



**BREASTFEEDING
FRIENDLY
CAMDEN**



The Camden **Breastfeeding** **Friendly** Scheme

Information Booklet

Foreword

I am happy to announce that in the borough of Camden, we are re-establishing the ‘**Camden Breastfeeding Friendly Scheme.**’ Whilst most places have an open attitude, not all parents know this, so it is important to encourage all businesses and organisations to become breastfeeding friendly and welcome breastfeeding parents into their venues.

By joining the scheme, you will be helping create a more inclusive and nurturing environment for breastfeeding parents and their infants.

Sign
up
here



The Breastfeeding Friendly Scheme aims to:

- Support and empower parents to feel confident breastfeeding out and about in the community
- Offer an easy way that communities and businesses can show they welcome and support breastfeeding
- Raise awareness about the benefits and barriers to breastfeeding
- Support businesses and organisations to be more breastfeeding friendly

The Breastfeeding Friendly Scheme helps to foster a culture of empathy and understanding. By actively engaging businesses, organisations and individuals, we aim to transform public spaces into safe and welcoming spaces for breastfeeding parents to feed their babies. The display of the Camden Breastfeeding Friendly sticker in the window is a clear message to breastfeeding parents



“you are welcome to breastfeed your baby here without fear of judgement or discomfort.”

The team in Camden looks forward to working with the wider community to make the borough “**Breastfeeding Friendly.**”

With warm regards,



Angie Ellis
Camden Infant Feeding Coordinator



Welcome

Many new parents in Camden start out breastfeeding but find themselves stopping before they want to. This can be because they haven't had the right support and feel anxious or uncomfortable breastfeeding when they are outside of their home.

The Camden Breastfeeding Friendly Scheme has been set up to help venues across Camden show that they welcome and support breastfeeding by empowering parents to breastfeed their babies in a public setting. By working together and sharing responsibility to create a supportive environment, we can help parents in Camden to breastfeed for as long as they would like to.

The scheme is open to all Camden venues, small or large: hairdressers, shops, leisure centres, libraries, museums, nurseries, and community centres – in fact anywhere that welcomes the public.

By joining the Camden Breastfeeding Friendly Scheme and putting up the Camden Breastfeeding Friendly sticker you will be:

- welcoming parents to your venue and gaining recognition as being baby and family friendly
- promoting your business within the community
- establishing your business as part of the Camden scheme and will be included in a searchable online directory of Breastfeeding Friendly venues in Camden.

This booklet provides some straightforward hints and tips on how to become 'Breastfeeding friendly'.

Thank you for your interest and support.

If you need extra help signing up or have any questions, please contact us at CamdenBFF@camden.gov.uk



Why should you become a Camden Breastfeeding Friendly venue?

The World Health Organisation and UNICEF recommend exclusive breastfeeding for the first 6 months of life; and the introduction of complementary (solid) foods at 6 months together with continued breastfeeding up to 2 years of age or beyond. This is because breastfeeding for as long as possible is known to improve the lifelong health of a child. Breastfeeding also provides important health benefits for mothers.

The UK has some of the lowest breastfeeding rates in the world and we know that:

- 80% of parents stop breastfeeding before they want to
- in the UK, more than three-quarters of new parents start by breastfeeding, however fewer than half of all babies are still receiving breastmilk by the time they are six weeks old
- less than 5% of all babies are exclusively breastfeeding by the age of 6 months.

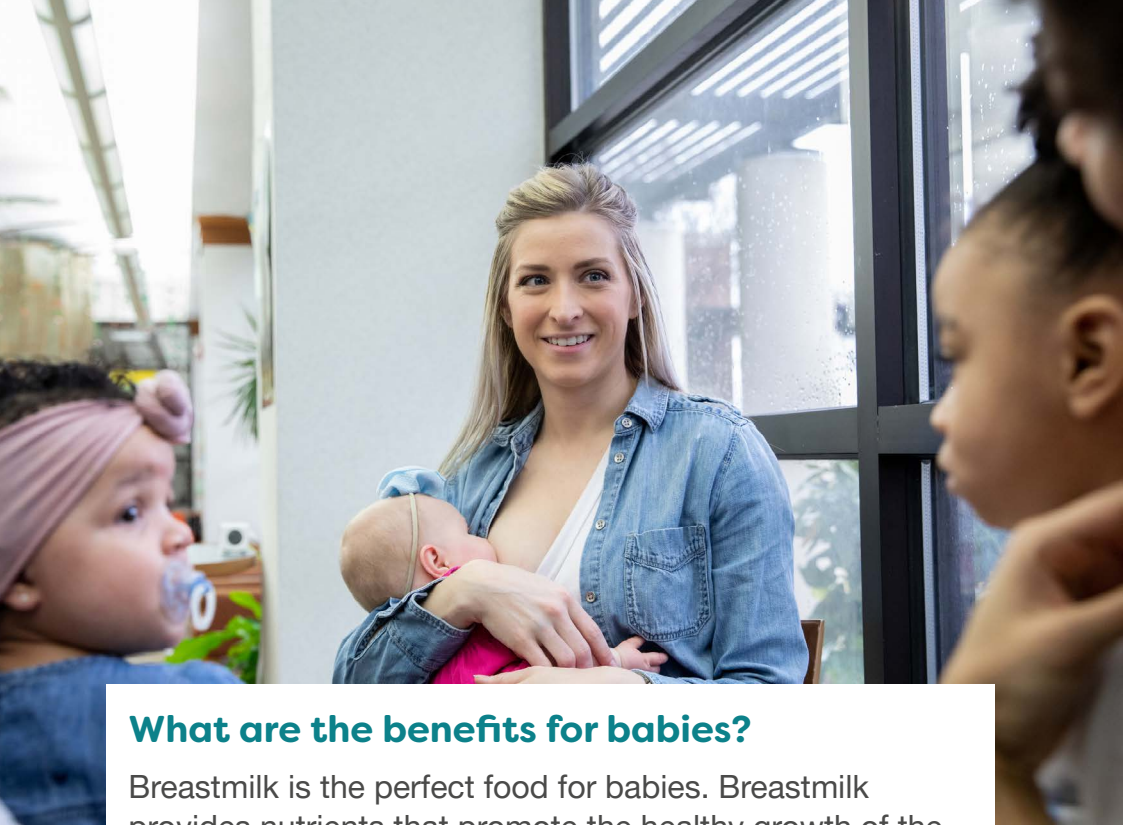
To establish and continue breastfeeding, mothers/parents need the support and understanding not just of their partners and their families, but also of the wider community. Breastfed babies need to feed little and often. Parents should not feel they must stay at home all the time in case their baby needs feeding. They must be able to participate in all aspects of society while continuing to breastfeed their babies. The more often we see breastfeeding in public places, the more commonplace and unremarkable it will become for everyone.

We know that parents often report finding it hard to know whether they would be welcome to breastfeed in some places. Despite being protected by the law, 11% of parents have said that they had been stopped from breastfeeding or made to feel uncomfortable. The same poll revealed that seeing someone breastfeeding does not bother 85% of people surveyed.

Only 39% of parents have fed their baby in public by the time their baby is between 4 and 6 months old. Being aware of locations where they are welcome to breastfeed, but the staff present have an awareness and understanding of the benefits of breastfeeding, can enable parents to continue feeding for as long as they wish.

What are the benefits to Camden venues?

- Attracting new customers outside of the busiest times of day, bringing custom at different times
- Making a positive contribution to public health, whilst demonstrating that the health and wellbeing of your customers is important to you
- Gaining free publicity by featuring on the Camden Breastfeeding Friendly webpage and interactive map
- Enhancing your staff training – helping your staff to be welcoming and helpful to breastfeeding visitors is likely to encourage them to be considerate to all customers
- Becoming Breastfeeding Friendly costs you little or nothing at all – and we are here to support you with advising on policies and training.
Please email CamdenBFF@Camden.gov.uk



What are the benefits for babies?

Breastmilk is the perfect food for babies. Breastmilk provides nutrients that promote the healthy growth of the brain, nerves and the gut – nutrients that are not found in any other type of milk. As well as this, breastmilk provides key antibodies that develop a strong immune system to protect babies against diseases from birth to later in life.

Breastfed babies have:

- a reduced risk of gastrointestinal, ear and respiratory infections
- a reduced risk of developing allergies, asthma, and childhood cancers
- higher than average scores in childhood intelligence tests and
- lower rates of obesity, heart disease, diabetes, and sudden infant death syndrome.

What are the benefits for parents?

Breastfeeding parents have:

- a reduced risk of breast and ovarian cancer
- better bone mineral density in later life
- greater caloric output, meaning it's often easier to return to pre-pregnancy weight and
- milk available “on tap”, making breastfeeding quick and convenient.



