

# Breastfeeding baby on the go in Leicester

mile<sup>2</sup>

# Introduction

We all know that breastfeeding is the best way to ensure our children grow up healthy but that it can be difficult sometimes when out and about with a baby. You need to know where you can go and where you will be welcome and supported to breastfeed.

This handy booklet was designed to provide you with this information and to support you in successfully breast feeding for longer.

Created by student midwives at De Montfort University together with staff, Square Mile residents, midwives, health visitors, and community groups, this booklet contains tips for successful breastfeeding, information about local and national breastfeeding support networks and a list of local shops and businesses, which provide useful facilities for mothers.

We do hope you find the information included in this booklet useful and would welcome any comments you would like to make.

We wish you every success in breastfeeding your baby on the go.

The Breastfeeding baby on the go project team  
A Square Mile initiative [dmu.ac.uk/mile2](http://dmu.ac.uk/mile2)

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# What are the benefits of breastfeeding?

## For baby...

- Skin to skin contact at birth and a baby's first breastfeed helps stabilise their blood sugar, protect their digestive system and gently eases the transition from the womb to the world
- Breast milk is always ready in the right quantity and at the right temperature
- The antibodies in breast milk protect baby from infection now and in later life, particularly from coughs, colds, ear and chest infections
- Your baby will have less chance of being admitted to hospital for diarrhoea or gastroenteritis (stomach upset)
- A lower risk of cot death
- Less chance of asthma, eczema, food allergies, diabetes, high blood pressure and obesity in later life
- Babies love to breastfeed!



## For you...

- The first feed with your baby after birth is a great opportunity for a skin-to-skin cuddle
  - It helps your womb to contract back to normal size and helps minimise bleeding
  - You get to spend lots of time together getting to know each other
  - It helps you get back in shape and can burn up to 500 calories a day
  - You never have to sterilize or make up bottles and you don't have to carry so much equipment around when you go out
  - It is cheap. Formula milk can cost around £450 a year
  - Your baby is likely to be ill less often and you may not need to take your baby to the GP as frequently
  - You have a lower risk of breast and ovarian cancer later in life
- You will feel immensely proud that you have been solely responsible for continuing to grow your baby and for giving them the very best start in life



# How breastfeeding works

**Myth: “Breastfeeding is more difficult than bottle-feeding”.**

**Reality:**

*Breastfeeding is not difficult but it can sometimes take time, patience and support to get right. If women find breastfeeding difficult, it is usually because they have not had the right support to get off to a good start. Once you get going it is much easier than bottle-feeding.*

You and your baby are a unique and special pair, perfectly matched and designed to breastfeed. Your body begins to prepare for breastfeeding in pregnancy and from about the 28th week of pregnancy, your breasts will start to produce a clear, nourishing fluid called colostrum. Many women don't even notice they have it because it is produced in such small amounts, but it is there. Colostrum is very important because it provides baby with exactly the right mixture of fats, proteins, vitamins and antibodies for the first feed.

As soon as your baby is born, he or she will want to breastfeed. Most babies will have their first feed within an hour of birth and this is ideal for getting your breastfeeding off to a good start. Having a skin-to-skin cuddle together for as long as you need, will help

as it stimulates babies to want to feed and it helps you to produce oxytocin and prolactin, the hormones responsible for making and letting down milk.

As your baby suckles at the breast, a combination of these sucks and your hormones cause the milk to be released from the reservoirs where it is stored and squeeze it down, through the milk ducts and out of your nipple into your baby's mouth. As your breasts empty, the bundles of special milk producing cells start to create more milk and fill the reservoirs again in preparation for the next feed.



For the first three or four days you will continue to produce colostrum in small amounts. This is plenty to start with, as babies have very tiny stomachs that can only hold about a teaspoon at a time. As your baby feeds more and more frequently and starts to need larger amounts, the colostrum will change to milk and you will start to produce more. The more your baby feeds, the more milk you will make. If you need to make more milk for baby at any point, just feed more often. It is important that babies are allowed to feed for as long as needed because the first part of the feed is rich in healthy sugars and the later part is rich in fats and proteins. Babies need all of these to thrive.

You don't need to give your baby anything else until they are six months old because your milk will provide absolutely everything your baby needs. After this time you may like to think about weaning. Although many mothers may choose to give a bottle before this time and will continue to successfully breastfeed, introducing formula milk can make breastfeeding more difficult. For this reason we recommend exclusively breastfeeding your baby for the first six months of life.



## Successfully attaching your baby at the breast



## What is colostrum?

**Myth:** “You will not have any milk for the first 3 or 4 days after birth”.

**Reality:**

*In the first few days you will produce tiny amounts of very rich, nourishing milk called colostrum. Baby doesn't need much, which is why you don't see much of it, but it is the perfect first baby food.*

Colostrum is a sticky yellow or white substance produced by the breast before the milk comes in usually on day three or four. It is low in fat and high in carbohydrates, protein and antibodies to help keep your baby healthy. Even if you decide not to breastfeed, giving your baby colostrum for the first three to four days after birth is essential to give him or her the best start in life.

