

Breastfeeding Friendly Scotland– sharing learning and experiences



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Health Nutritionist
Maternal & Infant Nutrition Lead



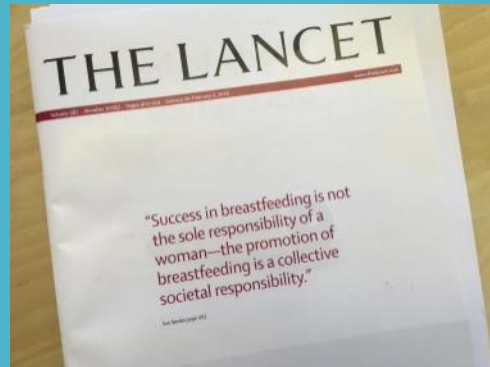
Why does it matter?

“The success or failure of breastfeeding should not be seen solely as the responsibility of the woman. Her ability to breastfeed is very much shaped by the support and the environment in which she lives. There is a broader responsibility of governments and society to support women through policies and programmes in the community.”

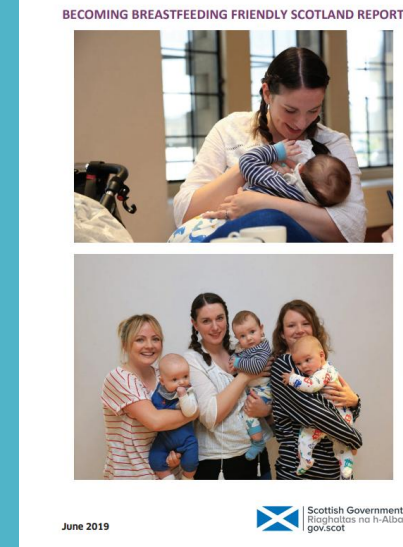
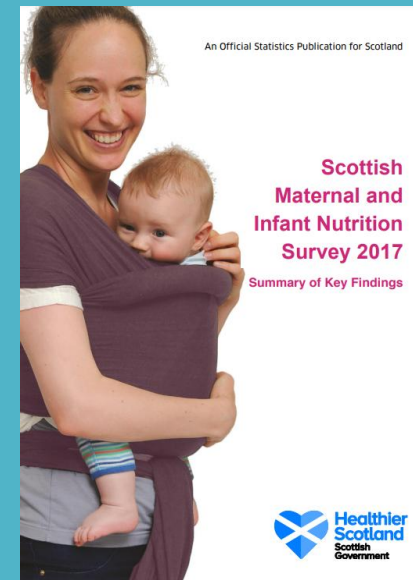
Dr Nigel Rollins of the World Health Organisation (WHO) The Lancet breastfeeding series 2016



Background



- Evidence – Unicef Call to Action/Lancet series 2016
- Scottish Government Maternal and Infant Nutrition survey 2017
- Becoming Breastfeeding Friendly Scotland Report 2019
- The Breastfeeding etc (Scotland) Act 2005
- Multiple local Breastfeeding Friendly/Welcome schemes with varying logos



CONVENTION
ON THE RIGHTS OF THE CHILD





<https://www.mygov.scot/breastfeeding-and-your-business>

[mygov.scot](#)

[Home](#) > [Business](#) > [Licences and regulations](#) > [Breastfeeding and your business](#)

Breastfeeding and your business

Last updated: 12 Jan 2026

Your legal duty

It's illegal to prevent someone from breastfeeding or bottle feeding a child in public if your business:

- is open to the public
- allows children

This does not apply to businesses that do not allow children by law. For example, betting shops and pubs whose licence does not allow children.

You can read more about the law around breastfeeding in the [Breastfeeding etc. \(Scotland\) Act 2005](#) and [Equality Act 2010](#)

How to sign up to Breastfeeding Friendly Scotland

Breastfeeding friendly checklist

You need to email your local health board to sign up to Breastfeeding Friendly Scotland. To sign up, you'll need to:

- train staff about the law and what it means for them
- display your Breastfeeding Friendly Scotland award in a noticeable place (not a toilet or baby changing area)
- never ask someone to stop breastfeeding, cover up or move their seat
- support people to feel more comfortable breastfeeding their child
- deal with complaints about people breastfeeding by explaining you're part of the scheme and what the law says

Contact your local health board

NHS health board
 Email



Breastfeeding Friendly Scotland



Healthier
Scotland
Scottish
Government

National Breastfeeding Friendly
Scotland group – representative from
each NHS Board. Meets quarterly and
shared knowledge hub

Over 4000
organisations
signed up across
Scotland



Becoming Breastfeeding Friendly Scotland report aims to normalise breastfeeding in all communities across Scotland:

Increasing maternal confidence in breastfeeding in public places (Breastfeeding Friendly Scotland Scheme).

Work across communities to change attitudes and create positive culture around breastfeeding (Breastfeeding Friendly Scotland – Local Authority).

Introducing breastfeeding before any negative attitudes are formed (Breastfeeding Friendly Scotland - Early Learning).

Increasing knowledge of breastfeeding as our young people progress through their school career (Breastfeeding Friendly Scotland - Schools)



A Whole Council Approach



Breastfeeding Friendly Scotland Local Authority Scheme North Lanarkshire Council

North Lanarkshire Council first in Scotland to achieve gold-status for breastfeeding friendly efforts

A range of measures implemented over the last three years have contributed to a marked increase

IN YOUR AREA By Michael Pringle
09:56, 14 FEB 2024



(Image: North Lanarkshire Council)

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First for Breastfeeding Friendly Scotland Accreditation

2:13pm - 13 February 2024

We're the first local authority in Scotland to be recognised for our comprehensive and sustained efforts to support and increase breastfeeding.



The council has achieved gold status in the first-ever Breastfeeding Friendly Scotland Local Authority Award, recognising its commitment to supporting breastfeeding in the workplace and wider community.

It is hoped that a range of measures implemented over the last three years have contributed to a marked increase in breastfeeding rates across the region, with 30.4% of babies being breastfed by their 6-8 week review. Importantly, the number of babies breastfed in their first days that live in the most deprived areas North Lanarkshire saw a 12.3 percentage point increase since 2016/17 to 33.5%.

The council has worked collaboratively with the Scottish Government and NHS Lanarkshire to develop the new evidence-based accreditation process aimed specifically at local authorities in Scotland.

A wide range of council services have incorporated breastfeeding into their delivery in order to positively impact on culture and



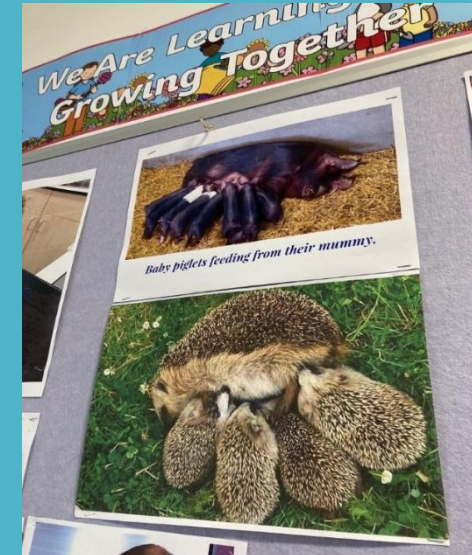


Breastfeeding Friendly Scotland

Early Learning



Healthier
Scotland
Scottish
Government





BREASTFEEDING WELCOME HERE!

LADYWELL PRIMARY IS A BREASTFEEDING FRIENDLY SCHOOL.

WE WELCOME BABIES TO BE BREASTFED IN ANY AREA OF THE SCHOOL WHERE PARENTS ARE PERMITTED. PLEASE ASK ANY MEMBER OF STAFF IF YOU REQUIRE SUPPORT.




How did we achieve our Breastfeeding Friendly School award?

- All school staff completed training, including Principal Teacher as Designated Breastfeeding Champion.
- Support from Louise James, Health Improvement Practitioner, Mental Health and Nutrition.
- Breastfeeding policy developed and rolled out.
- Highlighted opportunities within the Health & Wellbeing curriculum from Early to Second level.



Breastfeeding
Friendly
Scotland

Schools



"I did not know how to add these activities into the curriculum.. the E/Os helped me to see how I could fit it in"



BABY AND TODDLER GROUP

Join us in St Bernadette's for a fun packed hour, with book bug and free play!



Wednesday 2-3pm

Starting 21st of January

Refreshments provided!

THIS SCHOOL IS NUT FREE



THANK YOU for keeping our school safe!

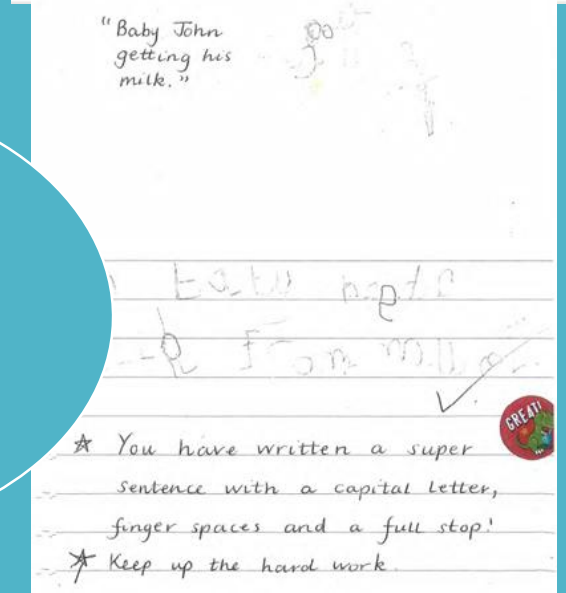
Baby changing services available.





Our P7 pupils are running a community toddlers group supported by CLD and have created a breast feeding space as part of their planning.

"We do not talk about breast changes at puberty. and the significance of why girls breasts grow..we get too focused on managing menstruation"



St. Brigid's Primary School



Breast Feeding Policy
2022-2023



NHS Lanarkshire Improvement Work

- BFS Town & Town Centre
- BFS Cards
- BFS Knitted Breasts
- Scottish Breastfeeding Week

Over 1000
organisations
signed up across
Lanarkshire

Thank you for supporting breastfeeding
You are doing an amazing job!



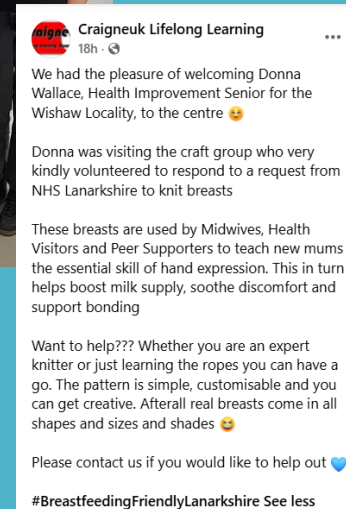
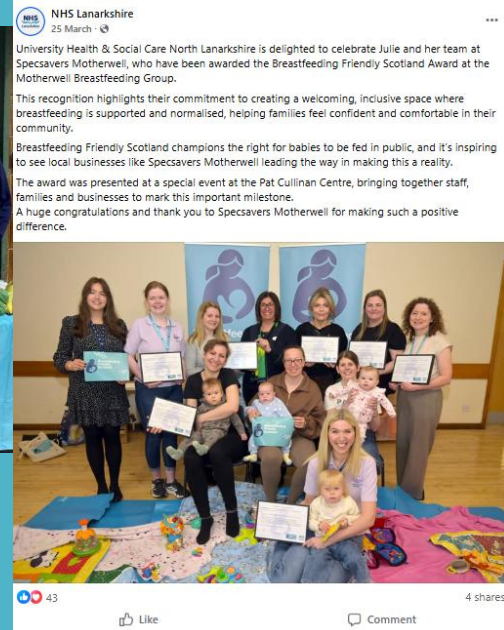
Carnwath becomes Lanarkshire's first 'Breastfeeding Friendly' town

Friday, June 20, 2025



Carnwath has made history as the first town in Lanarkshire to be officially recognised as 'Breastfeeding Friendly', creating a welcoming and supportive environment for breastfeeding mums and their babies.

To mark this important milestone, a celebratory event was held this week at Carnwath Primary School.



An invitation for you to join the Breastfeeding Friendly Scotland Award Scheme

By supporting babies to be breastfed in public you are helping to normalise breastfeeding and meet your obligations under the Breastfeeding etc. (Scotland) Act 2005.

To join the Breastfeeding Friendly Scheme please scan QR code for application or contact:

bfs-lan@lanarkshire.scot.nhs.uk
 01698 366710
[@NHS Lanarkshire Mums & Babies](#)
[@NHS Lanarkshire Mums & Babies](#)

Benefits of joining the BFS Award Scheme

- ✓ Good for business
- ✓ Good for the community
- ✓ Good for staff

Check out all the BFS venues on google maps.

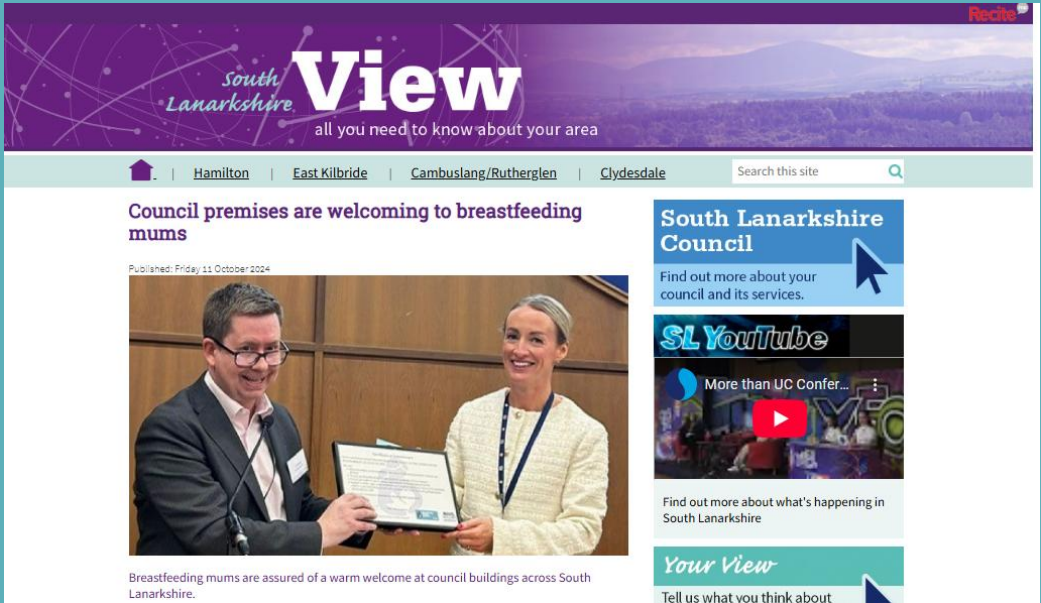
The Breastfeeding Friendly Scotland membership criteria states, that venues are aware and fully comply with the Breastfeeding etc. (Scotland) Act 2005 and will:

- Welcome babies to be breastfed in any area of the premises where children are allowed
- Display their Breastfeeding Friendly Scotland Award & Certificate of Commitment
- Ensure their staff are aware of the requirements of Breastfeeding Friendly Scotland scheme
- Support a child's right to be breastfed and if another customer/visitor to the premises objects to breastfeeding will with courtesy refer them to the Breastfeeding etc. (Scotland) Act 2005

NHS Lanarkshire



Breastfeeding Friendly Scotland Local Authority South Lanarkshire Council



EDUCATION

DEGREES COMMUNITY ACADEMIC ABILITY EXPERIENCE LINE GRADUATE SCIENCE FORMATIVE READING SOCIAL MATHEMATICS CHILDREN STORY LEARN

