GIG CYMRU NHS WALES
Iechyd Cyhoeddus Cymru
Public Health Wales



Breastfeeding Welcome Scheme

Organisation Charter

CROESEWIR BWYDO AR Y FRON
BREASTFEEDING WELCOMED

Supporting breastfeeding in Wales

Llywodraeth Cymru
Welsh Government

Welcome to the Scheme

Thank you for your interest in the Breastfeeding Welcome Scheme. By joining, you're helping create a Wales where every mother feels confident and supported to feed her baby whenever and wherever she needs — knowing staff and venues will welcome them.

A Mother's Legal Right to Breastfeed

Under the Equality Act 2010, a mother can breastfeed her baby in any public place she is legally allowed to be — including shops, cafés, restaurants, public transport, and all other venues providing services to the public.

Sadly, not all women have positive experiences when breastfeeding in public, and many stop sooner than they intended because of a lack of support. This scheme is about changing that — one welcoming venue at a time.

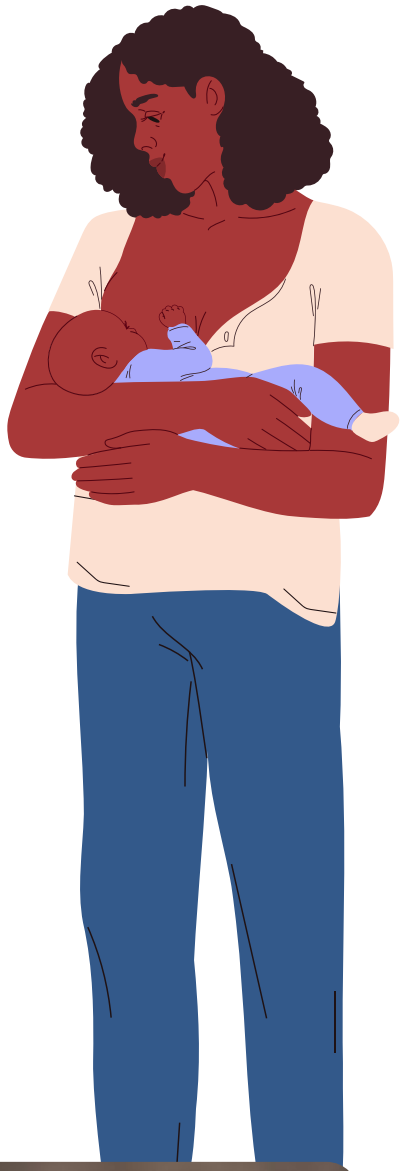




Why the scheme matters

The Breastfeeding Welcome Scheme works to create a culture where breastfeeding is seen as normal, valued and encouraged so that parents feel empowered to breastfeed their babies confidently in public.

It helps mothers identify places where they can breastfeed with confidence, knowing staff will be supportive.



By joining, your organisation shows that it values:

Customer care – welcoming breastfeeding mothers improves overall customer service.

Community support – normalising breastfeeding benefits families, babies, and public health.

Positive publicity – your venue will be promoted on Dewis Cymru* and through word of mouth.



Benefits for you



- **Customer loyalty** – mothers who feel welcomed are more likely to return and recommend you.
- **New customers** – breastfeeding mothers often meet in groups, bringing business during quieter times.
- **Positive image** – your venue will be known for caring about people, not just profit.
- **Free to join** – the most valued things by mothers are a welcoming atmosphere and supportive staff — both cost nothing.

Benefits for Families

For babies

Breastfeeding provides optimal nutrition, boosts immunity, supports brain development, and reduces health risks.

The World Health Organization recommends breastfeeding exclusively for the first six months, then alongside solid food for up to two years or beyond.





For mothers

Breastfeeding protects against breast and ovarian cancer and may reduce the risk of diabetes.

It supports emotional wellbeing and bonding with the baby.

Public acceptance and visible support help mothers feed wherever they need, whenever they need.

What You're Signing Up To

As a Breastfeeding Welcome Venue, you agree that:

- Breastfeeding is welcome in any public area of your venue.
- No mother will be asked to stop breastfeeding or to move elsewhere because they are feeding their baby.
- All staff/volunteers know about the scheme and are supportive.
- Promotional materials are clearly displayed.
- Your venue will be listed on Dewis Cymru and will need to be reviewed every six months.
- You will respond sensitively if inappropriate comments are made about breastfeeding.
- Privacy will be offered where possible for those who want it.
- Staff who are breastfeeding will be supported in the workplace.
- While some local areas in Wales operate their own Breastfeeding Welcome Schemes, as a national organisation, you will be joining the Breastfeeding Welcome Scheme, which is coordinated by Public Health Wales to ensure a consistent approach across Wales.

Breastfeeding Policy

A written policy ensures all staff understand your commitment. It should:

- State your venue is part of the Breastfeeding Welcome Scheme.
- Name the person responsible for implementation and updates.
- Outline staff responsibilities and complaint procedures.
- Be reviewed annually.

Staff Support & Training

We can help you access breastfeeding awareness training for staff. Even without formal training, staff can support breastfeeding mothers by:

- Offering a friendly welcome and reassurance.
- Helping with chairs, pushchairs, or drinks.
- Offering to take food/drink orders at the table.
- Letting mothers know if a private space is available (if desired).

Making Your Space Welcoming

You don't need a dedicated room to join — breastfeeding is welcome in all public areas. But if you can, providing a private space gives mothers more choice. This should be:

- Clean, comfortable, and private.
- Accessible with a pushchair.
- Close to, but not in, baby changing areas or toilets.
- Even small adjustments — like moving furniture or adding a screen — can make a big difference.

How to join

Read this agreement and meet the checklist criteria.

Complete the sign-up form. Available in both Word format and MS Forms: **forms.office.com/e/WGaCzYK8bB**

Once approved, display your Breastfeeding Welcome promotional materials.

Enjoy your listing on Dewis Cymru and the goodwill of families across Wales.

Joining Dewis Cymru, the national well-being directory, is completely free and incredibly simple. Email **help@dewis.wales** and the Dewis team will guide you through the process, offering expert advice to help you get the very best out of your listing.

Breastfeeding information and support

For mothers in need of breastfeeding support you can signpost to:

National Breastfeeding Helpline
0300 100 0212

24 hour friendly, non-judgmental telephone support

Direct messaging also available

Support available in English, Welsh, Polish, Bengali and Sylheti and for those with hearing impairments.

For more information:
www.nationalbreastfeedinghelpline.org.uk

Explore Support Near You

A midwife or health visitor can signpost to services available in your local area. You could even help spread the word by displaying a poster in your community space.

Evidence based information about breastfeeding

Public Health Wales provides a range of information booklets for parents, including helpful guidance on breastfeeding and other key topics.

For guidance on how to support breastfeeding staff in the workplace, visit:
www.healthyworking.wales/topic/breastfeeding-support-in-the-workplace

Questions or feedback?

We'd love to hear from you: **PHW.NBFWelcome@wales.nhs.uk / ICC.CFFCroeso@wales.nhs.uk**

By joining, you're not just ticking a box — you're helping make Wales a place where every mother feels confident to feed her baby, wherever she is.

* About Dewis Cymru- the national well-being resource directory for Wales (https://www.dewis.wales/), designed to help people find information and access over 12,500 local and national services that can help them with their well-being. Dewis Cymru plays a vital role in connecting people with the support they need from childcare and housing advice to mental health services and community groups. It is widely used by professionals to signpost members of the public to relevant services.