



## **Working in Partnership To make Cornwall a Breastfeeding Friendly County.**

**RE: Your business has been nominated to participate in a breastfeeding friendly accreditation scheme.**

Here in the Cornwall we are striving towards our vision of creating a culture where breastfeeding is welcomed everywhere.

The Equality Act 2010 makes it clear that it is against the law for women to get less favourable treatment because she is breastfeeding when receiving services.

The majority of new parents are aware that breastfeeding gives their babies the best start – our aim is to make it easier for them to continue.

We know that breastfeeding mothers who shop or eat in premises where there are good facilities for them, and where they feel safe and comfortable, will return to those same stores and cafes again and again. Over 5,000 babies a year are born to families in Cornwall and the surrounding areas, not to mention the many visitors to the county; this is a good reason to be “baby friendly”.

The business community can help enormously, by providing family friendly facilities where breastfeeding is supported and welcomed. Many businesses already have a policy which supports breastfeeding, and have already signed up to the kite marking scheme. The Cornwall “Breastfeeding welcome” accreditation programme within the County enables premises to meet the necessary criteria which will be recognised and rewarded.

Businesses which are able to meet the criteria set out below, will be awarded a window sticker to display confirming their status as a member of the ‘Breastfeeding Friendly’ scheme. Becoming a ‘Breastfeeding Friendly’ business costs nothing but does attract extra custom from breastfeeding families.

All businesses which are accredited to our ‘Breastfeeding Friendly’ scheme are promoted through information for new parents, and on the Real Baby Milk website.

We hope that you will see the value of joining this scheme, but if you have any queries then please call our office – on 01872 260429 - we are a small team, so bear with us!

Yours faithfully

*Lesley Ibbotson*

Director (Specialist & Special Projects)



## **Cornwall “Breastfeeding welcome” registration Form:**

The Equality Act 2010 makes it clear that it is against the law for women to get less favourable treatment because she is breastfeeding when receiving services.

Registration as a business which welcomes breastfeeding is on a self-certification basis. Please read and complete the attached form to confirm that you understand and meet the criteria for inclusion in the scheme and return a scanned copy by email if possible to [admin@realbabymilk.org](mailto:admin@realbabymilk.org).

Criteria for inclusion:

- Breastfeeding is acceptable in all areas of the business open to the public
- We are happy to display the “breastfeeding welcome” sticker
- All staff are aware that we welcome breastfeeding mothers and babies.
- All Staff are aware of how to deal with any complaints which may arise from other customers
- If a breastfeeding room is provided, this is clearly identified (with a recognised breastfeeding sign), clean, comfortable and separate from the toilet area
- In no breastfeeding room is provided, a quiet/private space can be made available if requested
- We are happy to be included in the ‘Essential Guide to Breastfeeding in Cornwall’ (free of charge)
- We are happy to be listed as breastfeeding friendly on our website (see below)
- We understand that there is a ‘mystery customer’ approach and feedback from mums to Real Baby Milk occurs on a regular basis.

**Business name**

**Address**

**Postcode**

**Telephone**

**Website**

**Email**

**Name of contact within company**

**Signature**

**Date**

For more information please visit:

[www.realbabymilk.org](http://www.realbabymilk.org)