

Thursday 12th May, 2011

Breastfeeding Friendly Shoalhaven

“Breastfeeding Friendly Shoalhaven” is a joint initiative between the Shoalhaven City Council’s Community Development Department and the Australian Breastfeeding Association (ABA).

The ABA (formerly the Nursing Mothers Association of Australia) is a not for profit volunteer organisation established to support and encourage women who wish to breastfeed their babies, and to raise community awareness of the importance of breastfeeding and human milk.

This project will see Shoalhaven City Council working collaboratively with the ABA in the Shoalhaven LGA to:

- Identify the needs and concerns of parents/carers around breastfeeding and baby care facilities
- Increase knowledge of the location of baby care facilities throughout the Shoalhaven. A number of organisations, shopping centres and businesses have baby care facilities. Often those with young families are unaware of the location of these facilities
- Encourage more businesses to become registered ABA Breastfeeding Welcome Here Venues with businesses being promoted in a resource card for parents and carers and listed on both councils and ABA’s website.

To identify needs and concerns of parents and carers, a survey has been developed and project staff has been consulting with the community through attendance at community group meetings, such as playgroups. These meetings include face to face interviews with the target group, parents and carers, across the Shoalhaven.

Council staff and local ABA representatives will be meeting with local businesses and venues in the next few weeks to provide information on how to become a Breastfeeding Welcome Here Venues.

Businesses that register with the project will be provided with an ABA “Breastfeeding Welcome Here” sticker and kit which was developed by the ABA to improve community acceptability of breastfeeding in public through accreditation and promotion of breastfeeding friendly venues.

The launch of the Breastfeeding Friendly Shoalhaven resource card and website promotion will see parents/carers having access to a current list of venues in the Shoalhaven that provide a supportive environment for breastfeeding and locations of baby care facilities.

If you are interested in becoming a Breastfeeding Welcome Here business or venue, please contact Alan Blackshaw, Community Development Coordinator at Shoalhaven City Council.

CONTACT:

Alan Blackshaw Community Development Coordinator

(02) 4429 3446 (m) 0423 606 102



Shoalhaven City Council and the Australian Breast Feeding Association join forces to promote breastfeeding welcome businesses. From Left: Lisa O'Neill (ABA) Marnie Lupton (SCC Community Services) Jodie Quinnell (SCC Community Services) Tara Vence, Zachary Vence + Nick Garofolo (Coco Room Café owner and breastfeeding friendly business)