



BREASTFEEDING POLICY

Statement

This Centre is committed to supporting and promoting Breastfeeding within our locality.

Our Policy is:

- This setting will provide a welcoming atmosphere for breastfeeding mothers.
- This setting will provide a quiet space on request for privacy to breastfeed.
- This setting will actively promote and raise the profile of the benefits of breastfeeding and communicate this to all parents.
- This setting will not knowingly promote/advertise any breast milk substitutes, bottles, teats or dummies.
- This setting will not collude with any negative comments or behaviour that could be construed as anti-breastfeeding.
- This setting has guidance on storing and preparing breast milk for children in day care.
- This setting will provide all staff with information/training on Breastfeeding awareness. This includes all new staff. There will be an annual update.
- This setting has a designated Lead on Breast feeding Issues. (Emma Laird, Breastfeeding Lead)

Supporting Guidance for Heads of CC's regarding the UNICEF Baby Friendly Award

The Bristol PCT and Maternity Services are committed to working towards developing the Baby Friendly Initiative across all community settings in Bristol.

As an important stakeholder the PCT is asking all Children's Centres to be committed to this initiative.

This initiative will be led by the PCT/Maternity Services and driven by Health Visitors' and Midwives' in the community.

The lead professionals will receive appropriate training and will cascade the profile of good practice to CC's in their locality.

What is expected of Brentry & Henbury Children's Centre?

1. That BHCC has a written Breastfeeding Policy that is routinely communicated to all staff.
2. That all staff receive basic awareness training that will equip them with the necessary skills to support breastfeeding mothers. (Training pack available via Health Visitors)
3. That BHCC will provide a welcoming atmosphere for Breastfeeding families, e.g. signs displaying Breastfeeding welcome. Posters displaying the benefits of Breastfeeding. All staff are welcoming and if requested a private area/space within the CC has been identified where a mother can breastfeed out of view (not a toilet).
4. That BHCC promotes co-operation between health staff, Breastfeeding support groups and the local community.

UNICEF is explicit about its compliance with the WHO on banning artificial formula milk companies advertising any product that would promote any of its products. This includes all Nestle products even coffee!

No BHCC staff must meet with or accept any free samples from any milk company representative. They are actually banned from approaching any children's organisations but they might try.

BHCC staff must not display any posters which may show/promote bottle feeding.

All Formula milk supplied by parents for their child's consumption in day care must not be on public view as this can be construed as advertising.

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