp-template-article-for-families.docx?sfvrsn=2) for families, [Social Media Guide](https://www.cambscommunityservices.nhs.uk/docs/default-source/Free-To-Feed-CP/freetofeedcp-template-social-media-messagesb453f006f4f66239b188ff0000d24525.docx?sfvrsn=2) and [Asset Pack](https://www.cambscommunityservices.nhs.uk/docs/default-source/Free-To-Feed-CP/freetofeedcp-assets.zip?sfvrsn=0).

For further information, please visit: [www.bit.ly/freetofeedcp](http://www.bit.ly/freetofeedcp)

Template message for businesses and venues who have signed up to the initiative

**We are proud supporters of the ‘#FreeToFeedCP’ campaign**

We are proud to announce that we have signed up to the South Cambridgeshire ‘Free To Feed’ campaign which aims to encourage and normalise breastfeeding in public, help those who breastfeed and/or pump to feel relaxed and increase their confidence.

As proud supporters of the campaign, we will ensure families who breastfeed and/or pump are able to sit anywhere within our premises and that they receive a warm welcome from our staff, management and other customers.

We strongly encourage other businesses and local venues to become a ‘#FreeToFeedCP’ location. It makes a huge difference to local families, whilst helping to normalise breastfeeding within the community. It can also give you a real improvement in customer service and can have the added benefit of attracting a new client base.

Find out more on how to become a ‘FreeToFeedCP’ location here: [www.scambs.gov.uk/freetofeedcp](https://www.scambs.gov.uk/freetofeedcp)

Assets

[](https://www.cambscommunityservices.nhs.uk/docs/default-source/Free-To-Feed-CP/freetofeedcp-3)[](https://www.cambscommunityservices.nhs.uk/docs/default-source/Free-To-Feed-CP/freetofeedcp_square_image-1.png?sfvrsn=2)[](https://www.cambscommunityservices.nhs.uk/docs/default-source/Free-To-Feed-CP/freetofeedcp_5-1.png?sfvrsn=2)