

GIG CYMRU NHS WALES | Iechyd Cyhoeddus Cymru Public Health Wales

We're proud to be part of the Breastfeeding Welcome Scheme!

CROESEWIR BWYDO AR Y FRON BREASTFEEDING WELCOMED

Creating a safe, supportive space for families — together.

What is the Breastfeeding Welcome Scheme?

A Public Health Wales initiative helping local organisations promote breastfeeding-friendly environments — so mothers feel confident feeding their babies wherever they are.

What Staff Should Know

- Mothers have a legal right to breastfeed in public under the Equality Act 2010
- Our organisation is committed to welcoming and supporting breastfeeding families
- Look out for the Breastfeeding Welcome sticker — it shows we're part of the scheme
- A warm smile, helpful attitude, and reassurance go a long way!

Why It Matters

- Breastfeeding improves health outcomes for babies and mothers
- Supportive public spaces help families continue breastfeeding longer
- We're helping to normalise breastfeeding and promote public health in Wales

Your Role Makes a Difference

Every interaction counts. Let's make sure every mother feels safe, comfortable and empowered to feed her baby - wherever she is.

To access resources and training related to the scheme, scan the QR code below:

For questions or more information: