

# Baby Buddy

guide to Sunderland



Edition 1

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



**Sunderland**  
Children's Centres

# Hello mams and dads...

The Baby Buddy guide to Sunderland is packed full of useful information about breastfeeding, stories from local parents, hints and tips, and even details about where you can feed, change and breastfeed your baby.

Keep it handy in your handbag or baby bag so that when you're out and about you can check to see which shops, cafes, restaurants and other organisations in Sunderland are 'Baby Buddies'. Baby Buddy organisations will welcome you and your family to use all their services and facilities.

We hope you find it useful.



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## Disclaimer

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The organisations and businesses listed in this guide are not agents or partners of Sunderland City Council and the City Council does not give any endorsement, warranty, representation or undertaking that the services detailed in this guide shall be either suitable or available.

## Baby Buddy directory

Use the Baby Buddy directory to find out which organisations in Sunderland and Washington have been given 'Baby Buddy' status.

You can see at a glance where to find useful facilities such as family toilets, nappy changing facilities and high chairs.

What's more, every organisation listed in the directory welcomes breastfeeding, so you can rest assured and feel at ease when feeding your baby at any of these places.



	Baby change facilities	Dads changing	Family toilets	Breastfeeding welcome	Provide mum with drink of water	Private area for breastfeeding	High chairs	Healthy food options	Pushchair storage
<b>Council properties</b>									
Arts Centre Washington	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bridge Women's Support Centre, Sulgrave Washington	✓	✓	✓	✓	✓	✓			✓
City Library and Arts Centre	✓	✓	✓	✓	✓	✓			
Hetton Centre	✓	✓	✓	✓	✓	✓	✓	✓	✓
Hetton Community Pool and Wellness Centre	✓	✓	✓	✓	✓	✓			✓
Houghton Library and Customer Service Centre	✓	✓	✓	✓	✓	✓			✓
Houghton Sports Centre and Wellness Centre	✓	✓	✓	✓	✓	✓			✓
Seaburn Centre and Wellness Centre	✓	✓	✓	✓	✓	✓			✓
Sunderland Aquatic Centre	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sunderland City Council Customer Service Centre, Fawcett Street (open from 4 July 2011)	✓	✓	✓	✓	✓				
Washington Leisure Centre	✓	✓	✓	✓	✓	✓			✓
Washington Library and Customer Service Centre	✓	✓	✓	✓	✓				✓
Washington Millennium Centre	✓	✓	✓	✓	✓				✓



### Sunderland Children's Centres

	Baby change facilities	Dads changing	Family toilets	Breastfeeding welcome	Provide mum with drink of water	Private area for breastfeeding	High chairs	Healthy food options	Pushchair storage
Austin House Children's Centre	✓	✓		✓	✓				✓***
Bunny Hill Children's Centre	✓	✓		✓	✓	✓			✓
Grangetown Children's Centre	✓	✓	✓	✓	✓				✓
Hendon Hudson Road Children's Centre	✓	✓	✓	✓	✓	✓**			✓
Hendon Valley Road Children's Centre	✓	✓	✓	✓	✓	✓			✓
Hetton Children's Centre	✓	✓	✓	✓	✓	✓			✓***
Highfield Children's Centre	✓	✓	✓	✓	✓	✓**			✓
Houghton Children's Centre (facilities can only be accessed when attending groups)	✓	✓	✓	✓	✓				✓
Millfield Children's Centre (Diamond Hall Infant School)	✓	✓	✓	✓	✓				✓
Millfield Children's Centre (Millfield Community Nursey School)	✓	✓	✓	✓	✓	✓**			✓
Monument - Barmwell Primary School	✓	✓	✓	✓	✓	✓			✓
Monument - Dubmire Primary School	✓	✓	✓	✓	✓	✓			✓
New Silksworth Children's Centre (facilities can only be accessed when attending groups)	✓	✓	✓	✓	✓	✓**			✓
Oxlose Children's Centre	✓	✓	✓	✓	✓	✓			✓
Pennywell and South Hylton Children's Centre (facilities can only be accessed when attending groups)	✓	✓	✓	✓	✓	✓**			✓
Rainbow Family Centre	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ryhope Children's Centre	✓	✓	✓	✓	✓	✓**			✓
St Peter's Children's Centre	✓	✓	✓	✓	✓	✓			✓
Thorney Close Children's Centre	✓	✓	✓	✓	✓	✓**			✓
Wessington Children's Centre	✓	✓	✓	✓	✓	✓			✓

