

**Tyne & Wear Archives & Museums**

**Breastfeeding Commitment**

Date of approval by TWAM Leadership: 18February 2020

Date for review: February 2023

Tyne & Wear Archives & Museums, agree to the following principles to support women breastfeeding:

* **We will be welcoming of breastfeeding mothers.**

Breastfeeding women need to be reassured that it is widely accepted and welcome to breastfeed anywhere. A look is important and can say 1000 words, if you happen to catch their eye, don’t stare but give a little smile and she will feel at ease.

* **We will not allow any other member of the public to discriminate against breastfeeding women.**

It is against the law to discriminate against a woman breastfeeding. Women are protected under the Equality Act 2010 to breastfeed anywhere in a public place. Discriminating against a breastfeeding woman may lead to prosecution.

* **We will ensure our staff are friendly and polite towards breastfeeding mothers and their children.**

Breastfeeding women are often nervous and fearful of the public’s reaction to breastfeeding, it is important that women are made to feel welcome.

* **We will ensure that our staff are helpful and provide table service whenever possible to breastfeeding women.**

A breastfeeding woman might be sitting in the same place for a long time while her baby feeds. By offering table service, this can provide a better experience for women.

* **We will provide free drinking water.**

Breastfeeding is thirsty work! Providing free drinking water can make sure a woman is kept hydrated while nursing her baby.

* **Changing facilities will provide a changing mat (at least) or changing table and a waste bin for dirty nappies.**

Babies often need their nappy changed after feeding, providing changing facilities will enable this to happen comfortably.

* **We will ensure our changing facilities are kept clean and checked on a regular basis.**

Feedback from women suggest unhygienic changing facilities negatively impact their breastfeeding experience.

If possible in our venue:

* **We will provide a private/semiprivate area for women to breastfeed.**

Some women prefer more privacy than others and would prefer to breastfeed in a designated area (but not in a toilet!). If there is no way of providing a private space, ask what can I do to help make you feel comfortable?

**Although this document is specifically related to breastfeeding, these principles apply to all families, whichever feeding method they choose.**

**All new employees will be provided with adequate training on how to support all mothers and their children.**

In addition to this document, the website below contains a short video from our local women on how they want to be supported. We will encourage all new staff to watch the video as well as reading this document.

<https://spark.adobe.com/video/P7LuopiLrxv5c>

The staff member responsible for the implementation of this commitment to all staff is Julie Westgarth, HR Advisor. .

This commitment has been developed in collaboration with Newcastle University, Newcastle City Council and the NHS Foundation health visiting service.

**Further information on breastfeeding can be found here:**

National Breastfeeding Helpline Tel: 0300 100 0212

NHS Breastfeeding Support <https://www.nhs.uk/conditions/pregnancy-and-baby/breastfeeding-help-support/>

