

Sheffield is Breastfeeding Friendly



What is this award?

The Sheffield Breastfeeding Friendly Award Scheme recognises the public places and workplaces in Sheffield that offer a good level of facilities and support for breastfeeding mums and their families.

The Award offers reassurance to mums that they can breastfeed their baby in comfort with the full support of staff and venues across the city.

Who has this award?

Approved **public places** such as shops, libraries, leisure centres, cafés and community centres who welcome breastfeeding mums. Also, **workplaces** who want to help their employees to carry on breastfeeding following their return to work from maternity leave.

How do I know if a venue is Breastfeeding Friendly?

Breastfeeding Friendly venues usually display a window sticker showing the breastfeeding friendly icon.



You can also find listings of all of Sheffield's approved venues and workplaces on the 'Sheffield – Let's Change4Life' website.

Visit www.sheffieldc4l.org.uk
and click on the Breastfeeding link

Do you know a venue you think is Breastfeeding Friendly?

Please let us know if there is somewhere you would like to see achieve the award, because of the facilities and support they offer to breastfeeding mums.

You can do this by contacting **Clare Robinson**:
T 0114 279 2665
E c.robinson@wildsheffield.com

How do I find out more?

We hope that the Breastfeeding Friendly Award Scheme in Sheffield and the information in this leaflet will help Sheffield's breastfeeding mums to feel confident and comfortable when breastfeeding in public.

If you would like to know more about the scheme, please visit the 'Sheffield – Let's Change4Life' website at www.sheffieldc4l.org.uk and click on the Breastfeeding link.

You can also get breastfeeding support by calling the **National Breastfeeding helpline** (9.30am - 9.30pm) on 0300 100 0212

Remember!

All approved Sheffield Breastfeeding Friendly places can be found on the website...

Visit www.sheffieldc4l.org.uk
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**Mums...
you can
breastfeed
in comfort!**

Sheffield is
Breastfeeding
Friendly



Thanks to local businesses, workplaces and the friendly people of Sheffield, mums who breastfeed can now feel more comfortable and confident when feeding their babies in public.



Hints & Tips on breastfeeding in public from mums who've been there...

How do I avoid flashing my boobs?

CLOTHES THAT WORK

- Any tops that unbutton from the bottom.
- Stretchy tops that pull up.
- Two piece outfits if you're going somewhere special.
- You can now get trendy bras and tops that are made especially for breastfeeding.

CLOTHES THAT DON'T

- Shirts that you have to unbutton – they make you feel really exposed.

KEEPING THINGS UNDER WRAPS

- Jackets, shirts over a vest top and cardigans can be used as a screen and will cover almost everything!
- Scarves and baby blankets are also good.
- Use a sling or a pouch – they make carrying the baby easier on your back and cover most of your boob as well.
- Practice! The more you do it, the better you get at getting baby latched on quickly. You can do this without even leaving your living room!

What if people get funny about it?

BE STRONG

- There's lots of ways you can deal with these people. The important thing is not to get stressed about it – it's not good for you or your baby.
- Ignore them completely – they're not worth it.
- Tell a member of staff that you are being harassed.
- Calmly explain that it's the best thing for your baby and completely natural.

BE CONFIDENT

- The more you do it, the more comfortable you will feel.
- It might be a big deal for you, but most people don't even notice.
- Remember why you're doing it – for your baby! The most important thing in your life. Who cares what other people think?

BE PROUD

- Breastfeeding is an amazing achievement – be proud of it!

Where's the best place to do it?

BREASTFEEDING FRIENDLY VENUES

- Seek out one of Sheffield's Breastfeeding Friendly places. They offer facilities and support for you and your family.
- For a full list of approved Breastfeeding Friendly venues that have joined the scheme, please visit the 'Sheffield – Let's Change4Life' website at www.sheffieldc4l.org.uk and click on the Breastfeeding link.

TIME AND PLACE

- Try and get settled somewhere before your baby gets hungry. If they start crying they might draw more attention to you.
- Find a spot where you won't be disturbed. If you have to keep moving it might upset your baby's feed.

FIND A QUIET SPOT

- Some mum's don't mind feeding anywhere, others feel better if they can find somewhere out of the way – but never resort to feeding in a public toilet!
- In a café you can sit with your back to the room if you prefer more privacy.
- Use your pram or buggy to help screen you and your baby whilst breastfeeding.

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