**Restaurants, cafés and pubs**

	Baby change facilities	Dads changing	Family toilets	Breastfeeding welcome	Provide mum with drink of water	Private area for breastfeeding	High chairs	Healthy food options	Pushchair storage
Brewers Fayre, Wessington Way	✓	✓	✓	✓	✓		✓	✓	✓
Costa Coffee, The Bridges Shopping Centre	✓	✓	✓	✓	✓		✓	✓	✓
Havershams				✓	✓		✓	✓	✓
Jayelles Café Bistro	✓		✓	✓	✓		✓	✓	✓
Laings, Fawcett Street			✓	✓	✓		✓	✓	✓
Louis Café, Park Lane	✓	✓	✓	✓	✓	✓	✓	✓	✓
Martino's, Seaburn	✓	✓	✓	✓	✓	✓	✓	✓	✓
McDonald's, North Moor Road	✓	✓	✓	✓	✓		✓	✓	✓
McDonald's, Washington	✓	✓	✓	✓	✓		✓	✓	✓
McDonald's, Wessington Way	✓	✓	✓	✓	✓		✓	✓	✓
McDonald's, Ryhope	✓	✓	✓	✓	✓		✓	✓	✓
McDonald's, Sunderland City Centre	✓	✓	✓	✓	✓		✓	✓	✓
McDonald's, Dalton Park	✓	✓	✓	✓	✓		✓	✓	✓
McDonald's, Roker, Sunderland Retail Park	✓	✓	✓	✓	✓		✓	✓	✓
Millers Inn Havester, Fulwell	✓	✓	✓	✓	✓	✓	✓	✓	✓
O'Briens				✓	✓		✓	✓	✓
Penshaw tea rooms	✓	✓	✓	✓	✓		✓	✓	✓
Starbucks, The Bridges Shopping Centre		✓	✓	✓	✓		✓	✓	✓
Sunderland Marriott Hotel	✓		✓	✓	✓	✓	✓	✓	✓
The Oasis, Galleries	✓	✓	✓	✓	✓		✓	✓	✓
The Sandwich Bar, In shops, The Galleries				✓	✓				✓
Wilkinsons café, Sunderland	✓	✓	✓	✓	✓		✓		✓

	Baby change facilities	Dads changing	Family toilets	Breastfeeding welcome	Provide mum with drink of water	Private area for breastfeeding	High chairs	Healthy food options	Pushchair storage
<b>Shops</b>									
Asda Washington	✓	✓	✓	✓	✓	✓	✓	✓	✓
Boots the Chemist, The Bridges Shopping Centre				✓	✓	✓			
Boots the Chemist, The Galleries Shopping Centre				✓	✓	✓			
Bonne Marche, The Galleries Shopping Centre				✓	✓	✓			✓
Cathedral Bakers, Houghton-le-Spring				✓	✓	✓	✓	✓	✓
Daccs Hair and Beauty, Washington				✓	✓	✓			✓
Debenhams, Sunderland	✓	✓	✓	✓	✓	✓	✓	✓	✓
Little Gems, The Galleries Shopping Centre				✓	✓	✓			
Mothercare, High Street West	✓	✓		✓	✓	✓			✓
Primark, Sunderland				✓	✓	✓			✓
Sainsbury's, The Galleries Shopping Centre	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Shopping centres</b>									
The Bridges Shopping Centre	✓	✓	✓	✓		✓			
The Galleries Shopping Centre	✓	✓	✓	✓	✓	✓	✓		✓

### Key

- ✓\* Disabled toilets available
- ✓\*\* Subject to availability
- ✓\*\*\* Limited space
- ✓\*\*\*\* Dads changing areas are within the disabled toilets

**If your organisation would like to become a 'Baby Buddy' and be listed in the next edition of the Baby Buddy Guide visit [www.sunderlandchildrenscentres.co.uk](http://www.sunderlandchildrenscentres.co.uk), and complete the questionnaire.**

# Why mam's milk is better for you both

Mam's milk is perfectly made for your baby and makes a big difference to both yours and your baby's health.

