

Derbyshire County Councils Breastfeeding Welcome Here Award



Derbyshire County Council's Public Health Team support Derbyshire families to reach their breastfeeding goals. An important part of this, is making sure that families feel comfortable to feed while out and about. This can help reduce feelings of loneliness, improve mental health, reduce stigma, and ease their breastfeeding journey.

DCC's Start Well Team runs the **Breastfeeding Welcome Here Award**, a free accreditation scheme to show registered venues, support families to breastfeed.

Businesses or organisations who make their premises welcoming for breastfeeding families can positively impact on the health of families. Having a breastfeeding friendly venue can help families to feel confident and comfortable to breastfeed when out and about. This is not only good for families, but great for the venue as well.

The Breastfeeding Welcome Here Award aims to:

- help community venues show they actively welcome and support breastfeeding.
- support new families to feel confident breastfeeding when out and about.
- improve awareness about the lifelong benefits of breastfeeding for mother and child.
- remove any barriers that may prevent people from breastfeeding in public.

If you are a venue and wish to apply? Complete the short application process here: www.derbyshire.gov.uk/breastfeeding-welcome

Please note you do not need to create an account to register, you can simply press “continue without an account” if you wish.

Provided you meet all the essential criteria, you will receive a Breastfeeding

Welcome Here Award sticker and certificate to display and will be automatically advertised on our [health visiting service](#) so families can see Breastfeeding Welcome Here venues in their area.

For any queries please contact the Start Well Team on email: breastfeedingwelcomeaward@derbyshire.gov.uk