

breastfeeding

GOOD FOR BABY. GOOD FOR MUM.

www.breastfedbabies.org



**Health
Promotion
Agency**



Health Promotion Agency for Northern Ireland

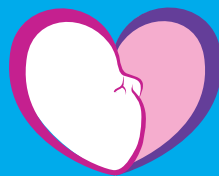
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Breastfeeding out & about



breastfeeding

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Breastfeeding out & about



Breastfeeding is vitally important to your baby's health and your own. The benefits to your baby include reduced risk of infections, allergies and childhood obesity. At the same time, you benefit from a lower risk of breast and ovarian cancer, and osteoporosis (brittle bones).

The longer you breastfeed, the stronger the health benefits are for both you and your baby. Ideally, your baby should be breastfed with no other food or drinks for the first six months. After solids are introduced, breastfeeding should continue until your baby is a year old or more.

Here in Northern Ireland, many people aren't used to seeing babies being breastfed and they may be embarrassed by it. You may be worried that people might react in a negative way to seeing you breastfeed. It can help to remember that breastfeeding is the natural way that babies should be fed and by choosing to breastfeed you are helping improve the health of people here.

You will find it easier to continue with breastfeeding if you can make it part of your everyday life. Feeling comfortable with breastfeeding among your family and friends and when you are outside your own home can take a bit of practice.

"Part of your
everyday life"





"It is possible to
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Breastfeeding can be discreet

You might not think so when you're starting out, but it is possible to breastfeed without anyone noticing. It's easiest to do if you wear a t-shirt or jumper that can be lifted up from the waist, rather than anything with buttons down the front. Feeding this way makes it difficult for other people to tell if you are actually breastfeeding or just cuddling your baby.



You may find it helpful to practise discreet breastfeeding in front of family and friends first, so that you can ask them how it looks and what they think.

When you're out, if you can, try not to let your baby get really hungry before feeding him or her. A baby feeding peacefully attracts a lot less attention than a baby that's distressed and crying.

It is quite easy to breastfeed in public without being noticed if you can sit in a booth or find a seat facing away from the main area.

Support for breastfeeding



Here in Northern Ireland there are cafes, restaurants and shops which are happy to have breastfeeding families in their premises. Some have joined a new scheme called '**Breastfeeding welcome here**'. To find out where they are, visit www.breastfedbabies.org or look out for this sticker in the windows of local businesses (see left). Your local breastfeeding support group will also know where they are. (If you haven't yet found your local breastfeeding group, ask your midwife or health visitor where there's one near you.)

If you would prefer somewhere private to breastfeed, ask if there is a clean comfortable area you can use (not a toilet). Some of the larger stores and shopping centres will have feeding rooms.

If you are asked to stop breastfeeding or refused service because you are breastfeeding, ask to speak to the manager. Often it is not company policy to refuse to accommodate breastfeeding families.

By breastfeeding your baby while out and about you are making a difference, and not just to yourself and your baby. For more information about breastfeeding, local breastfeeding groups and the '**Breastfeeding welcome here**' scheme, visit the website www.breastfedbabies.org.

"You are
making a
difference"