Breast milk is packed full of disease-fighting anti-bodies to help protect babies from illness. Did you know that breast milk changes daily, weekly and monthly to meet your baby's growing needs?

Babies who are breastfed have a smaller chance of:

- Developing eczema
- Getting ear, chest and tummy bugs and having to go to hospital as a result
- Being fussy about new foods
- Being constipated
- Being obese and developing diabetes when they are older.

There are advantages for mams too:

- Breastfeeding lowers the risk of breast and ovarian cancer
- Breastfeeding naturally uses up to about 500 extra calories per day, so mams who breastfeed often find it easier to lose their pregnancy weight
- Breastfeeding saves money – formula can cost as much as £45 per month
- Breastfeeding is easier – there's no need to clean and sterilise bottles, boil kettles and wait for the milk to cool.

**Lots of good reasons to give it a go.**

# Helpful hints for breastfeeding mams

Breastfeeding is a normal, natural activity but it is an art that needs to be practised by both mother and baby. This takes time. One of the best ways to master breastfeeding is to watch and talk to other breastfeeding mams.

Here are some helpful hints and tips that may ease some of the concerns that mams who are new to breastfeeding can often have...

## **Breastfeed often**

Your baby has a tiny tummy that needs to be filled frequently, but not overfilled. Your baby will let you know when they are full.

## **Make sure you are both comfortable**

If you are both comfortable your baby will get enough milk and you shouldn't become sore.

If you do get sore breasts, ask your midwife or breastfeeding support staff for help. They'll always be happy to offer their support. Remember, breastfeeding takes practice, especially if you have not breastfed before.

## **Watch your baby, not the clock**

We all like to eat different amounts at different times of the day, so why should babies be any different? Babies normally feed between 8 and twelve times every 24 hours. If you're unsure whether your baby is getting enough milk, ask your health visitor.

## **Look out for signs of hunger**

Your baby will squirm, smack their lips and suck their fingers if they are hungry. The more your baby feeds, the more milk your body will naturally make.

## **Check that your baby is getting enough milk**

If your baby is feeding well, you can expect between six to eight wet nappies and three to five dirty nappies each day.

## **Allow your baby to have a full feed**

Your baby will come off the breast all by themselves when they have had enough milk. If they finish one breast, change their nappy or wind them and offer them the other breast. They might take a little or a lot, just let them decide.

## **Give your baby your milk**

Giving breast milk substitutes as well as, or instead of breast milk will give your body the wrong signals and eventually your body will stop producing milk. Also, if you give your baby a bottle or a dummy it might confuse them and they may have problems latching on.

## **Get to know your baby**

Spending time with your baby and having skin to skin contact will calm them and also help you to breastfeed. They will fall into their own routine when they are ready, don't expect them to sleep all night, straight away – this is completely normal.

**Should you experience any problems breastfeeding your baby, please contact your midwife or a breastfeeding support worker at your local Children's Centre who can help you.**



# Find breastfeeding support at your local Sunderland Children's Centre

At Sunderland Children's Centres you'll find all kinds of services and activities, as well as friendly support and advice about breastfeeding.

Breastfeeding is challenging, but very rewarding. If you're finding it a struggle, groups and people at Children's Centres can offer you the support you need as well as opportunities to learn more about breastfeeding.

Here are just some of the breastfeeding groups and services that you can access for FREE at Children's Centres...

## **Bosom Buddies**

You don't have to be a peer supporter to benefit from the support sessions at Sunderland Children's Centres. Any mams-to-be or breastfeeding mams can come along to Bosom Buddies groups across the city, make new friends and learn more about breastfeeding and its benefits. Everyone is very friendly, welcoming and supportive.

If you're pregnant, try to come along to at least one session before your baby is born. It's a great opportunity to ask questions and be fully prepared before your baby arrives.