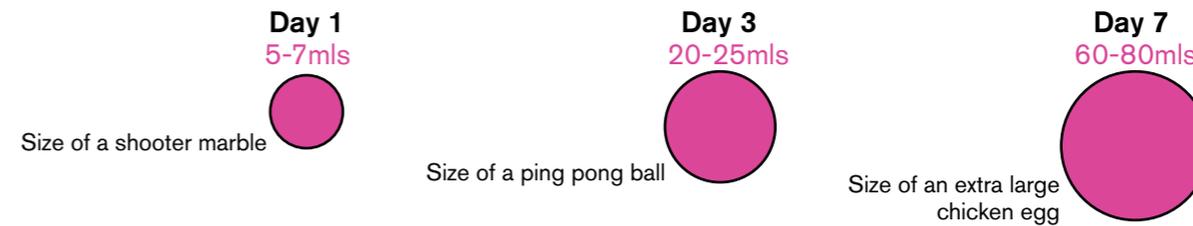
### Benefits of colostrum

- Easy to digest
- Has a laxative effect, which helps healthy bowel movements in your baby
- Helps prevent jaundice (yellowing of skin)
- Contains infection fighting cells which help destroy disease causing bacteria and viruses
- Contains an antibody called immunoglobulin A that protects your baby from lung, intestine and throat infections.

### Is your baby getting enough?

Due to the small quantity of colostrum, mothers often feel that it isn't enough for their baby. However this is NOT true! Colostrum is measurable in teaspoons rather than ounces but this is all a baby needs for the first few days of life. Research has found that a day old newborn's stomach does not stretch to hold more than this.

## The size of your baby's tummy



## What is breast milk?

Breast milk is a thin, white, living substance that is produced around the third or fourth day after birth and is individual to your baby's needs. It contains over 100 ingredients, many of which enhance your baby's immune system and cannot be replicated by formula milk.

Immunoglobulins, a type of antibody, are found in breast milk and help support your baby's immune system. Research has found that stem cells, which are found in breast milk, can act as an 'internal repair system' helping your baby to recover more quickly from illness.

Breast milk also contains carbohydrates, protein, vitamins and minerals in exactly the right quantity for your individual baby. Your body makes it slightly differently each time because it knows what your baby needs.

## Did you know?

Some mothers use breast milk as a treatment for certain conditions, due to the antibodies found in it. Some research has found that putting a couple of drops of breast milk on the affected area may be effective in treating:

- Sticky eyes, also known as conjunctivitis, which is common in newborn babies
- Sore or cracked nipples
- Nappy rash
- Ear infections
- Sore throats and mouth sores
- Stuffy noses



## How is breast milk different from formula milk?

**Myth: "Modern formula milks are now so advanced that they are as good as breast milk"**

### Reality:

*Formula milks are an inexact copy of breast milk made from cows milk and other additives. Breast milk contains living cells, enzymes and hormones that cannot be made or copied. Babies who are fed formula milk may miss out on these important ingredients. Formula milk is good at helping babies to grow and put on weight, but there is much more to breastfeeding than just helping the baby to grow.*

This table shows how breast milk and formula milk are different

	Breast Milk	Formula Milk
<b>Fats</b>	Contains exactly the right kind of fats to help your baby's growth and brain development.	Cows milk does not contain all of the right fats so these are often added to formula milk from fish oil. May lack some vital essential fats.
<b>Carbohydrates</b>	Contains the perfect amount of lactose and oligosaccharides (special sugars) that help protect your baby's gut.	No naturally occurring oligosaccharides and lower amounts of lactose.
<b>Protein</b>	Has the right kind of protein in the right quantity that is soft and very easily digestible for your baby.	Cows milk used to make formula is too high in protein so it has to be adjusted by adding more carbohydrate. The protein in cows milk is not as easily digested by your baby.
<b>Vitamins and minerals</b>	Perfectly balanced vitamins and minerals in the right amounts, which are easily absorbed, your baby will not get too much or too little.	Contains more vitamins and minerals because your baby can't absorb them as easily from formula milk. This makes digestion harder for your baby.
<b>Protective factors</b>	Rich in live white blood cells and antibodies, which help build and protect your baby's immune system.	Does not contain any live white blood cells or antibodies.
<b>Enzymes and hormones</b>	Rich in hormones and digestive enzymes, which help to develop the gut and aid digestion.	Does not contain any hormones or digestive enzymes.

# 10 top tips for successful breastfeeding

**Myth: “Bottle feeding helps other family members to bond with the baby because they get to help with the feeding”**

**Reality:**

*There are lots of other ways for families to bond with the baby. Bathing, playing and cuddling are all important to your baby's growth and development. This combined with breastfeeding will give your baby the best start in life.*

1. Feed your baby as soon as possible after birth, ideally within the first hour. This will get you off to a good start, stimulate breastfeeding hormones and help your baby to achieve a good latch.
2. Feed your baby regularly and as often as he or she wants. This will ensure that you have a great milk supply and a satisfied baby.
3. Make sure that feeding is comfortable and enjoyable. If it hurts to feed or if you have sore nipples, ask for help in latching your baby correctly to the breast.

4. Understand how breastfeeding works. This will help you to understand about supply and demand and how frequent feeding will make breastfeeding easier for you and your baby.

5. Breastfeed your baby at night. Prolactin, the hormone responsible for milk production is at its highest at night. Whilst it might seem preferable to let your baby sleep at night, continuing night feeds for as long as possible will maximise your milk supply.

6. Don't give your baby any artificial teats, pacifiers, nipple shields or formula milk. This can confuse your baby and affect your milk supply. In rare circumstances it may be necessary, but always talk to your midwife or health visitor first.

7. Rest. Breastfeeding and looking after a new baby can be hard work. Make time for rests and sleep when your baby sleeps during the day if you need to.

8. Look after yourself. Breastfeeding can be hungry and thirsty work. Drink plenty of fluid and eat as well as you possibly can.

9. Relax! This will help to make breastfeeding easier and more enjoyable and your body will let down your milk more effectively.

10. If you need to go back to work, talk to your employer. Employers have a legal responsibility to support breastfeeding. This will include allowing you time to express your milk, somewhere private to do it and a place to safely store your milk at work.



# Leaving your baby when breastfeeding

**Myth: “You can’t leave your baby when you are breastfeeding, it ties you down”**

## **Reality:**

*During our busy lives it is not always possible to be with our babies for every second of the day and many mums decide to return to work, but still choose to nourish their babies with breast milk. Expressing breast milk at regular intervals when away from your baby also helps maintain your milk supply. However it is ideal to wait around six weeks or until breastfeeding is well established before expressing your milk and giving it to your baby via a bottle.*

## **Hand expression**

You can express milk by hand effectively and quickly once you understand the technique and in the first few days it is easier to express milk by hand than with a breast pump. Hand expression is the best way to relieve full, engorged breasts as you can control how much you wish to express easily. You do not need to express a full feed, just expressing enough to relieve the fullness. Hand expression can also help to encourage a baby to attach to the breast by giving them a taste of the milk. This can be incredibly useful when attaching a baby for a first feed after birth.

## **How to hand express**

1. Make sure you are relaxed and in an environment where you feel comfortable and will not be disturbed
2. Massage your breast, all the way around to help stimulate the milk ducts
3. Position your hand on the outer edge of the brown area surrounding the nipple
4. Using your thumb and index finger in a ‘c shape’, gently squeeze this area – this shouldn’t hurt
5. Release the pressure and repeat; you can try rolling the fingers down towards the nipple with some gentle pressure, you should begin to see the milk. If you do not see any, try moving the position of your fingers, maybe closer to the nipple or further back
6. When milk flow begins to slow or stop, move onto the other breast, if you are expressing to relieve engorgement stop when this pressure subsides
7. You can collect your breast milk in sterilized containers in the fridge for up to five days at 5°C or lower, in the freezer compartment of a fridge for up to two weeks or in a deep freeze for six months

## **Breast Pumps**

You can express milk by hand effectively and quickly. Using a breast pump is a convenient and practical way to express your breast milk. You can store it as described in step seven, above. There are many different types of breast pump available but they are generally either manual or electric. Whichever kind you use you will need to make sure that you carefully sterilize all your equipment. Ask your midwife or health visitor if you would like help with this.

**Manual pumps** are relatively cheap, light and portable; and require no electricity. They can however take some time to express a full breast and require some effort on the part of the user. They work by creating suction over the nipple and areola. You then manually pump, using the handle attached to create a vacuum which mimics your baby’s sucking action that allows the milk to be removed from the breast and collected in the connected container.

## **Advantages of manual pumps**

- The least expensive type of breast pump
- Quiet to use
- Quick to assemble
- Easy to control
- Some women describe that this type of pump feels more natural.



**Electric pumps** can be purchased or even hired and are usually much more expensive than manual pumps, they can be heavier and larger, but are quicker and require little effort on behalf of the user. There are two types of electric pumps: those that require batteries and those that can be plugged into the mains.

The newest electric pumps are quick and convenient and are designed to be portable. They are ideal for women wanting to express regularly and are especially suitable for women who want to return to work.

Unlike a manual pump, once the cup is in place on the breast, the electric pump takes over.

#### Advantages of electrical pumps

- They are designed to replicate the baby's sucking patterns
- Increased number of sucks per minute as compared to a manual pump
- Adjustable suction levels
- Removes milk from the breast more quickly
- May have fewer parts



#### Places to buy breast pumps around the local area

Store	Address	Products Available
<b>Asda</b>	Fosse Park Narborough Road South Leicester LE3 2LL Tel: (0116) 281 5000	Avent - Manual Tommee Tippee - Closer to Nature
<b>Blackbird Pharmacy</b>	8 Blackbird Road Leicester LE4 0FS Tel: (0116) 262 1350	Can order various types on request
<b>Boots</b>	Unit 38-39 Highcross Centre Leicester LE1 4FQ Tel: (0116) 262 4149	Medela – Mini Electric, Harmony, Swing or Freestyle Ameda – Lactaline Ardo – Calypso Tommee Tippee - Closer to nature
<b>John Lewis</b>	2 Bath House Lane Highcross Leicester LE1 4SA Tel: (0116) 242 5777	Medela – Mini Electric, Harmony or Swing Avent – Manual, Electric and Twin Electric
<b>Shilchem Ltd.</b>	217 Hinckley Road Leicester LE3 0TG Tel: (0116) 251 8779	Avent – Manual

These are just a few of the places that you can buy breast pumps in the local area. Many local pharmacies do not stock breast pumps but will be happy to order them for you if you ask.

