Ayrshire business owners tell mums they can ‘Breastfeed happily here’

Local businesses and organisations across Ayrshire are making it clear that they welcome breastfeeding mums by displaying ‘Breastfeed happily here’ stickers.

The NHS initiative, which is promoted by the Breastfeeding Network, is a way of ensuring that mums feel welcomed to breastfeed when they are out and about in the community. Businesses who sign up for the scheme display their ‘Breastfeed happily here’ sticker to let customers know that they welcome breastfeeding mums. It is a voluntary scheme which does not involve any changes to facilities. All that is needed is a positive attitude towards breastfeeding mums.

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. There are, however, still occasions where breastfeeding mums receive negative reactions.

Ruth Campbell, Consultant Dietician in Public Health Nutrition explains: “Breastfeeding is the most natural and healthy way to feed a baby. The longer a mum breastfeeds, the more health benefits there are for mother and baby.”
“It is important that public organisations, local businesses and members of the public make mums feel comfortable to breastfeed in public and the ‘Breastfeed happily here’ stickers are a great way of doing this.

“The more mums we encourage to breast feed, the healthier Ayrshire and Arran will become.”

More than 70 venues across Ayrshire and Arran have already signed up to the scheme - including NHS buildings, local authority offices, cafes, restaurants, sports centres, libraries, nurseries and opticians – and are proud to display the sticker.

Local business owner, Darren Bolton, owner of Jungle Madness in Kilmarnock and Juniper Jungle in Galston, commented: “I was happy to join up to the scheme and display the sticker. Although I was always aware of the Breastfeeding Act, I wasn’t aware that mums did not always feel supported to breastfeed in public places.

“I fully support breastfeeding mums and hope that displaying the sticker makes that clear to mums and other customers.”

If, like Darren, you own or work for an Ayrshire business that would like to display a ‘Breastfeed happily here’ sticker, or if you would like to find out which venues have signed up, please contact the Breastfeeding Network Facebook page by searching for Breastfeed Happily Here Ayrshire or email
The Facebook page has some wonderful stories from mums who have had positive experiences around Ayrshire.

Ends

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Photograph: 260615breastfeeding4: left to right: Dr Carol Davidson, Director of Public Health with Kilmarnock business owner, Darren Bolton and Julie Peterkin, ‘Breastfeed happily here’ peer supporter, Breastfeeding Network at Jungle Madness in Kilmarnock.

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