

# Breastfeeding Welcome



## STAFF AND VOLUNTEER INFORMATION

You are now officially a Breastfeeding Welcome venue, thank you for signing up to the scheme. This means you are helping to make Havering a welcoming, family-friendly borough where parents feel comfortable feeding their babies.

### What This Means for Your Venue

By displaying the Breastfeeding Welcome Havering logo, your business or organisation pledges to:

1. Welcome breastfeeding anywhere in the venue
2. Never ask a mother to move or stop feeding, even if another customer complains.
3. Make sure all staff and volunteers understand why breastfeeding is supported
4. Keep the venue clean and comfortable for all visitors
5. Display the logo proudly where everyone can see it

Your venue will also be listed on the Havering web-page as a Breastfeeding Welcome location.



### Your Role

No special training is required — all you need is a positive attitude and a friendly approach. Smile and make breastfeeding parents feel at ease.

If another customer complains always support the parent — they have a legal right to breastfeed under the Equality Act 2010

*Lead by example: being calm, kind, and confident shows others that breastfeeding is normal and welcome.*



## Why We Promote Breastfeeding

Many parents feel nervous breastfeeding in public. This can lead to feelings of isolation or stopping before they are ready. The Breastfeeding Welcome Scheme helps families to feel confident and included, supporting both baby and parent health.



## What About Formula Feeding?

The Breastfeeding Welcome Scheme is all about creating a friendly and supportive space where every parent feels respected and valued, no matter how they choose to feed their baby, including those who use formula.

## Benefits of Breastfeeding

### For Babies

- Fewer tummy bugs and ear infections
- Lower risk of allergies, asthma, and some childhood illnesses
- Helps brain development
- Less risk of obesity and heart disease later in life

### For Parents

- Reduced risk of breast and ovarian cancer
- Uses up around 500 calories a day — helping with post-pregnancy weight loss
- Saves money — breast milk is free! No bottles, no prep, always ready

**Thank you for helping make Havering a Breastfeeding Welcome borough. Want to know more about infant feeding support in the borough? Visit [Live Well Havering - Baby Feeding](#). If you have any questions or require further support, please email [breastfeeding@haverling.gov.uk](mailto:breastfeeding@haverling.gov.uk)**



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