# Giving something back – donating breast milk



**Myth: “Poorly or premature babies cannot be breastfed”**

## **Reality:**

*Breast milk is especially important for babies who are vulnerable, sick or premature. If your baby needs special care after the birth, you will be encouraged and supported to express your milk to feed to your baby. Sometimes though, mothers may struggle to provide breast milk for their babies as they may be ill or under too much stress to maintain their milk supply. By supplying donated breast milk, donor milk banks enable these mothers to provide this nutrition to their babies, enabling an increased risk of survival and long term development.*

## **Why is donating milk important?**

There are currently 17 donor breast milk banks in the UK. Milk banks supply human breast milk free of charge. Breast milk is provided by a donor and given to those families who require it the most. This is of great benefit not only to the babies but their mothers as well. If you have a good supply of milk and are producing more than your baby needs, you can help by donating your breast milk.

## **What do you need to be a donor?**

As a donor, you would need to be in good health and have a baby who is breastfeeding and under six months of age. This ensures a good milk supply and that the milk has the correct nutritional content for premature babies. You would also need to be a non smoker, not be taking any medication, not drink more than two units of alcohol a day or take illegal drugs. Equipment such as pumps, bottles and labels are provided by the bank and you would need to store your milk at a temperature of below -20°C (-4°F) until a courier collects the milk and transports it to the nearest bank.



## **Is it safe?**

Yes. Donor milk banks very carefully regulate the milk collected from donors to ensure that it is safe by screening all potential donors for infections that may be passed into the breast milk. Donors are also questioned on their medical history. Training and practical support is also given regarding milk expression, sterilization of equipment, storage and the transportation of breast milk. When the milk is collected, the milk bank safely stores, heat-treats and tests it for contamination to ensure the quality and safety of donor breast milk.

## **Are donors paid?**

No. Although milk banking is a very valuable service, donors are not compensated for the breast milk that is provided. The aim of the scheme is only to collect and process surplus milk that might otherwise be thrown away.

## **Is the service confidential?**

Yes. Confidentiality of both the receiver and the donor are maintained. The donor will not be provided with information on who receives their milk however they may ask about basic information about how it is being used.

## **What if I need to use donor breast milk?**

Donor breast milk can be provided to special care baby units, transitional care units and community settings. If your baby requires access to donor breast milk, you may talk to your health care professional who can provide you with information on the services available in your area. If you require general information regarding donor breast milk banking, or would like to donate your breast milk, you can find the contact details below. Full support will be provided to you and your family throughout this process.

**REMEMBER: Every drop of breast milk is valuable and those babies who are particularly vulnerable benefit from even the smallest amount of milk. Premature babies may only require 20 mls of breast milk per day to start with.**

UK Association for Milk Banking is a charity that aims to provide support and information to donors and families needing donated breast milk

W: [ukamb.org](http://ukamb.org) E: [info@ukamb.org](mailto:info@ukamb.org) T: (0208) 385 3559  
Address: UKAMB, The Milk Bank. Queen Charlotte's and Chelsea Hospital, Du Cane Road, London, W12 0HS

# Trouble shooting

**Myth: “It is normal for breastfeeding to hurt.”**

## **Reality:**

*Whilst some women do experience some tenderness during the first few days this should be temporary and should never be so bad that you dread feeding your baby. If you are experiencing pain of your breast or nipple. This is not normal and is usually due to the baby not latching properly. Make sure that you ask for help, because with the right help and advice it is rare that problems cannot be resolved.*

## **Nipple creams**

Where breastfeeding is going well, there is no need at all for you to use any kind of nipple cream. However, some women do report that they find it helpful if they are tender in the first few days or where the baby has not been attaching properly to the breast and their nipples have become sore or cracked. The most important solution to persistently sore or cracked nipples is to fix the problem with your baby's latch. Cream will not solve this problem but may provide you with some comfort whilst you are receiving help from your midwife, health visitor or lactation consultant. Some research has shown Lanolin cream is best as this is toxic and does not need to be removed before

feeding. Alternative creams are available. Please talk to your midwife or GP.

**Nipple shields** are often recommended to breastfeeding women by friends and family in an attempt to reduce nipple pain or soreness and to help the baby attach to the breast. However, they do not help to solve the problem long-term and may even make things worse as they can confuse your baby's natural instinct to latch onto the breast and reduce your milk flow.

For this reason they are not recommended in normal circumstances. There are rare instances where they can be helpful but one to one breastfeeding support is always preferable. If you are considering using them, we would recommend speaking with your midwife, health visitor or lactation consultant first. Ensure that your nipple shields are properly sterilized and that you observe your baby to ensure that he or she continues to feed well and gain weight.

**Thrush** is caused by a fungus called candida albicans. Most of us carry it naturally in our bodies and it does not cause a problem. Occasionally it can grow unchecked and cause an infection if the baby's mouth, on your breast or both because thrush thrives in warm moist

environments. If it is not treated you can pass it back and forth between you. Thrush can cause burning nipples, stabbing breast pain, shiny, hot, red or flakey nipples and a characteristic white coating to the baby's tongue, inside the cheeks and the roof of the mouth which is different to the white 'milk fur' which commonly coats the baby's tongue. Thrush may be more likely to develop if you are already sore.

**Mastitis** is a condition that affects around one in 10 breastfeeding mothers at some point. It is caused by milk becoming backed up in the milk ducts because your baby is not emptying your breasts properly either because the baby is not latching on properly or because you are producing more milk than is needed. It causes your breasts to become hot, inflamed, red and sore and you may also notice swollen lumps in the breast tissue caused by milk that has leaked from the milk ducts. It may cause you to have flu like symptoms, feel hot and cold or have a temperature.

