



I work for a business or venue that would like to become more breastfeeding friendly, what can I do?

Breastfeeding can be challenging for mothers, and doing it in public can make mothers anxious. In order to help babies reap the many health benefits of breastfeeding, it's essential that businesses support mothers, and this can be done in many ways. It is also your legal obligation as a business to support a mother's right to breastfeed in public.

From our recent survey of 350 local mums, they made the following suggestions for businesses:

- It's helpful to see the sign in public places saying breastfeeding is welcome
- Education and empowerment of staff in restaurants/cafes is important to know how to support mothers and challenge those who might object.
- It can be helpful to have designated breastfeeding spaces for mums who prefer a more private place to feed.
- Raising awareness with members of the public about the legal protection for breastfeeding in public and rights of breastfeeding mothers, i.e. they will never be asked to leave the establishment.
- It's the little things that can really help – for example, bringing over a glass of water when a mum is feeding.

Helping mums to know that your business is breastfeeding friendly and that you're supporting the #FreeToFeed campaign is easy. You can email us at ccs.communications@nhs.net and we will send you an information pack including a campaign sticker for your doors/windows, posters and information for mothers about the Breastfeeding Hub app, where they are able to review venues and businesses as breastfeeding friendly to help other mums find you. This is a great opportunity for free publicity to promote your business as breastfeeding friendly and attract new customers.

Under the Equality Act 2010, women have the right to breastfeed in public without being refused service or discriminated against in any way. Ensuring your staff are aware of these legal requirements is therefore a very important step. If you would like more information or to request staff training, please get in touch at ccs.beds.childrens.babyfriendlyteam@nhs.net for Bedfordshire or Flyingstartluton@luton.gov.uk

Finally, a very easy way to show your support and let breastfeeding mums know your business will welcome them is to post on social media. Please use or adapt the example post below, or find more listed in our [campaign social media guide](#).

Mums & babies are #FreeToFeed here! We're happy to support breastfeeding mums, & be part of this campaign to help them feel more confident when out and about. Find out more here or ask a member of our staff: www.cambscommunityservices.nhs.uk/FreeToFeed

Free to feed is a Luton and Bedfordshire campaign led by Cambridgeshire Community Services NHS Trust and Flying Start Luton, with support from Luton Borough Council, Bedford Borough Council and Central Bedfordshire Council. Spread the word and find out more by searching #FreeToFeed on social media or visiting www.cambscommunityservices.nhs.uk/FreeToFeed