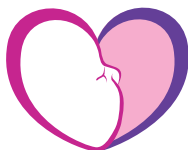


# breastfeeding welcome here

Good for mums, babies and your business

welcome  
here



breastfeeding

GOOD FOR BABY. GOOD FOR MUM.

## **Good for your local community, good for you**

How would you like to do something that could boost your business and benefit your local community at the same time? Well now you can, by joining the **Breastfeeding welcome here** scheme.

By encouraging breastfeeding, you'll be helping protect the health of mothers and babies in your local community, and by making life easier for mums, you'll be showing that your business cares about its customers and encouraging them to come back in the future.

## **Breastfeeding really matters**

Breastfeeding is very important to the health of both mother and baby. Mothers who breastfeed are at less risk of breast and ovarian cancer. Breastfed babies are less likely to suffer from infections and allergies, and are also less likely to go on to develop childhood diabetes and obesity.

Northern Ireland has one of the lowest breastfeeding rates in Europe. While half of all new mums here start breastfeeding, many quickly stop. This is often because they feel there is a lack of support, particularly when they want to feed their baby outside the home.

Breastfeeding can and should be part of everyday life. Breastfeeding can be done very discreetly without anyone noticing the baby is being fed.

## **Breastfeeding welcome here scheme**

The **Breastfeeding welcome here** scheme aims to make it easier for mums to recognise places where they can breastfeed their baby when they are out and about.

## **Who is eligible for membership?**

Businesses which are open to the general public, such as coffee shops, restaurants, shops, supermarkets and hairdressers, are eligible to join the scheme. In order to join, your business must fulfil the following criteria.

## **Membership criteria**

- Breastfeeding is acceptable in all areas open to the general public.
- A mother who is breastfeeding will not be asked to stop breastfeeding or to move to another area to feed.
- All staff members are made aware that your business is a member of the scheme and therefore supportive of the needs of breastfeeding mums.
- Non-smoking areas are provided.

I am interested in finding out more about the **Breastfeeding welcome here** scheme.  
Please send me further details.

Name of business \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Contact name \_\_\_\_\_

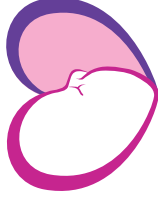
Telephone number \_\_\_\_\_

Type of business \_\_\_\_\_

**For administrative use only**

Flyer distributed by (contact name): \_\_\_\_\_

Breastfeeding support group: \_\_\_\_\_



**breastfeeding**

GOOD FOR BABY. GOOD FOR MUM.

**FREEPOST BEL 1972**

**Breastfeeding welcome here** scheme

Health Promotion Agency for Northern Ireland

18 Ormeau Avenue

Belfast

BT2 8BR

## **Good for business**

Every business knows the value of repeat customers and word-of-mouth.

Breastfeeding mums who feel that they and their babies are made welcome while they have a cup of coffee, a meal or go shopping, will come back to your business and will also tell their friends.

All businesses that are part of the scheme will be given recognition through ongoing promotion and awareness raising.

**To find out more, just return the freepost coupon provided.**



**Health**  
Promotion  
Agency



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