The most important thing is not to stop feeding. Most mastitis will resolve naturally with frequent feeds (where the baby is properly latched), gentle massage of the affected area to ensure that it empties properly and warm compresses. If it does not resolve within 24 hours, or becomes worse, it is important to seek help as mastitis can become infected and may be serious if left untreated. Talk to your midwife or GP if you are concerned.

## **Engorgement**

This usually occurs within the first week following birth and is usually caused by the milk 'coming in' as it changes from colostrum and increases in volume. It can cause, your breasts to feel hot, hard, lumpy, sensitive and uncomfortable. It doesn't happen to every woman, many just describe feeling 'full'. If it does happen to you, don't worry it will pass, usually within a few days. You can help by ensuring that you feed your baby frequently and for as long as he or she wants, wear a comfortable and supportive bra even at night and ensure that your baby is latching on correctly.

## **Growth spurts**

From time to time, when you are breastfeeding, your baby may have a 'growth spurt'. This may make your baby want to feed very frequently perhaps every 2 hours or more for a period of 24 – 48 hours. This is because your baby now needs a greater volume of milk than you are currently making and he or she wants you to make more. By feeding frequently your baby gives your body the extra stimulation, it needs to do this. This is normal breastfeeding behaviour. Whilst it can be tiring for you it will soon resolve and your baby will return to a normal pattern once your supply has increased, which usually takes no more than 48 hours. Try not to be tempted to supplement with formula feeds because you will reduce the vital amount of stimulation you will get and it may be difficult to catch up.

# Local and national breastfeeding support

This section gives the details and contact information for places that you can access breastfeeding support and advice

**Sure Start Children's Centres support families in the local community - through all stages of pregnancy and from the birth of your baby until the child is 12 years old. They aim to promote the best possible start in life for every child:**

- Trained staff organise activities and services, from health education to childcare and family support
- Most services and sessions are free
- All centres are checked and inspected by Ofsted to ensure good quality care and service provision
- Most centres have a book library, toy library, stay and play sessions and a small café

There are three Sure Start Children's Centres in your local area: New Parks, Braunstone Frith and the West End. They all run baby and breastfeeding support groups and have a variety of facilities available to mothers.

**Breastfeeding support groups provide:**

- A chance to meet with healthcare professionals, including health visitors, to discuss issues or to get advice
- Extra support for mothers who are already breastfeeding or information for mothers who are considering breastfeeding
- Advice on equipment such as pumps and sterilization
- An informal environment with opportunities to meet other breastfeeding mothers
- Everyone is welcome – there is no need to book

At each of the three centres, a one-to-one visit with a maternity care assistant (MCA) is offered to all breastfeeding mothers in the community, with follow up visits arranged as needed.

**Sure Start  
Children's Centres**

**New Parks Children's Centre**

Pindar Road  
Leicester LE3 9RN  
Tel: (0116) 231 4418  
Opening times: Monday - Friday: 9am-5pm  
**BABY START** Thursdays 9.30am-11am

These are general sessions for parents and carers with babies from birth to six months old. Advice is always available on breastfeeding and other matters.

**Braunstone Frith Children's Centre**

Cuffling Drive  
Leicester LE3 6NF  
Tel: (0116) 229 8750  
Opening times: Monday - Friday: 8.30am-4pm  
**BREASTFEEDING SUPPORT GROUP** Tuesdays 10.30am-12pm  
For women who are breastfeeding or considering breastfeeding.

**West End Children's Centre**

Catesby Street  
Leicester LE3 5PB  
Tel: (0116) 225 2225  
Opening times: Monday - Friday: 9am-5pm  
**BREAST BUDDIES FEEDING SUPPORT GROUP** Tuesdays between 1pm and 2.30pm  
These are drop-in sessions to meet other breastfeeding mums and get advice and support. Health Visitors, Nursery Nurses and trained volunteers also attend.



## Other organisations



**La Leche League** provides friendly mother-to-mother breastfeeding support from pregnancy through to weaning. Services include nationwide support groups, a dedicated helpline, and online articles in a variety of languages, podcast, and an online shop.

**W:** [laleche.org.uk](http://laleche.org.uk)  
**Helpline:** 0845 120 2918

**Leicester La Leche League** meets every Wednesday at Café Mama from 10-12 at the Great Meeting Unitarian Chapel, East Bond Street, Leicester, LE1 4SX. There is a library of breastfeeding books and articles, available, peer support and a breastfeeding counsellor present to give antenatal and postnatal breastfeeding support.

**Call (0116) 2418941** for more information on local meetings and breastfeeding help. Daytimes and evenings before 9pm.



The **National Childbirth Trust** is the UK's largest charity for parents and campaigns as the voice for parents on issues they care about. The website includes many articles relating to all aspects of breastfeeding, including common questions and concerns, advice to partners and starting and maintaining breastfeeding. There is also information on antenatal and parenting classes, a shop selling equipment and resources and a search facility to find your local branch.

