



## I'm a mum who wants to encourage others to breastfeed, what can I do?

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Breastfeeding can be challenging, so peer support is very important in helping other mothers when they might feel nervous, have questions, or be at the beginning of their breastfeeding journey.

If you'd like to support other mums directly, you can support as a peer by attending a breastfeeding café, such as the weekly [Baby Brasseries in Bedfordshire](#) or the [Breastfeeding cafes](#) in Luton.

In Bedfordshire, you can also become a breastfeeding 'buddy', which involves a short training course to become a volunteer breastfeeding peer supporter for other mothers.

To become a buddy, please speak to your health visitor or email

[ccs.beds.childrens.babyfriendlyteam@nhs.net](mailto:ccs.beds.childrens.babyfriendlyteam@nhs.net).

If you have a favourite local café or place you like to breastfeed, why not add your review of it to the [Breastfeeding Hub app](#) to help other mums find it? You could also consider talking to the staff there about this campaign, and if they are willing to take part, direct them to our web page where they can request a campaign pack (including a sticker) which could help them do even better at supporting breastfeeding mothers in their space.

Finally, in the online world we also need your support – tweet us your breastfeeding stories (positive or negative) using #FreeToFeed and we'll share and add it to our campaign materials so that other mums can see it as well.

You could also consider sharing some general messages – feel free to use or adapt this sample post or check out more options in the [campaign social media guide](#).

**Breastfeeding is normal, healthy & important, but it can be challenging too. All mums & babies should feel #FreeToFeed in public & we can help to build their confidence by supporting their right to breastfeed. Join the campaign here: [www.cambscommunityservices.nhs.uk/FreeToFeed](http://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](http://www.cambscommunityservices.nhs.uk/FreeToFeed)*