



Breastfeeding Friendly

The Breastfeeding Network Breastfeeding Friendly scheme - General information for businesses and organisations

The BfN Breastfeeding Friendly scheme aims to:

- Support and empower families to feel confident breastfeeding out and about
- Be a way that communities and businesses can show they welcome and support breastfeeding
- Raise awareness about the benefit and barriers to breastfeeding
- Support businesses and organisations to be more breastfeeding friendly

The scheme is open to any business, venue or organisation that wishes to sign up to show that they welcome breastfeeding families. The Breastfeeding Network have developed the scheme, and once you have joined, you will receive downloadable materials which are free to use.

How do I join the scheme?

- If you want to join the scheme you need to complete the [online form here](#).
- Once you have joined the scheme you will receive downloadable materials which are free to use.
- The pack contains information about the scheme and about the benefits of supporting breastfeeding.
- You will need to display the poster sheet, the staff information and the certificate of commitment in your business/premises.
- If you wish to have a sticker to display you can buy these from our website shop for a cost of £5 for two stickers (one to display inside your premises and one to display on a window) There are discounts available for ordering more than 10 stickers.

BfFS venue locator

We offer an optional online BfFS venue locator, which enables breastfeeding families and healthcare professionals to search for Breastfeeding Friendly venues across the UK.

- This optional service is FREE for your business or organisation if you have 1-9 venues.
- If you have 10-30 venues, you can choose to be included on the online venue locator for an annual charge of £80 to cover administration costs.
- For 30+ venues please email breastfeedingfriendly@breastfeedingnetwork.org.uk to discuss your options.

In some areas the local council or NHS may commission the scheme and in this case all the materials (including stickers) and the use of the online venue locator may be provided for no cost to the individual business/organisation/venue.

If you are also an employer, we can share information about making your workplace breastfeeding friendly, for example, by having a breastfeeding policy for employees who want to return to work and continue breastfeeding.

To speak to a Mum who knows about breastfeeding call National Breastfeeding Helpline 0300 100 0212

Calls to 0300 numbers cost no more than calls to UK numbers starting 01 and 02 and will be part of any inclusive minutes that apply to your provider and call package



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Why do we need the scheme?

Breastfeeding is good for mums, babies and the environment, but many women feel nervous about breastfeeding out and about, and this can mean they choose not to breastfeed or that they stop breastfeeding before they want to.

A woman's right to breastfeed in any public place is protected by law, but concerns about breastfeeding in public (such as embarrassment and negative public attitudes) have been identified as one of the main barriers to breastfeeding. For families to feel comfortable choosing to breastfeed and to get off to a good start mothers need skilled support from health professionals and peer supporters and positive encouragement from family and friends. They also need the support of their workplace and the wider community. This scheme is a way that businesses and organisations can show that they value and support breastfeeding.

Giving feedback about the Breastfeeding Friendly scheme

We are always happy to receive feedback about the Breastfeeding Friendly Scheme to help make sure it is working as well as it could. Send feedback to:
breastfeedingfriendly@breastfeedingnetwork.org.uk.

Disclaimer: The Breastfeeding Network's (BfN's) Breastfeeding Friendly Scheme is intended to show that a business or organisation has an interest in supporting breastfeeding families to have a positive experience of breastfeeding out and about.

Neither the Scheme nor BfN takes any responsibility for guaranteeing a specific standard or customer experience in any premises or business that has signed up. The venues are not checked or certified in anyway by the Breastfeeding Network and we cannot take responsibility for the facilities or staff in any venue displaying the BfN Breastfeeding Friendly logo.

Where we receive any feedback, positive or negative, specific to a venue or business we will endeavour to pass this on to the relevant party with a suggested course of action that may improve or help develop experience. BfN cannot enforce changes.

We reserve the right to remove participating businesses or premises from the Scheme where there is evidence to suggest that the Scheme has been used inappropriately or that the venue is not supporting the aims and objectives of the Breastfeeding Friendly Scheme.

By joining the Breastfeeding Friendly Scheme you can make a big difference!

By signing up to the scheme you will be raising awareness of breastfeeding and showing that it is valued by the wider community. This can support families to feel more comfortable breastfeeding in public and help protect the health of mothers and babies in your community. Seeing the Breastfeeding Friendly scheme sticker and information displayed in local venues shows breastfeeding mums and others that their community is supportive of their choice to breastfeed and can help start conversations and normalise breastfeeding. Your business/organisation will also be demonstrating that it cares about its customers, and that will be good for you as families will come back again and again and bring their friends as well!

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