

GIG CYMRU NHS WALES
Iechyd Cyhoeddus Cymru
Public Health Wales

CROESEWIR BWYDO AR Y FRON
BREASTFEEDING WELCOMED

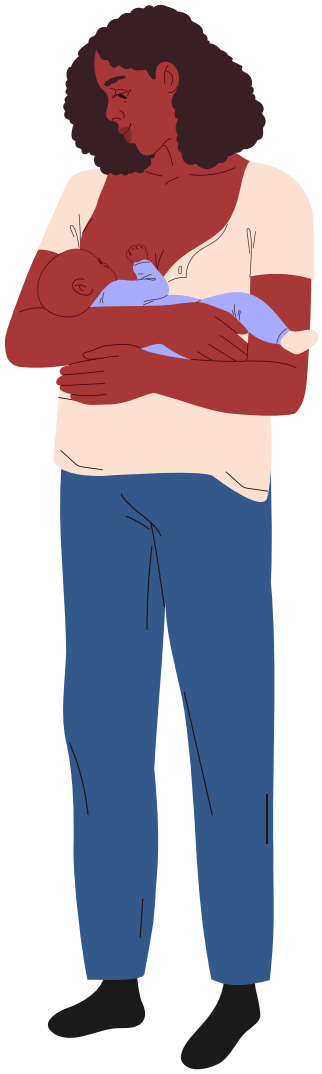
Breastfeeding Welcome Scheme

Llywodraeth Cymru
Welsh Government

Breastfeeding policy

Having a written policy is an easy way of ensuring that all staff know that senior management and the organisation as a whole, supports breastfeeding within their public premises. A policy can be either stand alone, or be incorporated into an existing policy. There is an example policy below which can be adapted, but here are a few main things that any policy needs:

- To be in writing
- To state the venue is breastfeeding welcome and committed to the Breastfeeding Welcome Scheme
- To state the person responsible for implementing and updating the policy
- To state responsibilities of staff in welcoming mothers to breastfeed
- To include the organisation's responsibility towards supporting breastfeeding for staff members, if applicable. Along with this, to state the appropriate facilities and flexible working arrangements available
- To state how it will be communicated to staff
- To provide a link to find out more information
- To state where complaints should be directed to and the procedure
- To be reviewed annually



Example Breastfeeding Policy

The Breastfeeding Welcome Scheme Breastfeeding Policy

This venue welcomes babies to be breastfed in any public area of these premises

How we will make this happen

A copy of this policy will be issued to all new staff members and a copy should be displayed in _____

The responsibility for distributing and updating this policy annually, as well as receiving comments and incident reports, rests with _____

All our staff will support the needs and rights of mums breastfeeding. If another customer/ visitor to the premises objects to breastfeeding, they will be explained that management supports breastfeeding. If the situation cannot be resolved readily, junior staff should refer customers/visitors to senior management. If the situation cannot be resolved readily, junior staff should refer customers/ visitors to senior management.

If a member of staff feels they need more guidance on this they should speak to _____

Our staff will:

- Display stickers and appropriate signage
- Make breastfeeding mothers and their families welcome
- Display the Breastfeeding Welcome scheme charter

We are breastfeeding welcome:

- To support the needs of customers, visitors or staff and be more family friendly.
- Babies need feeding when they ask for it. They need to be fed frequently, their stomachs are small and breastmilk is digested quickly.
- Breastfeeding works best when mum and baby are both relaxed
- Hungry, upset babies will generally be helped to calm down and become quiet when breastfeeding. This is good for all our customers, visitors or clients.

For more information and to access resources and training related to the scheme, scan the QR code

For questions or more information: