



Example Statement of Aims & Ethos Breastfeeding Peer Support Groups

Our aim: We aim to empower and support you to breastfeed / provide breastmilk for your baby for as long as you choose. We aim to help enable you to feel confident about responding to your baby's needs for food, to the needs of both of you for comfort and closeness, and to have a positive parenting experience.

How we will do this?

We are here to listen, to give non-judgemental support and, when appropriate, will share our own varied experiences with consistently welcoming friendly faces. We will have resources where you can find up-to-date information about breastfeeding or we can suggest where you can get additional help.

Who are we?

As peer supporters we are volunteer mums with our individual experiences of breastfeeding/ breast milk feeding who have had additional training to support you on your own breastfeeding journey. We regularly update our knowledge and skills.

What is a breastfeeding support group?

Our groups are open to women who are pregnant or breastfeeding (either exclusively or combined feeding, directly or via expressing) and their families, friends and supporters. Siblings are welcome (see centre ground rules). Groups provide a comfortable 'home from home' informal friendly environment. You can chat and enjoy a cup of tea. You don't need to book; you can pop in for ten minutes or stay for the whole session. You don't have to feed your baby while you are there. Groups are there for you at times when breastfeeding is proving a challenge, but also when things are going well. Groups are a safe place where you can feel supported and can meet other mums, hear about their varied experiences, and increase your own personal social network.

Ends