**W:** [nct.org.uk/parenting](http://nct.org.uk/parenting)  
**Helpline:** 0300 330 0700 lines open every day from 8am to 10pm  
**Leicester Branch:** 0844 2436185  
**E:** [nctleicester@hotmail.com](mailto:nctleicester@hotmail.com)

### **Local NCT Breastfeeding Counsellors:**

Lucy Joyce – E: [leicesterbfc@googlemail.com](mailto:leicesterbfc@googlemail.com)

T: 07879 711 446

Sangita Pandya – E: [sangita41@hotmail.com](mailto:sangita41@hotmail.com)

T: (0116) 270 1965

Kathryn Asher – E: [markath1@mkasher.wanadoo.co.uk](mailto:markath1@mkasher.wanadoo.co.uk)

T: (0116) 270 1725

**Leicester Bumps, Babies and Beyond Group** gives you a chance to meet new people with bumps, babies and toddlers every Tuesday from 10am-12noon. Held at the Great Meeting Unitarian Chapel, East Bond Street, Leicester, LE1 4SX. Separate rooms for babies and toddlers. Everyone is welcome.

**The Breastfeeding Network** is a UK wide Registered Charity, which aims to be an independent source of support and information for breastfeeding women and those involved in their care. Volunteers work with breastfeeding women in a variety of settings such as helping over the telephone, in breastfeeding drop-in centres and/or visiting hospital post-natal wards as well as doing some home visiting.

They also offer training courses, with Open College Network accreditation, for mothers and have information leaflets and materials; aimed at both mothers and health professionals.

**BfN Support line:** 0300 100 0210  
**National Breastfeeding Helpline:** 0300 100 0212  
**Bengali / Sylheti Supporter line:** 0300 456 2421  
**Drugs in Breast Milk Helpline:** 0844 412 4665  
**Website:** [breastfeedingnetwork.org.uk](http://breastfeedingnetwork.org.uk)

**Infant Feeding Website** is run by a lactation consultant and breastfeeding support worker, Shel Banks. It aims to provide impartial infant feeding information for those involved in the care of infants in the UK, whether they breastfeed, or are bottlefed, or a bit of both.

Services include phone numbers and links are for many associations including the national Breastfeeding Support Network Helpline, information about where to find a breastfeeding support worker and baby cafes, answers to frequently asked questions as well as a comprehensive A-Z list of topics. A blog and forum is also available.

**W:** [infantfeeding.info](http://infantfeeding.info)  
**E:** [editor@infantfeeding.info](mailto:editor@infantfeeding.info)

# Local breastfeeding facilities

## Our Star Rating

★★★★★ Clean, comfortable especially dedicated room for breastfeeding and baby changing, not in the same room as a toilet. ★★★★★ Dedicated feeding and changing facilities, may be slightly less comfortable or in the same room as a toilet. ★★★ No dedicated breastfeeding facilities but there is a private room that you can use on request. ★★ No dedicated breastfeeding facilities, no private rooms, although there may be changing facilities. The owners are happy for you to feed on the premises and may provide you with a comfy chair. ★ No dedicated breastfeeding facilities, and the owners do not welcome breastfeeding on the premises.

Venue	Leicester city centre breastfeeding facilities	Rating	Venue happy for mother to breast feed	Extra information
John Lewis	2 breastfeeding rooms. Baby changing facilities also.	★★★★★	✓	Breastfeeding room contains magazines, water dispenser and armchairs. Mumday Monday's Free activities for children and cake/ hot drink deal.
M&S	Ground Floor – baby feeding room. First Floor – Toilets with baby change facilities.	★★★★★	✓	Three armchairs available in baby feeding room.
Boots	First floor. By lift. Baby room.	★★★★	✓	Baby changing facilities also available.
Highcross Leicester 1st Floor	First floor. Ladies toilet has breastfeeding room inside with seat. Outside toilet area are 2 baby changing rooms.	★★★★	✓	Breastfeeding room quite noisy as near to hand dryers, which are loud in volume. Has nappy dispenser in breastfeeding room.
Debenhams	Yes. Breastfeeding room with 1 armchair.	★★★★	✓	Has changing facilities also.
Costa Coffee	None	★★	✓	Basic changing facilities in disabled toilet.
Wagamamas	None	★★	✓	Baby changing facilities in toilet, but no chair for breastfeeding.
Cafe Nero	None	★★	✓	Basic changing facilities in disabled toilet.
McDonalds	None	★★	✓	Changing facilities in toilet.
BHS	None	★★	✓	Basic changing facilities provided.

Venue	Square Mile breastfeeding facilities	Rating	Venue happy for mother to breast feed	Extra information
Fosse Neighbourhood Centre	Reception or member of staff can direct you to a quiet and private room.	★★★★	✓	
Newfoundpool Neighbourhood Centre	Ask a member of staff if you would like somewhere private to breastfeed	★★★	✓	It can be a challenge for the staff to find a space for you to breastfeed, due to the centres small size but they will do everything to help.
St Andrew's Methodist Church	No private rooms available for breastfeeding	★★	✓	You are welcome to feed in the foyer of the church.
Woodgate Adventure Playground	Has a spacious changing and breastfeeding room.	★★★★★	✓	The centre is UNICEF baby - friendly accredited.
Aesthetic Smiles	Please ask a member of staff if you would like private space to breastfeed	★★★★	✓	Plenty of space and rooms available where you can breastfeed appointment.
Beauty Works	A back room is available for you to use for breastfeeding	★★★	✓	Breastfeeding is not encouraged in the reception area.
Bellamy Eye Care	There are no breastfeeding facilities but you are welcome to breastfeed in the shop.	★★	✓	There are several comfy chairs and a toy box for young children.
Blackackbird Pharmacy	A small consulting room can be used for breastfeeding if it's not in use by another customer	★★★	✓	
Affordable PC	No dedicated facilities but you are welcome to breastfeed in the shop.	★★	✓	
Marks Electrical	There is a private room upstairs that can be used for breastfeeding.	★★★	✓	You are welcome to breastfeed in the shop too.
PDSA Charity Shop	You can use the fitting room to breastfeed	★★★	✓	You can breastfeed in shop too.
Tudor Lettings	There are no breastfeeding facilities but there is a comfortable chair in the corner of the shop that you can use to breastfeed	★★	✓	
Vegi Wonder	There is a chair in the corner that the owner is happy for you to use.	★★	✓	
The Crows Nest	This pub is family-friendly and although there are no dedicated facilities, you are welcome to breastfeed anywhere in the pub you feel comfortable.	★★★	✓	There are many quiet corners if you prefer privacy there are many seats around the childrens outdoor play area too.
Dairy Cafe	There is a back room that you can use if you want more privacy.	★★★	✓	You are welcome to breastfeed in the cafe too.
The Tudor	This pub does not normally cater for young families but you are able to use the lounge room, as long as it is not being used for a private function	★★	✓	