Isn't formula milk the same?



Formula milk provides suitable nutrition for babies but does not contain the protective factors that are present in breastmilk, such as the antibodies. Formula feeding parents also need support and information about safe formula preparation and how to bottle feed responsively.

In Camden there is information and support available for all types of infant feeding including breastfeeding, mixed feeding and formula feeding. For more information on infant milk please visit:

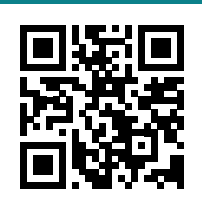
➤ [**Infant Milks – First Steps Nutrition Trust**](#)



Are you ready to be a Camden Breastfeeding Friendly venue?

It is a parent's right to breastfeed.

Sign up here
➔



The checklist below will help you decide if you are ready to join the Camden Breastfeeding Friendly Scheme. You can also use it to identify the changes you might need to make to your venue to become Breastfeeding Friendly.

Venue checklist:

We have a welcoming atmosphere for parents and babies

Babies can be fed in any public area of our venue

We have adopted the Camden Breastfeeding policy

Our staff are aware of how to implement the Camden Breastfeeding Policy

We will prominently display the window sticker

We are aware that some breastfeeding parents prefer privacy when breastfeeding and we will do all we can to help them.

How do I join the Camden Breastfeeding Friendly Scheme?

- Review the Camden Breastfeeding Friendly Venue Checklist to ensure you comply with the requirements
- Complete the [online application form](#)
- Once your application has been reviewed, your venue will be:
 - Added to our database of venues
 - Marked (if appropriate) on our interactive map of venues
 - Sent a Camden Breast Feeding Friendly window sticker to display prominently
- Start promoting your new status as Camden Breastfeeding Friendly!



Training Staff

Ensuring that your staff are aware, through appropriate training, that you are a Camden Breastfeeding Friendly venue is an important part of the scheme.

Supporting your staff, through training, to create a welcoming atmosphere for breastfeeding parents is important. You can do this by adding in a short section on the Camden Breastfeeding Friendly Scheme into your staff induction programme. You can also encourage staff to:

- Stop for a brief chat with breastfeeding parents to make it clear they are welcome to breastfeed
- Offer a seat or chair (if available)
- Offer to take their food / drink order over to them (if your venue serves food/drink)
- Take over a glass of water (if possible)

If you have any questions on how to support your staff, please email camdenBFF@camden.gov.uk

The Camden Breastfeeding Friendly Policy

Our venue

welcomes all mothers/parents to breastfeed their babies within our premises.

This will be led by our staff, who support the needs and rights of mothers/parents breastfeeding in public areas. If a customer/visitor to our establishment objects to a parent breastfeeding their baby, they will be told that it is our company's policy that we support breastfeeding in our venue.

If the situation cannot be resolved, staff will escalate and refer customers/visitors to senior management.

A copy of this policy will be issued to all new staff members, highlighting that breastfeeding is welcomed within the venue. Circulating and updating this policy annually is the responsibility of

who will be glad to receive comments and reports of any incidents.

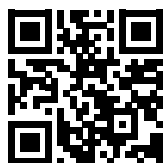
If a member of staff feels they need more guidance on this, they should speak to

Our staff will:

- display stickers and appropriate signage
- make parents and babies' welcome.

We are Breastfeeding Friendly because:

- We think it is important to support the needs of all of our customers, visitors or clients and be more family friendly
- We want to normalise breastfeeding for everyone
- Breastmilk is easily digested, and babies need to be fed responsively. Responsive breastfeeding involves a mother responding to her baby's cues, as well as her own desire to feed her baby. For example, when a parent breastfeeds their baby responsively, they may offer their breast when their baby shows signs of hunger or when their baby is distressed, or fractious and it can be reassuring in an unfamiliar environment
- Breastfeeding is relaxing and calming for both parent and baby. This will be good for the surrounding environment and all our other customers
- Breastfeeding parents are likely to come into a welcoming and quiet environment at non-peak times increasing footfall throughout the day
- Breastfeeding parents are likely to bring/introduce other friends/ family to the places where they feel comfortable.



More information on the Camden Breastfeeding Friendly Scheme can be found by scanning the QR code.

FAQ'S

Q: What's all the fuss about? Do women really have problems breastfeeding when they are out and about?

A: Yes, most parents breastfeed their babies out and about without encountering problems. However, there are some people who find the sight of public breastfeeding uncomfortable. Their responses can make a parent feel vulnerable simply for breastfeeding their baby. Also, press coverage and difficult experiences have increased anxiety for parents. Parents report two important things that make them feel comfortable breastfeeding out and about:

- A welcoming, helpful attitude from staff/employees
- Other customers and visitors knowing and accepting that babies may be breastfed there.

Parents have told us that if venues displayed 'Breastfeeding Friendly Welcome here' signs, they would be sure of this welcome and other customers or visitors would be aware that they might see a baby being breastfed. This would make all parents feel more relaxed about breastfeeding while out and about. Sometimes, managers or owners of a venue express acceptance of breastfeeding, but parents report that comments or attitudes from staff there have deterred them. It is important that all staff know when their employers are Breastfeeding Friendly.

Q: Will it cost a lot to become Breastfeeding Friendly?

A: No, there is no direct financial cost to joining the Scheme. However, you will be required to display the Camden Breastfeeding Friendly logo and greet mothers/parents and babies with a smile. An offer of assistance won't cost you anything but will have a powerful and positive impact on breastfeeding parents and on your local reputation.

Q: Will I have to adapt my premises to make breastfeeding mothers/parents welcome?

A: No, not necessarily. Many parents are comfortable breastfeeding anywhere when out and about. Some parents may choose to have a little privacy; a tucked away area, or just careful positioning of chairs is usually enough. It's important that there is a range of areas where women feel comfortable to breastfeed. They can then choose the places that cater best for their needs. The facilities parents listed as most important were:

- easy access for, and safe place to park, a buggy
- easy access to a clean place to change their baby's nappy
- a comfortable chair with a back for support. We know not all venues can provide all of these but there is nothing more important than being welcoming.

Q: Do I need to provide a separate room?

A: Most parents do not want to go to a private room. They want to carry on with their normal activities, talk to their friends or family and perhaps look after older children too, all while breastfeeding. However, if your venue can provide a private room, breastfeeding parents should not be expected to use it unless they wish to. If you can provide a private room, it should:

- be appropriately signposted, clean, and comfortable
 - provide a chair with a back, a footrest, a cushion, and access to water and
 - have easy access to baby changing facilities, but not be in the same room.
-

Q: Will other customers feel uncomfortable when a mother/parent is breastfeeding?

A: This is unlikely. Owners and managers may be concerned that people will be embarrassed or feel uncomfortable if a parent is breastfeeding. However, if an establishment creates an atmosphere that is warm and welcoming to breastfeeding parents, it will normalise breastfeeding and help to change attitudes. This will create a more inclusive and environment for all.

More Information

Please scan here



Please scan the QR code to find the Camden Baby Feeding drop-in sessions and to register for the online group. You will also find other resources in Camden on the link tree.

[NHS Breastfeeding Information](#)

Out of hours support for baby feeding

please contact: The National Breastfeeding Helpline – 0300 100 0212 (9.30am-9.30pm, 7 days a week)

[The Association of Breastfeeding Mothers \(ABM\)](#)

A charity which trains breastfeeding peer supporters, breastfeeding counsellors and health professionals and provides a range of information on breastfeeding issues. Support options are listed [here](#).

[Baby Friendly initiative](#)

This website has a range of useful resources for parents on infant feeding and relationship building, as well as information on overcoming common breastfeeding challenges.

<https://www.unicef.org.uk/babyfriendly>

[The Breastfeeding Network \(BfN\)](#)

A charity which trains peer supporters and breastfeeding supporters who work in locations nationwide. It also provides breastfeeding factsheets and runs the [Drugs in Breastmilk Information Service](#), providing evidence based information on the safety of drugs in lactation via email and a dedicated [Facebook](#) page. Support options are listed [here](#).

[First Steps Nutrition](#)

An independent public health charity, providing resources for parents and health workers on eating well from pre-conception to five years and infant milks in the UK.

Camden Baby Feeding Team

To contact the Camden Baby Feeding Team please call: 07808 891 260, Mon-Fri (9am-3pm) or email: camden.babyfeedingteam@nhs.net

<https://www.cnwl.nhs.uk/services/community-services/camden-baby-feeding-team>

Camden online feeding support group

Every Wednesday, 10am – 11am. Please scan the QR code or visit the CNWL Baby Feeding webpage to register

<https://linktr.ee/CBFT>

Family Hub

<https://families.camden.gov.uk/>

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