IT TAKES A VILLAGE
INFANT FEEDING CELEBRATION WEEK

SCAN ME



Infant feeding support in South Gloucestershire

Find friendly support locally, online and in person.

FIND OUT MORE:

oneyou.southglos.gov.uk/breastfeeding-your-baby

South Gloucestershire Council
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Sirona care & health

BARNARDO'S

Breastfeeding support

Breastfeeding is a skill that takes time to get the hang of. It's common to have questions or wonder whether your baby is feeding well, particularly in the early days. Whether you breastfeed directly, express your milk or combine breastfeeding with bottle feeding, support is available.

If you have concerns, speak to your midwife or health visitor. You can also visit a Baby Hub to meet other parents and talk to the health visiting team about feeding your baby.

Find a Baby Hub:
facebook.com/sgbabyhubs

In-person support

Barnardo's, in partnership with South Gloucestershire Council, runs free weekly drop-in breastfeeding groups across South Gloucestershire. You don't have to be exclusively breastfeeding to come along – everyone is welcome, whatever your feeding journey.

YOU CAN:

- **Meet other families**
- **Ask questions and share experiences**
- **Get practical support**
- **Build your confidence**

Everyone is welcome, including partners, friends and family members. You can come along during pregnancy too.

Online support

If you can't get to a group, online one-to-one support is also available, along with a free antenatal breastfeeding webinar running every few weeks.

Find out more: **breastfeedingsouthglos.co.uk**

Make breastfeeding work for you

Breastfeeding can be a lovely experience, but it can also take time to get the hang of.

HERE ARE SOME TIPS TO MAKE IT EASIER:



Keep a drink nearby.
Breastfeeding can make you thirsty, so keep a water bottle within easy reach.



Keep snacks to hand.
Easy-to-eat snacks can be useful when you're feeding frequently and don't have time to prepare food.



Get comfortable.
Find a comfortable position and use cushions or pillows to support yourself.



Share the load.
Partners, family and friends can help by making meals, keeping drinks and snacks topped up, helping around the house or giving you time to rest.



Give yourself time.
Breastfeeding is a skill you and your baby are learning together. It can take time to find what works for you.



Take the pressure off.
There's no need to have everything figured out. If something doesn't feel right, ask for help and reassurance.



Connect with other parents.
Talking to people who have been through it can be reassuring. Breastfeeding groups are a great place to meet other families.



Ask for support early.
You don't need to wait until you're struggling. Support is available during pregnancy and at every stage of your breastfeeding journey.

Breastfeeding Friendly Places

South Gloucestershire Council is committed to creating environments that promote, protect and support breastfeeding.

Every mum has the legal right to breastfeed in a public place, but many still feel nervous about feeding when they're out and about. In reality, most of the time, nobody even notices.

Our Breastfeeding Friendly Places scheme brings together local establishments that have committed to making breastfeeding parents and families feel comfortable and welcome.

Find breastfeeding-friendly places near you:
southglos.gov.uk/breastfeeding-friendly-places

Find out more about breastfeeding support:
oneyou.southglos.gov.uk/breastfeeding-your-baby

More support

The National Breastfeeding Helpline is a helpline run in collaboration with the Breastfeeding Network and the Association of Breastfeeding Mothers.

All the volunteers are mums who have breastfed, and all have received extensive training in breastfeeding support. Help is available 24 hours a day.

Call the National Breastfeeding Helpline on:
0300 100 0212.

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