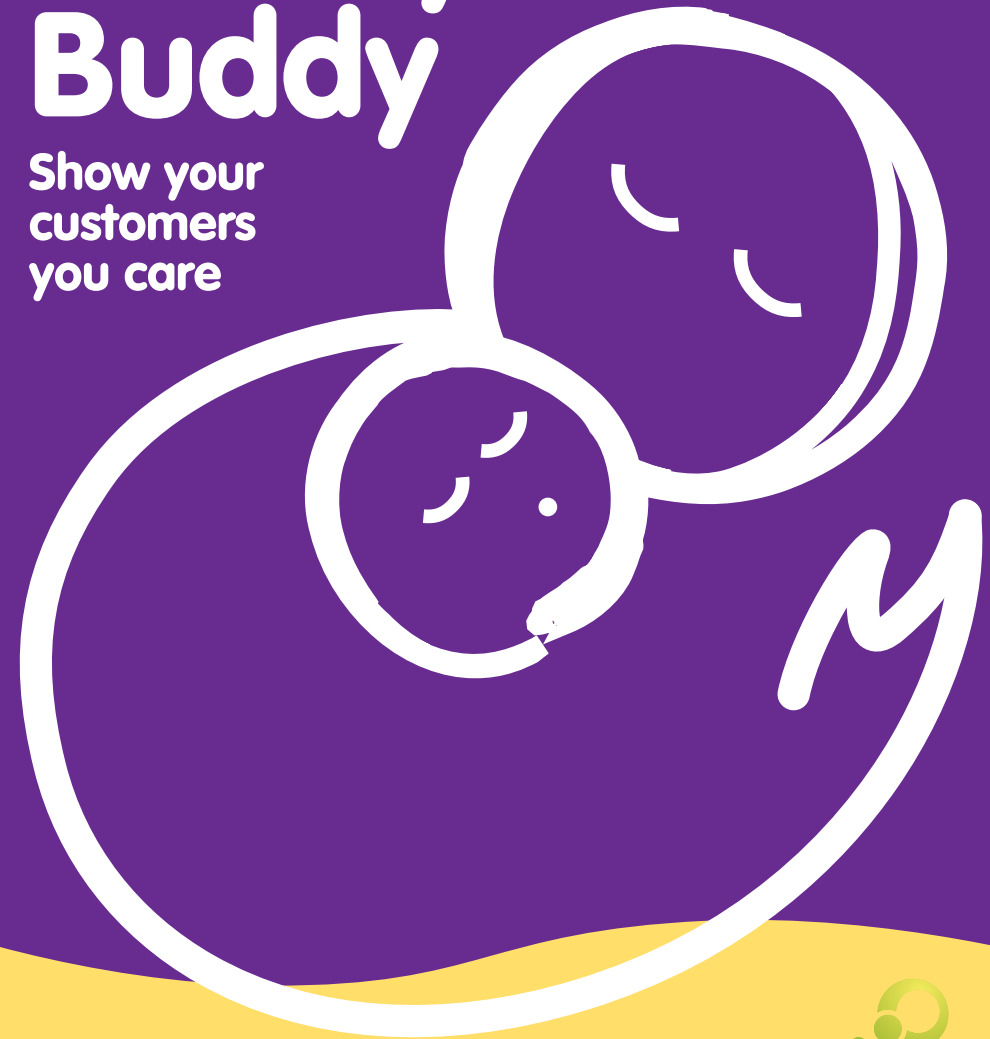


# Become a Baby Buddy

Show your  
customers  
you care



**Sure Start**  
**Children's Centres**

**Sunderland**  
Children's Centres

In partnership with Sunderland City Council,  
Sunderland Teaching Primary Care Trust and City  
Hospitals Sunderland



If you require this leaflet in an alternative format (braille, large print, audio tape) or in your own language, please contact Communications on 0191 520 5555 or e-mail [communications@sunderland.gov.uk](mailto:communications@sunderland.gov.uk)

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**Sure Start**  
**Children's Centres**

**Sunderland**  
Children's Centres

## Making Sunderland a better place for families

Sunderland is aiming to be a friendlier and more welcoming place for families by making it easier for them to access simple services and facilities whilst they're out and about.

As well as providing families with useful information, such as the locations of nappy changing facilities and family toilets, the aim of Sunderland's Baby Buddy initiative is to make breastfeeding in public places normal – something which is so natural, yet many mothers still feel uncomfortable about breastfeeding in public and often choose to bottle-feed instead.

## The Baby Buddy guide

So that parents know where they can find the services they need when they have a baby or young child, and which organisations welcome breastfeeding, they will receive a Baby Buddy guide to Sunderland.

## How your organisation can feature in the guide

There are three simple steps to ensure you feature in the guide:

1. Complete a short questionnaire about your facilities and confirm that your organisation welcomes young families and breastfeeding mothers. The questionnaire can be found online at: [www.sunderlandchildrenscentres.co.uk](http://www.sunderlandchildrenscentres.co.uk) if you haven't already completed it
2. Display your Baby Buddy window sticker somewhere that's visible to families when passing
3. Ensure your organisation and employees are welcoming to families and breastfeeding mothers

## The benefits of getting involved

By signing up to Sunderland's Baby Buddy initiative you can benefit from:

- **New customers** – families that may not have used your services in the past, may now be more likely to visit if they know you're a part of the scheme

- **Repeat customers** – families that feel comfortable and welcome will want to return
- **Feel a sense of pride** – by getting involved and making a contribution towards the wellness of your local community
- **FREE publicity** – your business will feature in the widely distributed Baby Buddy guide; you will receive a distinctive Baby Buddy sticker to display in your window; and your association with the initiative may be talked about amongst families living in the city.

## What's the law?

The Equality Act 2010 is the legislation that pulls together different laws to protect people from discrimination.

The Equality Act 2010 states: "It's against the law for you to get less favourable treatment, because you're breastfeeding, when receiving services."

It applies to anyone providing services, benefits, facilities and premises to the public, as well as public bodies, further and higher education bodies and associations.

A woman cannot be asked to stop breastfeeding and move elsewhere, nor can she be refused service from your business. It is the woman's right to breastfeed her child where she wishes.

## Where can I find out more?

If you have any questions about the scheme, around helping staff to return to work while breastfeeding, or if you would like support to make your business more family-friendly, then please contact:

**Sunderland Families Information Service**

**Telephone: 0191 520 5505**

**Email: [fis@sunderland.gov.uk](mailto:fis@sunderland.gov.uk)**

**Website: [www.familiesinfoservice.com](http://www.familiesinfoservice.com)**