



# **BREASTFEEDING FRIENDLY PREMISES AWARD**

*A guide for businesses interested in  
becoming accredited in East & Midlothian.*



## Introduction

Breastfeeding gives babies the healthiest start in life. It reduces their likelihood of getting ear infections, eczema, asthma, diabetes, gastrointestinal upsets and becoming obese later in life, as well as protecting their mother from female cancers and osteoporosis in older age.

Many mothers stop breastfeeding their babies earlier than recommended. One of the reasons for this is that they do not feel confident about continuing to breastfeed whilst going about their normal life, whether this is going out to a café, going shopping or returning to work.

The Breastfeeding etc. (Scotland) Act 2005 recognises women's rights to feed their infants wherever and whenever necessary and it is now illegal for women to be asked to stop feeding in a public place. However, the next step to support breastfeeding mums is to actively encourage and support this culture change.



## Aims

The overall aim of the award is to:

- Provide a safe and comfortable public area for breastfeeding mums, where they feel welcome and confident
- Help promote a breastfeeding friendly culture within the community
- Improve accessibility and visibility of breastfeeding.



## Why have an Award?

Since 2007 the **Breastfeeding Friendly Premises Award** has helped businesses create a welcoming environment for breastfeeding mothers and their families to feel more confident feeding in public.

Although other award schemes commonly require businesses to pass stringent assessments to be accepted, this scheme has been specifically designed to be simple to sign up to with minimal upkeep to maintain accreditation.

## Benefits of the programme

- It creates a family-friendly environment for your customers
- Free to participate, all promotional material is supplied
- Your business will be promoted as '**Breastfeeding Friendly**' to the local community and included in all appropriate publications.

## Eligibility

In order to be eligible for the award, a business/organisation must:

- Support mothers to breastfeed in all public areas
- If possible provide a private/discreet space for breastfeeding
- Have a statement of intent and breastfeeding policy (provided if required) and communicate this to all staff
- Be clean and comfortable
- No promotion of breast milk substitutes, bottles, dummies and teats.

## Accreditation

To obtain accreditation, a short site visit of approximately 30 minutes is required to ascertain eligibility. Promotional material is supplied free of charge and the premises will be listed as breastfeeding friendly. Each certified business/organisation will receive a:

- Laminated Award Certificate
- Breastfeeding Friendly Stickers
- Statement of Intent (if required)
- Breastfeeding Friendly policy (if required)
- Local Breastfeeding support material/leaflets for mums (If wished).

If you wish to be accredited please contact:

East & Midlothian Infant Feeding Team  
@  
Musselburgh Primary Care Centre  
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