# The UNICEF Baby Friendly Initiative

The Baby Friendly Initiative is a global project to promote and support breastfeeding. It provides training for health professionals and organisations to give breastfeeding mothers the help and support they need for successful breastfeeding.

Once organisations reach a certain standard, they can apply for accreditation. Accreditation means that they provide the highest possible standards to breastfeeding mothers. Although the hospitals in Leicester have not yet been accredited, they are working towards it.

This section will help you to understand the standards that you can expect from all hospital and community staff in supporting you to breastfeed.

Look for the sign (opposite) and others like it, which show that you are welcome to breastfeed your baby wherever it is displayed.



## So what can you expect in hospital?

1. The hospital will have detailed breastfeeding policies, clearly stating what you can expect
2. All staff will have the necessary training to assist you with breastfeeding and you should receive advice on the benefits of breastfeeding before 34 weeks of pregnancy, along with opportunities to discuss your feelings, ask any questions and develop confidence in your ability to breastfeed
3. On the birth of your baby the midwife will encourage skin-to-skin contact to begin as soon as possible, but should not rush you. This should be conducted in a relaxed environment and further help offered within the first six hours
4. You should be offered advice and shown the best position to establish good breastfeeding and should also be shown how to express your milk should you become separated from your baby for any reason
5. Midwives should offer information regarding keeping your baby close to you at all times including information on the positives and negatives of co-sleeping and infant safety. If at any time your baby needs a medical procedure or assistance you should always be invited to accompany them
6. You should be taught to understand feeding cues used by a hungry baby and be encouraged to feed your baby whenever this behaviour is displayed
7. You should be offered advice on avoiding the use of bottles, nipple shields and dummies whilst breastfeeding as this can impact both on the baby's ability to feed and your ability to establish a good milk supply
8. Exclusive breastfeeding is recommended for the first six months, however, should your baby require any other food or drink this should be explained to you
9. You should be offered advice on weaning your baby - when, how and what type of food to introduce
10. New mothers should feel comfortable breastfeeding anywhere within the hospital setting, however, if you require somewhere private then areas should be made available in both the postnatal and neonatal wards

## So what can you expect in the community?

Recommendations that support the Baby Friendly Initiative within the community include:

1. Health facilities should have a written breastfeeding policy. The policy will clearly state the first place you can go for help if you are experiencing problems with breastfeeding. The breastfeeding policy should be clearly visible in areas that you have access to
2. All healthcare professionals who come into contact with you should receive training in assisting you with breastfeeding. This means that staff will have the in-depth knowledge to offer you appropriate support and advice regarding any issues you may have. They should also be able to offer information about any support groups available to you
3. During pregnancy, you should be advised of the benefits of breastfeeding and how to breastfeed. The importance of exclusive breastfeeding should be discussed with you
4. As a mother, you should be supported to initiate and maintain breastfeeding. You should be asked

about your progress with breastfeeding and be able to discuss any worries that you have. You should be advised on a correct latch and different positioning techniques and of the need to feed on demand to maintain breastfeeding

5. As your baby grows you should be encouraged to exclusively breastfeed and to continue breastfeeding. You should be advised on the appropriate timing of introducing solids
6. Health services that you access should provide a welcoming atmosphere for breastfeeding babies. There should be signs that show that the public area welcomes breastfeeding. If you feel uncomfortable breastfeeding in public then private facilities should be offered
7. Promote co-operation between healthcare staff and local breastfeeding support groups in the community

**Further information on the UNICEF Baby Friendly Initiative can be found at:**  
[unicef.org.uk/BabyFriendly](http://unicef.org.uk/BabyFriendly)

Look for the poster opposite when you are out and about in your local area.



**You are welcome to breastfeed here**

If you would prefer privacy, please ask a member of staff

The UNICEF UK Baby Friendly Initiative is working with your health services so that parents are enabled and supported to make informed choices about how they feed and care for their babies

Registered Charity No 1072612  
UNICEF UK Baby Friendly Initiative, UNICEF House, 30a Great Sutton Street, London EC1V 0DU  
[www.babyfriendly.org.uk](http://www.babyfriendly.org.uk)



**It is not only hospitals and healthcare professionals who want to support breastfeeding; Leicester City Council do too. This is what you can expect from City Council staff and all public buildings.**

### **Leicester City Council Baby Friendly Service**

Breastfeeding represents the healthiest and most empowering way for a woman to feed her baby.

