

A guide to getting involved with the 'Breastfeeding Welcome Here Award' in South Derbyshire

If you have any questions, would like an informal chat about the scheme or would like an accreditation checklist please contact:

The Healthy Lifestyle Officer, South Derbyshire District Council
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Check out the Healthier South Derbyshire website for lots of useful healthy eating and physical activity information
www.healthiersouthderbyshire.org

For information on your local Children's Centre visit
www.derbyshire.gov.uk/Social_health/services_for_children/childrens_centres



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If you would like this document in another language, or if you require the services of an interpreter, please contact us. This information is also available in large print, Braille or audio format upon request.

Phone: 01283 595795 Email: customer.services@south-derbys.gov.uk



Breastfeeding Welcome Here Award



Why get involved?

Taking part in the new 'Breastfeeding Welcome Here Award' provides a number of benefits for local businesses including:

- 👉 Attracting families by making them feel welcome, they therefore stay longer and spend more!
- 👉 Breastfeeding mums are also likely to return time after time to venues that they feel comfortable in
- 👉 Improved customer service
- 👉 Providing good publicity
- 👉 Attracting new customers
- 👉 Breastfeeding also has lifelong health benefits for both baby and mother. So if your business signs up to the award you will be making a positive contribution to the health of South Derbyshire.

Venues that sign up to the award will be presented with a 'Breastfeeding Welcome Here' certificate to display on their premises. They will also be included in the 'Breastfeeding Welcome Here' directory, that will be added to the Healthier South Derbyshire Website and given to all new mums in the area by Children's Centres and Health Professionals.

www.healthiersouthderbyshire.org

How to take part?

Venues need to fill in a short accreditation checklist, agreeing to stick to some simple 'Breastfeeding Welcome Here' criteria.

This includes:

- 👉 Welcoming mums to breastfeed anywhere on their premises
- 👉 Not asking breastfeeding mums to move or leave the premises
- 👉 Training staff to know that their business is part of the 'Breastfeeding Welcome Here' scheme
- 👉 Displaying the 'Breastfeeding Welcome Here' certificate so that mums are encouraged to breastfeed in your venue
- 👉 Providing drinking water to breastfeeding mums

Interested?

South Derbyshire District Council and South Derbyshire Children's Centres have been working together on the project with support from NHS Derbyshire County. Together they have created a number of resources to help you become a 'Breastfeeding Welcome Here' venue.

The scheme is free to join; businesses just need to fill in the simple accreditation checklist, see back of leaflet for more details.

If your application is successful we will award you with a certificate and other display information so that mums know that your venue welcomes breastfeeding. We will also list your business in the 'Breastfeeding Welcome Here' directory.