

## Breastfeeding Welcome Here



Breastfeeding has many positive impacts on the health of those breastfeeding and their babies. It's important to make sure that families feel comfortable to feed while out and about. This can help reduce feelings of loneliness, improve mental health, and reduce stigma.

That's why we run the Breastfeeding Welcome Here Award - a FREE accreditation scheme to show registered venues supporting families to breastfeed.

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.

Over 320 businesses and community organisations have already signed up across Derbyshire. If your workplace has a venue that is partially or fully open to the public and would like to apply, please [complete the short application process](#) . You don't need to create an account to register - click '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. You will also be listed on our [health visiting service](#) so families can view 'Breastfeeding Welcome Here' venues in their area.

For any queries, please contact the Start Well Team via email at [breastfeedingwelcomeaward@derbyshire.gov.uk](mailto:breastfeedingwelcomeaward@derbyshire.gov.uk)