Within the UK, the health benefits of breastfeeding are well established.

All women have the right to make an informed and supported choice about how they choose to feed their infants. The Council with its partner Leicester City NHS believe that the provision of factual and impartial information to all women is essential. Our staff will:

- Not discriminate against any woman including her chosen method of infant feeding
- Support women in the choice she makes

This evidence-based standard follows UNICEF's:

- Baby Friendly Ten Steps to Successful Breastfeeding
- Seven Point Plan for Sustaining Breastfeeding in the Community

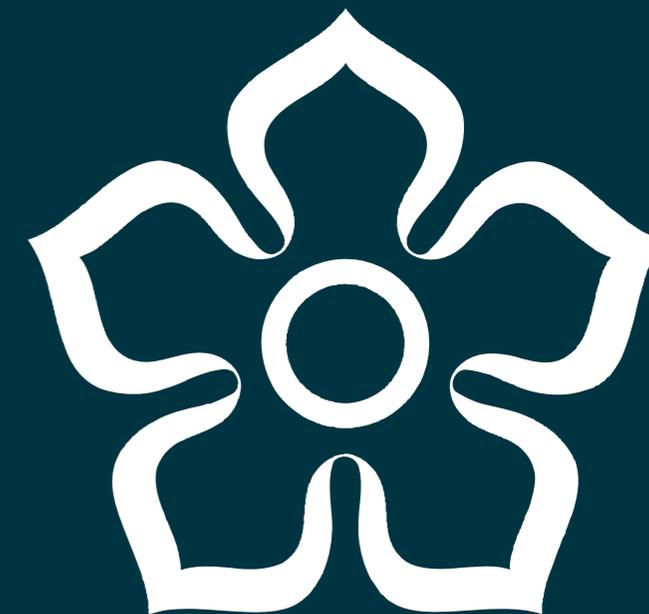
### **Our commitment**

We aim to create a culture and environment where more women choose to breastfeed their infants

We will ensure that all managers / supervisors of staff at all levels are responsible for ensuring that their respective staff teams are made aware of and are committed to the standard

### **Cultural Services 6 point charter (a minimum standard):**

1. Have a written Baby Friendly Service customer standard that is routinely communicated to all staff
2. Provide awareness sessions for all staff teams to assist in the implementation and upholding of the standards
3. Promote and support the benefits of breastfeeding to all our visitors
4. Promote a welcoming atmosphere for breastfeeding families through effective information, signage, and where feasible breast-feeding facilities in our public areas
5. Not permit active advertising / promotion of breast milk substitutes, feeding bottles, teats or dummies in Arts & Museums and Libraries facilities
6. Participate in UNICEF's Breastfeeding Audit to firmly demonstrate our commitment to breastfeeding



**Leicester  
City Council**

# Breastfeeding baby on the go - Top 10 websites

## 1. Breastfed Babies: [breastfedbabies.org](http://breastfedbabies.org)

A welcoming, easy to navigate site. Plenty of useful information about why breastfeeding is the best choice for your baby and how your body actually does it, without being overwhelming.

## 2. Real Baby Milk: [realbabymilk.org](http://realbabymilk.org)

An extremely helpful site accompanied by some fabulous photos to assist with breastfeeding.

## 3. NHS Choices Breastfeeding: [nhs.uk/planners/breastfeeding/pages/breastfeeding.aspx](http://nhs.uk/planners/breastfeeding/pages/breastfeeding.aspx)

With a professional appearance and accurate information, this is a fantastic site for help and support for both you and your partner.

## 4. Mumsnet: [mumsnet.com/babies/breastfeeding](http://mumsnet.com/babies/breastfeeding)

Provides parents with peer support based on individual personal experiences of breastfeeding. If you are having difficulties this is a great means of sharing your thoughts and problems with others.

## 5. Babyworld: [babyworld.co.uk/information/baby/breastfeeding/breastfeeding.asp](http://babyworld.co.uk/information/baby/breastfeeding/breastfeeding.asp)

Good information, with some useful pictures that are simple to digest. An online community provides an extra wealth of advice and support, including a newsletter.

## 6. Babycentre: [babycentre.co.uk/baby/breastfeeding/](http://babycentre.co.uk/baby/breastfeeding/)

Contains accurate, concise information written by experts in the field.

## 7. Breastfeeding Network [breastfeedingnetwork.org.uk/](http://breastfeedingnetwork.org.uk/)

A friendly, independently run site with clear, concise information; including up-to-date research from the Breastfeeding Initiative and the NHS.

## 8. NCT: [nct.org.uk/parenting/feeding](http://nct.org.uk/parenting/feeding)

This site covers many aspects of breastfeeding including practical advice on positions, expressing, and how your partner can assist you. It also highlights local support networks.

## 9. NHS: Feeding Multiples: [nhs.uk/livewell/twins-and-multiples/pages/feeding.aspx](http://nhs.uk/livewell/twins-and-multiples/pages/feeding.aspx)

A basic starting point for anyone having difficulty with feeding positions, creating a routine or weaning guidance for multiples. There is also a short video offering practical advice from a Breastfeeding Support Specialist and mother of twins.

## 10. La Leche League: [laleche.org.uk](http://laleche.org.uk)

Uses clear language and an encouraging tone. Lots of mother-to-mother help and advice and a dedicated help line.





This booklet was produced by Student Midwives at De Montfort University with the support of the Breastfeeding Baby on the Go project team