

Appendix C – Breast Feeding Boroughs – 10 Commitments

The proposed commitments are as follows:

- 1) Representation at a senior leadership level in the form of breastfeeding champions
- 2) As a gold standard all relevant services associated with the care of families are accredited or working towards accreditation of the UNICEF Baby Friendly Initiative
- 3) Provide ongoing community support services that are accessible to all in South Tees
- 4) Ensure that families have access to the correct information and resources and can ask for support
- 5) Act as a best practice employer for breastfeeding and support employers across South Tees to become breastfeeding friendly workplaces
- 6) Deliver breastfeeding awareness training to upskill a variety of work forces in South Tees
- 7) Ensure that events held on council property or by the council are breastfeeding friendly
- 8) Ensure that families have access to breastfeeding friendly places by increasing the number of venues signed up to the breastfeeding welcome scheme
- 9) Embed breastfeeding in education from an early age
- 10) Increase the visibility of breastfeeding in South Tees via a long-term infant feeding campaign using positive images of real local women breastfeeding in South Tees to support families to make informed infant feeding choices