Scottish actress, Jane McCarry, better known as gossip Isa Drennan in Still Game, took time out from her busy schedule playing Fairy Beansprout in the Gaiety Theatre’s Jack and the Beanstalk pantomime, to show her support for the local NHS Ayrshire & Arran Breastfeed Happily Here campaign.

Jane, who has two sons, once put the frighteners on Mark Cox (Tam in Still Game) her friend of many years, when he walked in on her breastfeeding her baby in full costume as elderly Isa - a sight he wasn’t expecting.

Jane explained why she wanted to lend her support to the Breastfeed Happily Here campaign: “I remember when I was breastfeeding years ago, being out and about in public and not being able to find anywhere appropriate to breastfeed.

“Women need to be able to breastfeed whenever their baby is hungry, and to feel comfortable and relaxed when they do. It would have been a great help to see something in a public place that reassured me it was welcomed.

“This campaign is a great way of making it clear to mums and other customers in public venues that breastfeeding is accepted and encouraged.”

The Breastfeeding etc. (Scotland) Act 2005 means that it is illegal to stop a mother feeding her baby breast or formula milk in premises where the public has general access.
Ruth Campbell, Consultant Dietician in Public Health Nutrition added: “Breast milk gives babies all the nutrients they need for the first six months of life and helps protect them from infection and diseases, such as ear infections, gastro-intestinal infections, chest infections, childhood diabetes and obesity. The longer a mum breastfeeds, the more health benefits there are for mother and baby.”

More than 70 venues across Ayrshire and Arran have now signed up to the scheme - including, all NHS Ayrshire & Arran buildings, Stagecoach bus stations at Ayr and Kilmarnock, all local authority offices, and various local cafes, restaurants, sports centres, libraries, nurseries and opticians – and are proud to display the sticker.

If you would like to find out which venues have signed up to the ‘Breastfeed happily here’ campaign, or you are a business owner who would like to display a sticker, please contact julie.peterkin@breastfeedingnetwork.org.uk or contact the Breastfeeding Network Facebook page by searching for ‘Breastfeed Happily Here Ayrshire’.

If you are a mother looking for breastfeeding advice and support, you can visit https://www.breastfeedingnetwork.org.uk or call National Breastfeeding Helpline on 0300 100 0212.

Ends

Date of release: Monday 21 December 2015
Photograph: 20151517_BFHH: Fairy Beansprout (Jane McCarry) with her Breastfeed Happily Here sticker.

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