



# The Derbyshire Breastfeeding Charter

Promoting a breastfeeding friendly Derbyshire

Breastfeeding is one of the most important things that new mums can do for the health of their baby. But not everyone feels comfortable or confident to do so.

Derbyshire County Council aims to change perceptions, support families and create a county where families feel welcome to feed their babies and are confident to breastfeed for as long as they choose.

## In Derbyshire, we believe that breastfeeding is the most natural, healthiest way for a woman to feed her baby and we want to promote the important health benefits that are now known to exist for the mother and her child.

We want to support an increase in breastfeeding rates by providing services that help families and develop supportive communities which will enable Derbyshire to become a breastfeeding friendly county.

### We will do this by:

- Raising awareness of the benefits of breastfeeding
- Normalising breastfeeding in public so mothers are confident when feeding out and about
- Making families aware of the breastfeeding support and information that is available to them in Derbyshire
- Encouraging venues across Derbyshire to sign up to the Breastfeeding Welcome Here Award

We know that as many as eight out of ten women stop breastfeeding before they want to. In Derbyshire, we want to support mums to continue breastfeeding for as long as they want and reduce this “drop-off”.

In Derbyshire 50% of women who stop breastfeeding before six weeks say that they stopped because of problems with the process of breastfeeding and the production of breastmilk.

This includes; painful breasts/nipples/mastitis, thrush, believing they have an insufficient milk supply and problems with attaching their baby to the breast. This is usually avoidable and we want to support them.

**Seven out of 10 women give their baby breastmilk when they are born. However at six weeks, only four out of 10 babies are still receiving breastmilk.**

### Why breastfeed?

Breastfeeding gives babies the best start in life. It can protect against some infections and illnesses and can reduce the risk of certain cancers in mum as well.

The longer babies are breastfed, the more health benefits both mum and baby will have. This includes:

- Protection against gastroenteritis
- Reduction in respiratory diseases like asthma
- Reduction in likelihood of childhood obesity
- Reduction in ear infections
- Less likely to have high blood pressure and blood cholesterol issues
- Reduction in risk of developing type two diabetes

## We all benefit from supporting breastfeeding – parents, children, the environment, employers and society.

Breastfeeding is also a good way to bond with your baby and develops a mother’s confidence in her physical and emotional capacities.

### How can we support you?

Derbyshire County Council values every child and wants to help parents give them the best start in life.

In order to support new mums, we commission The Derbyshire Healthy Family Service – which includes the breastfeeding peer support service. We also commission the Public Health Nursing Service which includes health visitors.

All the services available across Derbyshire have achieved the UNICEF Baby Friendly Initiative accreditation.

All community and midwifery staff have attended UNICEF breastfeeding management training and community staff have had their breastfeeding management skills checked and approved by an infant feeding specialist.

In Derbyshire, every mother who seeks advice from one of these can be guaranteed that the advice and support they receive is of the highest standard. This advice also includes bottle feeding parents, to ensure they know about responsive feeding and how to make up feeds, what milk to use, and how to encourage a loving relationship between parents and babies when formula feeding.

Families across Derbyshire can also go to breastfeeding groups run by professionals and trained volunteers.

### Derbyshire Breastfeeding Welcome Here Award



The Breastfeeding Welcome Here Award aims to make breastfeeding in public places more common – making it as normal and accepted as a sandwich or a cup of tea.

We want to reduce the stigma and discrimination that some women may face and make them feel more confident getting out and about with their new baby.

Often baby changing and feeding facilities are labelled with the picture of a bottle which can reinforce the belief that formula feeding is the norm.

### You and your community can make a difference by:

- Supporting and encouraging family, friends or colleagues who have chosen to breastfeed
- Becoming a breastfeeding volunteer
- Encouraging businesses to sign up to the Breastfeeding Welcome Here Award

### Businesses and organisations can make a difference by:

- Joining the Breastfeeding Welcome Here Award and displaying your certificate and sticker to show that you welcome breastfeeding
- Treat breastfeeding mums the same way you would any other customer
- Training staff to be supportive of breastfeeding and know how to deal with negative and positive comments from other customers
- Develop a breastfeeding policy for your business

### How to become a Breastfeeding Welcome Here venue.

Apply online at:  
[www.derbyshire.gov.uk/breastfeedingwelcome](http://www.derbyshire.gov.uk/breastfeedingwelcome)

Email:  
[breastfeedingwelcomeaward@derbyshire.gov.uk](mailto:breastfeedingwelcomeaward@derbyshire.gov.uk)





Get lots of advice and support around  
breastfeeding online at  
**[www.breastfeedingderbys.co.uk](http://www.breastfeedingderbys.co.uk)**

There's also lots of help available at  
**[www.nhs.uk/start4life/breastfeeding](http://www.nhs.uk/start4life/breastfeeding)**