



**FEED
YOUR WAY**

Still going strong.

“Breastfeeding with a premature baby was challenging at first. But here we are, one year later.”

Jessica,
from Nottingham

Some days, breastfeeding might feel like hard work. On those days, and all others, there is support out there.

Visit: feedyourway.co.uk



This public health campaign was commissioned by Small Steps Big Changes (SSBC), which is funded by the National Lottery Community Fund's A Better Start programme. It was co-produced with SSBC partners and local parents.





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A part of everyday life.

“It felt overwhelming in the beginning.
Then it became part of our routine.

Now it’s a way that we can enjoy
valuable time together.”

Clare,
from Clifton

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Determined.

“With a plan and the right support, we’re ready to give breastfeeding a go. We’ll take it one day at a time.”

Vanitha,
from Hyson Green

Breastfeeding is a personal decision. For evidence-based information about your feeding choices, speak to your midwife.

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My sister is by my side.

“Not everyone understands breastfeeding.
With my family’s support,
I’ve breastfed my babies for
as long as I wanted to.”

Robyn,
from Nottinghamshire

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Together we're learning.

“Breastfeeding is natural
but doesn't always feel easy.

We're finding out what
works for our family.”

Eleanor & Iain,
from Sherwood

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Confidence to keep going.

“My partner kept me going through the first few weeks of breastfeeding.

It was hard, but now I know it can get better.”

Becca & Georgie,
from Beeston

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Breastfeeding in public.

“I started way earlier than I intended to, but now I feed him whenever and wherever I need to.”

Becca,
from Beeston

It is a parent's legal right to breastfeed their baby wherever they choose to. We can all help to make this possible.

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