



**FEED
YOUR WAY**

Breastfeeding in *public*

Breastfeeding and *UK law*

The **Equality Act 2010** protects all parents who choose to breastfeed in any public space. This includes shops, restaurants, parks & public transport. It is illegal to ask a breastfeeding parent to move* or cover up, or to provide a lower level of service while they are feeding their child. Negatively commenting on a woman breastfeeding in public is considered a form of discrimination.

*except where there are safety risks, e.g. proximity to radiation or some chemicals.



How can I support breastfeeding in public?

There are lots of ways that you can help make feeding in public a better experience for parents in Nottingham.

Give them *space*

Especially if you are in a crowded environment. If you're worried that moving away might give them the wrong impression, you could ask them first. You could say: *"Would you like some more space? I'm happy to move if that helps you get more comfortable."*

Smile

Lots of parents we spoke to said that a smile from a stranger is all it takes to make them feel happier and more confident about feeding in public.

Be an **active** bystander

Unfortunately, many people do not know that breastfeeding is protected by law. If you see or hear another person making a breastfeeding parent feel uncomfortable about feeding in public, think of ways that you could reassure the parent. You could say something positive to the parent, or make eye contact and smile. Remember that breastfeeding rights are protected by UK Law. If you feel that the parent's legal rights are being ignored, you can call the police. If you're in a commercial venue, you could alert a member of staff or security.

Being a breastfeeding-friendly venue

If you run or work in a commercial venue (such as a café, restaurant, or pub), there are lots of things you can do to make breastfeeding families feel welcome.

Make them **comfortable**

Consider if there's anything you can do to make a parent more comfortable while they feed their baby. Could you offer them a glass of water, or somewhere to sit down? Sometimes it's better to ask, rather than assume. You could ask: *"Is there anything I can do to make you and your baby more comfortable while you feed?"*

Be **proud** to be breastfeeding **friendly**

Feed Your Way posters are free to download from our website. You could put them up in your workplace or community. If you work in a public venue, you could display a Feed Your Way poster in your window or next to your till.

Visit the Maternity Action website for more information about breastfeeding in public. The website includes guidance on what to do if you experience or witness discrimination against breastfeeding.

For more information and useful support visit: feedyourway.co.uk



Making Nottingham a **breastfeeding-friendly** city.



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