If you would like to attend a Bosom Buddies session visit: [www.sunderlandchildrenscentres.co.uk](http://www.sunderlandchildrenscentres.co.uk) and view your local area timetable to see when sessions take place in your area.

Alternatively telephone 0191 520 5505 to ask when and where your local group meets.

## Becoming a peer supporter

To become a peer supporter you must have been breastfeeding your baby for at least three months and have spare time to attend some of the support groups.

Training to become a peer supporter will be anything from 7 to ten weeks, depending on the group. During your training, you'll be given lots of useful and up to date information so that when you talk to parents and grandparents about breastfeeding, you'll be equipped with all the facts and can offer the best advice possible.

Come along to a session and see what we do.



## Chloe's story

One young mam is learning a lot about raising her new baby through Children's Centres. Chloe Beddington, 18, from Pennywell was eager to join her local Young Parents group to find out about other parents' experiences of breastfeeding...

"Young mams may find it harder to start breastfeeding, but health visitors and groups like Bosom Buddies are really helpful. They've really helped me get it right so I can breastfeed Reggie.

It's so easy now thanks to their advice. I think I would have struggled if I hadn't have asked for help.

I'm proud to be doing something so good for my son."



## Nick's story

When Nick, 32 from Middle Herrington and his wife Sarah first discussed breastfeeding, Nick thought there wouldn't be a lot he could get involved with, but he soon realised there was...

"Initially I didn't think there was a lot I could do to help Sarah to breastfeed Khloe, our daughter, but after the first few weeks I realised I could help in so many ways.

At first Sarah was really self-conscious about breastfeeding Khloe in public, so I decided the best way I could help was to be there and support her by sitting with her. We go out as a family and when Khloe needs a feed, we go to a café or somewhere she feels welcome and I make sure she's ok.

Breastfeeding is natural and helps to strengthen Khloe's immune system. If Khloe falls ill, she recovers very quickly. We think it's because of all the nutrients Khloe receives from Sarah's breastmilk... it's pretty amazing really!"



## Dave's story

For Dave Francis, 34 from Biddick, Washington, supporting his wife, Rachel whilst she breastfeeds their daughter, Emily is something that makes him feel closer to his new family...

"When Rachel decided she would give breastfeeding a go, I was really happy. She'd talked about the benefits of breastfeeding for a while, whilst she was pregnant, but also said it can sometimes be difficult. So, I decided it was my job to make it as easy as possible for her.

When Rachel breastfeeds Emily I help to make sure she's positioned right and she's comfortable. I also make sure she has plenty to drink whilst she feeds the baby.

If Emily wakes during the night for a feed, I take her to Rachel then wait until she is finished and put her back in her cot – it's hard work but together we get through the sleepless nights and I feel much closer to them both.

Rachel is now a peer supporter at Sunderland Children's Centres, so she helps other mams who also want to breastfeed."



## Dads and grandparents can get involved too...

Having a new baby is an exciting but tiring time. If mam is breastfeeding, it probably means she'll need your help even more.

You can help during feeding times by making sure mam has what she needs at hand, such as a cup of tea or her mobile phone. You can also take the pressure off by helping out around the house and doing some of the household chores – generally being there to lend a hand.

If mam feels comfortable doing so, she could extract her milk so that you are able to feed the baby whilst mam takes a break, has a bath or does the weekly shop. Some mams find it difficult to express their milk, so don't pressure her. Remember, you can be involved in all kinds of other ways.



## Dear Granny...

Mammy is breastfeeding me because she knows it's best  
But I expect you're wanting to help her get some rest.

I'm very time consuming because I am so new  
I know how much you want to help - there's lots that you can do

Washing, cooking, ironing - you can think of more  
Let Mammy do the feeding 'cos that is not a chore

Both Mam and I need practice until we get the knack  
So please don't say "Good gracious! Another snack?"

Granny, you've got lots of tips - for you are very wise  
We welcome your suggestions - but please don't criticise

You were once like Mammy and now her turn has come  
With your love and patience she'll make a smashing Mum!

