

# Making Sheffield a Breastfeeding Friendly City



Sheffield is a  
**Breastfeeding**  
Friendly City


**Proud to Support Breastfeeding Mums**

# Removing barriers to breastfeeding

A report commissioned by NHS Sheffield identified some of the barriers to sustained breastfeeding



It confirmed that many women feel anxious or embarrassed about breastfeeding in public places.



With a co-ordinated partnership approach - Sheffield Local Authority, including the community-based Infant Feeding Peer Support service, NHS Sheffield and other key partners have worked to remove barriers to breastfeeding

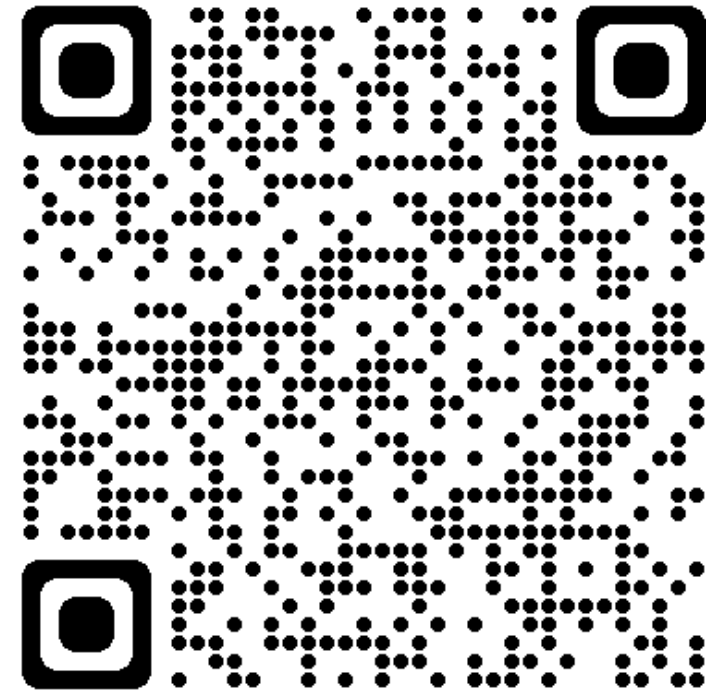
# Breastfeeding in Sheffield Brand

Creation of the Breastfeeding in Sheffield brand - consistent throughout the breastfeeding journey



# Website and Social Media

- A Breastfeeding in Sheffield website – the journey of a breastfeeding mother, [www.breastfeedinginsheffield.co.uk](http://www.breastfeedinginsheffield.co.uk)
- Facebook, Instagram and Twitter accounts
- Currently working on a new website for Breastfeeding in South Yorkshire



# Social Media

- Information on the benefits of breastfeeding, how to breastfeed and other breastfeeding themes
- Raise awareness of the support available in the city
- Breastfeeding Friendly Venues and other initiatives to normalise the image of breastfeeding



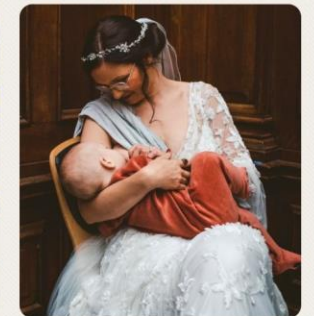
# Breastfeeding Campaigns

- Posters, purse cards, thank you cards
- Public events - Fashion Show
- Social media campaigns
- Involving mums - Breastfeeding Friendly Ambassadors, secret shoppers



# Breastfeeding Friendly Award Scheme

- 260 Breastfeeding Friendly Venues
- Breastfeeding Friendly criteria
- Breastfeeding Friendly Policies for public places and workplaces
- Window stickers for identification
- Support for businesses and organisations to become Breastfeeding Friendly



# Breastfeeding Friendly Local Authority

- Sheffield Local Authority set the standard and encourage other large and small organisations to follow their lead
- New Citywide Breastfeeding Policy
- All public spaces and workplaces are Breastfeeding Friendly (Breastfeeding Champions)
- All new contracts state that the Local Authority requires all key partners to be Breastfeeding Friendly and have a Breastfeeding Policy

