

# Trafford Breastfeeding Friendly Award

Breastfeeding Policy for ..... FRIENDS OF VICTORIA PARK .....

*(Insert the name of business in the above space)*

## Aim

The aim of this policy is to allow mothers to feel comfortable on these premises to be able to breastfeed their baby in a supportive environment.

## For the establishment:

- To support a breastfeeding mother when feeding to ensure she is not disturbed
- To provide a relaxed environment in which breastfeeding mothers feel comfortable to feed
- To train all staff in this Breastfeeding Policy
- To make staff aware of their local NHS Breastfeeding Policy (this can be accessed by contacting Jackie Hall, Infant Feeding Coordinator)
- To make staff aware of the Equality Act (2010): Breastfeeding in Public Places

## For staff:

- To recognise that exclusive breastfeeding is recommended up to six months of age, with continued breastfeeding along with appropriate complimentary foods to the end of the first year and beyond (WHO 2003)
- To recognise the health benefits for babies, in childhood and adulthood, associated with breastfeeding, including a reduced risk of developing:
  - Gastroenteritis
  - Urinary tract infections
  - Type 2 diabetes
  - Respiratory disease
  - Raised blood pressure
  - Obesity
- To recognise the health benefits for mothers associated with breastfeeding

including:

- A reduced risk of developing breast and ovarian cancer
- Aiding mothers in returning to pre-pregnancy weight
- If a customer complains about a breastfeeding mother then staff should:
  - Deal with the complaint appropriately by stating that it is company policy to allow breastfeeding
  - Offer the complainant an alternative seat if required
  - Refer the complainant to manager or customer services if necessary

Signed by: S. Quinton-Holme

Position: Chairperson

Date: 24.10.13



For more information contact:  
Jackie Hall - Infant Feeding  
Coordinator  
07984 489 937

or

Kate Campbell - Public Health  
Nutrition Coordinator  
0161 912 4529

Trafford **NHS**  
Provider Services

TRAFFORD  
COUNCIL