A poem written by Gill Rapley (1995) showing that dads and grandparents are needed whilst mam breastfeeds.

# Weaning your baby

Weaning your baby means starting to introduce them to a range of solid foods until they eat the same food as you and your family.

Your baby needs solid food to give them important nutrients and minerals like iron and zinc. Weaning also helps to teach your child how to chew and accept different tastes and textures.

You will know when your baby is ready for solid food when...

- They stay in a sitting position and hold their head steady
- They put food into their mouth's themselves
- They can swallow food. Babies who aren't ready will push their food back out.

Here are some useful hints and tips about weaning...

- Start weaning your baby at around six months. Weaning them before they are six months may increase the risk of infection or allergies
- Introduce them to some solid foods whilst you also continue to give them breast or formula milk
- Use small amounts of pureed fruits and vegetables and gradually build this up to larger portions with more texture
- Let your baby touch and hold the food
- Don't rush your baby, let them set the pace.

# Who's who during your pregnancy?

Having a baby is a busy time and you'll meet many health professionals before, during and after your baby is born. So, to help you understand who's who, you'll find the job titles of some of the people you'll meet below and when you might meet them.

These people are there for you, so feel free to ask them any questions, no matter how small or silly you think they are.

Before your baby is born (ante natal)	When your baby is born (in hospital)	At home (post natal)
<ul style="list-style-type: none"> <li>• <b>Midwife</b> – you will have a named midwife to care for you during pregnancy. They will be able to answer any questions you may have and give you advice on the child birth options that are available.</li> <li>• <b>Maternity Health Care Assistant</b> – they are available to provide support and advice during pregnancy and also deliver breastfeeding workshops.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Midwife</b> – they will give you one to one care whilst you are in labour.</li> <li>• <b>Maternity Health Care Assistant</b> – they will be on hand to provide extra support for breastfeeding whilst you are in hospital.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Midwife</b> – they will provide home visits following the birth of your baby. They will also be available at post natal clinics across the city should you have any queries.</li> <li>• <b>Maternity Health Care Assistant</b> – they will provide home visits for breastfeeding support.</li> <li>• <b>Health Visitor</b> – you may meet your health visitor during pregnancy, but if you don't they will visit you and your baby at home, around 10 to 14 days after birth.</li> </ul>

## Useful contacts

### **Association of Breastfeeding Mothers (ABM)**

Telephone: 0844 412 2949

Website: [www.abm.me.uk](http://www.abm.me.uk)

### **Baby Lifecheck**

Website: [www.babylifecheck.co.uk](http://www.babylifecheck.co.uk)

### **Families Information Service**

Telephone: 0191 520 5505

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

Facebook: [www.facebook.com/SunderlandFIS](http://www.facebook.com/SunderlandFIS)

### **La Leche League of Great Britain**

Telephone: 0845 120 2918

Website: [www.laleche.org.uk](http://www.laleche.org.uk)

### **National Breastfeeding Helpline**

Telephone: 0300 100 0212

### **National Childbirth Trust**

Telephone: 0300 330 0771

Website: [www.nctpregnancyandbabycare.com/home](http://www.nctpregnancyandbabycare.com/home)

### **Start 4 Life**

Website: [www.nhs.uk/start4life](http://www.nhs.uk/start4life)

### **Sunderland Children's Centres**

Telephone: 0191 520 5505

Website: [www.sunderlandchildrenscentres.co.uk](http://www.sunderlandchildrenscentres.co.uk)

Facebook: [www.facebook.com/SunderlandChildrensCentres](http://www.facebook.com/SunderlandChildrensCentres)

### **The Breastfeeding Network**

Telephone: 0300 100 0210

Website: [www.breastfeedingnetwork.org.uk](http://www.breastfeedingnetwork.org.uk)



Sunderland Children's Centres are working in partnership with City Hospitals Sunderland and Sunderland Teaching Primary Care Trust to make Sunderland a 'Baby Buddy' city.

**This information can be made available in large print, Braille, audio and other languages. Please telephone 0191 520 5505 or email [communications@sunderland.gov.uk](mailto:communications@sunderland.gov.uk) for help.**

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