

Celebrate a
#BreastfeedVictory
at your venue with the

TAMESIDE BABY WELCOME & BABY WELCOME PLUS

Business &
Community
Venue Awards



#BreastfeedVictory
@breastfeedvictory

In partnership with:

Tameside
Metropolitan Borough

Tameside
Integrated Care Partnership

**H&M
START**

NHS
Tameside and Glossop
Integrated Care
NHS Foundation Trust

NHS
Pennine Care
NHS Foundation Trust

grow
THE BEST START FOR
LIFE IN TAMESIDE

We want all parents to feel welcomed and confident when they visit all venues and cafes across Tameside

Supporting new parents who may become regular customers makes good business sense — with a little thought and preparation your venue can receive either a **Baby Welcome** or **Baby Welcome Plus** award and ensure a welcoming environment for parents and their babies. These awards are advertised on the council website and shared with new parents.

Grow administers the awards. Grow is a group of Tameside organisations such as the council, health services and charities including Home-Start that raise awareness and support parents from the time of pregnancy to their children reaching the age of 5.

The awards form part of the support and advice given to new parents — this includes normalising breastfeeding within the community. Going out and about with a new baby can feel challenging to many parents and we want to support them, reducing stigmas, particularly about breastfeeding in public and ensure we celebrate their



For more information about Grow, please visit the webpage: **www.gotogrowtameside.co.uk**

Grow has started a media campaign to celebrate and encourage parents to breastfeed because there are many health benefits to both child and parent.

Follow the campaign by searching **#breastfeedvictory** on social media — it would be great to see awarded venues participating in the campaign to promote their accessibility and celebrating local parents' achievements.

The Difference Between Baby Welcome and Baby Welcome Plus

We want all businesses and community venues to provide a welcoming environment for parents and their babies.

However, it is important for a parent to feel confident knowing what facilities are available for their baby within that premise.

Therefore, the awards have been split into two categories, detailed below:



BABY WELCOME

- Access for pushchairs
- Baby welcome policy or other inclusive policy in place
- Provides a welcoming environment and is supportive of parents that breastfeed at their venue
- Able to provide a comfortable space with some discretion that a baby can be breastfed if this is wanted by the parent — this doesn't have to be a private room, it can be a more secluded area, perhaps with strategically placed plants or screening between areas to give some element of privacy

BABY WELCOME PLUS

To get the Baby Plus award there are 2 additional requirements:

- + **Facilities where baby can be changed**
- + **Facilities where baby food could be warmed up**

How can the awards benefit your business or community venue?

In working to the standards of the Baby Welcome and Baby Welcome Plus Awards and achieving one of the awards, it can benefit your business or venue in a number of ways, including:

- The acknowledgement that staff will be providing good customer care
- Your business will be providing a welcoming environment for families, who are then more likely to return
- You will be able to display the award and attract more families to visit your premises
- Your business will be advertised and celebrated on achieving the Baby Welcome or Baby Welcome Plus Award
- Your business can celebrate their own **#BreastfeedVictory** as part of the locally co-ordinated social media campaign — celebrate those families you've encouraged and supported.
- And it's FREE to participate



Hints and Tips

If you are thinking about applying for one of the awards or would like to work towards it and don't feel your business can meet all the criteria, below are some hints for you to consider:

- Most pushchairs can go up one or two steps. Having space to park a pushchair beside a seating area can help to make you more accessible
- A drop down changing mat can be easily and cheaply added to an accessible toilet — this means that baby changing can be done by any family member
- Breastfeeding in private does not mean having a separate room. It could be as easy as: facing a chair away from the door, placing a shoulder height screen in a waiting area or strategically placed plants in a café can make an area more secluded. We wouldn't eat in the toilets and babies should not be expected to either
- Most parents breastfeed without other people noticing, if you do come across another customer who is uncomfortable about a parent feeding their baby then the customer who objects should be given the option of moving to somewhere they are more comfortable, don't move the parent and baby
- You could simply offer the breastfeeding parent a glass of water or free tea or coffee top up — this would show your support and enforces your breastfeeding friendly values
- Considering putting in place a Baby Welcome Policy could be thought of an undesirable task, however, the policy does not have to be an overwhelming task to complete. An example of a Baby Welcome Policy can be seen below. This could be bullet points on what your business will provide to support a family

Examples of what to include in a Baby Welcome Policy:

- We welcome families by providing appropriate facilities and welcome parents feeding their babies whether by breast or bottle
- Our staff are helpful and friendly and have an awareness of the needs of families including those who wish to feed their babies
- We believe the sensitivities of other customer should not stop a baby from being fed on the premises and staff will always act in favour of the parent and baby
- We provide an environment where babies can be fed with some discretion

How you apply and the steps going forward?

If you think your business or community venue could apply for one of these awards or would like to work towards one, the following steps will need to take place:

- Answer the questions outlined in the next section and make contact with your local Baby Welcome Award Team or submit an application via email to grow@tameside.gov.uk
- A member of the team will visit you to go through the information and provide any support, if needed.
- Implement any changes, if needed — again we can help with advice and support.
- Ensure all staff are aware of the award — talk it through with them and how they feel about it.
- Have a written Baby Welcome policy or inclusive policy in place which is available to the public.
- If successful, you will receive a certificate and window stickers, you will need to display them.
- As you have been successful, we will celebrate your achievement with publicity.
- Ensure all new staff members are fully oriented to your welcome policy for families within the first week of employment.



What you need to do to receive the Baby Welcome or Baby Welcome Plus Award

In order to receive the Baby Welcome or Baby Welcome Plus Award you will need to be able to answer the questions below:

	YES	NO
Are your premises used by members of the public with families? _____	☐	☐
Do you have access for pushchairs? _____	☐	☐
Are there baby change facilities available on the premises? _____	☐	☐
Do you provide a welcoming atmosphere for families to feed their babies?*	☐	☐
Do you provide an area where parents can breastfeed their baby in some privacy?*	☐	☐
Do you have a written Baby Welcome/ breastfeeding policy or other inclusive policy in place? If no, could you?*	☐	☐

*Please provide a brief description in your submission email.

To apply for this award

Please submit your answers along with any queries you might have to:

grow@tameside.gov.uk

The Grow team will be able to help you fulfill any outstanding criteria if you do not have them in place or would like to develop them further.



#BreastfeedVictory
@breastfeedvictory

www.gotogrowtameside.co.uk

grow
THE BEST START FOR
LIFE IN TAMESIDE

In partnership with:

Tameside
Metropolitan Borough

Tameside
Integrated Care Partnership

**HOME
START**

NHS
Tameside and Glossop
Integrated Care
NHS Foundation Trust

NHS
Pennine Care
NHS Foundation Trust