



BIRMINGHAM WELCOMES BREASTFEEDING



C o n t e n t s

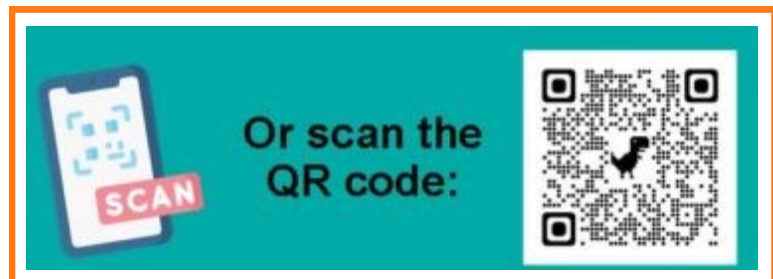
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Breastfeeding Support is also available on Zoom

Get virtual advice & support about breastfeeding, meet other parents & relax with a drink (that you'll have to make yourself of course).

- Support to establish and/or continue breastfeeding
- Information on responsive feeding
- Introduction to solids (for babies approaching 6 months)
- Meet other parents
- Practical tips e.g. breastfeeding when out and about, returning to work, at night etc
- A chance to ask any questions you may have or explore any concerns you have about feeding your baby



Breastfeeding information & support

Available from your midwife or health visitor.

Antenatal and Infant Feeding Workers within Children's Centres

National Breastfeeding Helpline – 0300 100 0212

Association of Breastfeeding Mothers – 0300 330 5453

La Leche League – 0345 120 2918

NCT Support Line – 0300 330 0700

The Breastfeeding Network

Breastfeeding Friend from Start4life on Alexa, Google Home and Facebook Messenger

NHS Pregnancy and Baby Guide

Unicef UK Baby Friendly Initiative

Baby Buddy App

The Lactation Consultants of Great Britain

The Twins Trust

National Childbirth Trust

Bliss

for support with premature or sick babies

DID YOU KNOW?

Breastfeeding in public is protected by law

The Equality Act (2010) states that it is sex discrimination to treat a woman unfavourably because she is breastfeeding in any public places such as parks, sports and leisure facilities, public buildings, public transport, shops, pubs, restaurants, hotels, hospitals, theatres, cinemas and petrol stations.

This means that a woman must not be discriminated, harassed or victimised because she is breastfeeding.

Discrimination includes refusing to provide a service, providing a lower standard of service or providing a service on different terms.

How does the scheme help mothers to breastfeed?

- When a mother sees the Birmingham Welcomes Breastfeeding sticker/poster/logo displayed, then she knows that the establishment will be supportive of her right to breastfeed her baby on their premises - The mother will not be asked to move, cover up, or stop feeding her baby.
- The scheme raises the profile of breastfeeding and normalises breastfeeding, with the aim of encouraging more mothers and other women to breastfeed in the future.
- The scheme ensures businesses, and their staff members, are aware of the law that protects breastfeeding in public. In the UK, the Equality Act 2010 states that it is unlawful for a business (such as a cafe or sports centre) to discriminate, harass or victimise a woman because she is breastfeeding a child, of any age.

Breastfeeding posters



You are welcome to breastfeed here

Please let a member of staff know if there is anything we can do to help make you more comfortable

For more information, visit: unicef.org.uk/babyfriendly



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Click on the image to print



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Other Breastfeeding friendly establishments

(As recommended by breastfeeding mums!)

Cosy Coffee	Bristol Road South, Northfield
Sainsburys Café	Frankley Beeches Road, Northfield
Treasure Island	Bristol Road South, Northfield
M&S	High Street, Longbridge
Birmingham Library	Broad Street, Birmingham
Birmingham Museum and Art Gallery	Chamberlain Square, Birmingham
The Sea Life Centre	Brindley Place, Birmingham
Think Tank	Millennium Point, Birmingham
Primark	High Street, Birmingham
Merry Hill	Pedmore Road, Brierley Hill
Ikea	Park Lane, Wednesbury
Ash End House Farm	Middleton Lane, Tamworth
The MAC	Cannon Hill Park
Avoncroft Museum	Stoke Heath, Bromsgrove
Haden Hill House	Halesowen Road, Cradley Heath
The Black Country Museum	Tipton Road, Dudley
National Trust Properties	Various
Nando's	Aston Webb Blvd, Selly Oak
Frankie and Bennies	Battery Park, Selly Oak
The Hopwood	Redditch Road, Alvechurch
The Old Rose and Crown	Lickey Road, Rednal
The Barnt Green Inn	Kendal End Road, Rednal

Mothers can breastfeed in any public space in the UK, such as parks and shopping centres. In fact the only exceptions are if the request to move, cover up or stop breastfeeding is due to a legitimate health or safety risk (for example, where there is a chemical hazard) or if a 'single sex' service for men object to women being there and breastfeeding (for example, voluntary groups/charities set up specifically to benefit men or religious organisations which offer services to men only in line with the doctrines of their religion). In Scotland, breastfeeding is further protected by the Breastfeeding Act 2005, where it is now a criminal act to try to stop a woman breastfeeding a child under 2 in public.

You may see signs using these images in establishments that welcome breastfeeding —



**Breastfeeding
Friendly**

Breastfeeding friendly establishments locally!

(As recommended by breastfeeding mums!)

Woodgate Valley Visitors Centre	Clapgate Lane, Bartley Green
Holloway Hall	Holloway, Ley Hill
Asda Café	Barnes Hill
Arco lounge	High Street, Harborne
Boston Tea Party	High Street, Harborne
Pizza Express	High Street, Harborne
Costa Coffee	High Street, Harborne
Café Nero	High Street, Harborne
The Hop Garden	Metchley Road, Harborne
Old House House at Home	Lordswood Road, Harborne
Court Oak Pub	Balden Road, Harborne
The Dog	Hayley Rd, Quinton
Toby Carvery	Hagley Road, Quinton
Quinton Library	Ridgeacre Road, Quinton
Lloyds Pharmacy	Faraday Avenue, Quinton



BREASTFEEDING LOUNGE



- A comfortable environment to chat to other mums and build your confidence feeding your baby.
- 1-1 peer support with trained breastfeeding workers who are happy to help.
- Make friends with other breastfeeding mums and support each other with
- Bonding, skin to skin contact, effective attachment and positioning.
- Share your experiences and challenges with other breastfeeding mums.