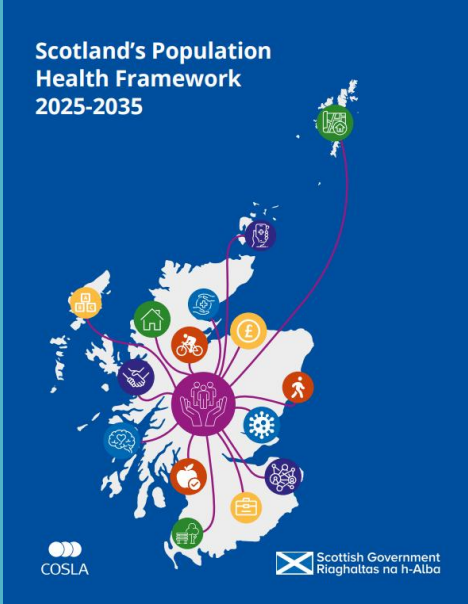
Education News #21 ~3 June 2025

Headteacher News and Diary Dates

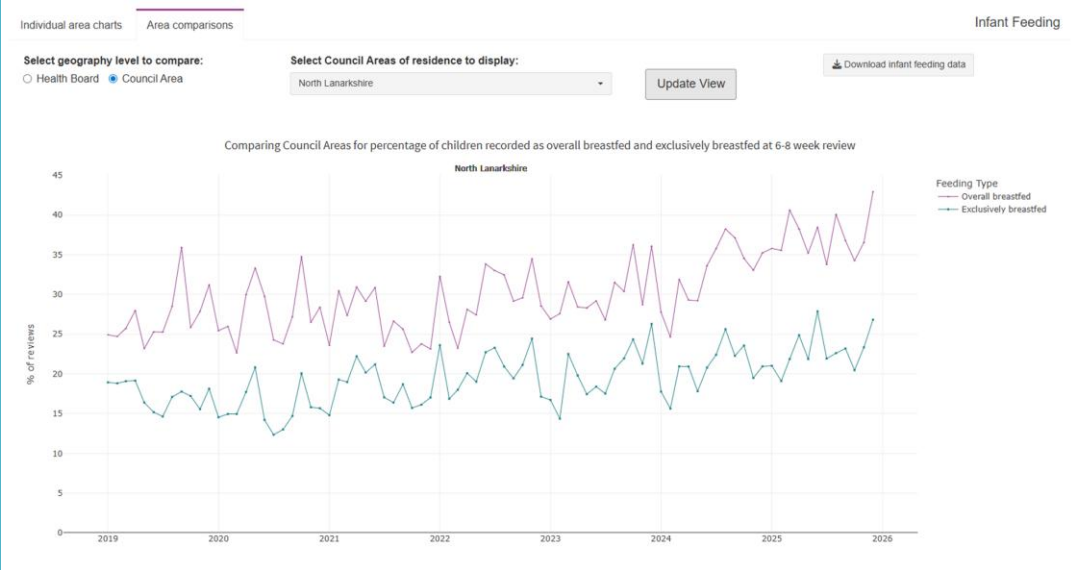
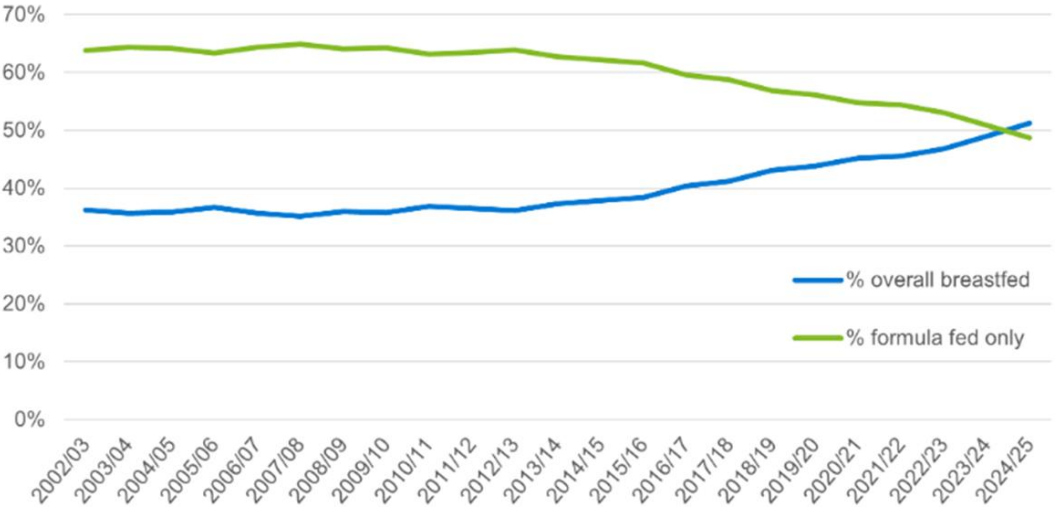
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What's New?

- Scottish Government Infant Feeding Strategic Framework 2025-30.
- 1st progress report Jun 26 [Scotland's Breastfeeding and Infant Feeding Strategic Framework \(2025 to 2030\): annual progress report - June 2026 - gov.scot](#)
- Population Health Framework
- Learning from our data



Overall breastfeeding (exclusive or mixed) and formula feeding only at 6-8 week review 2002/03 - 2024/25





Supporting breastfeeding is everyone's role- what can you do?

Contact: Odette.Burgess@gov.scot

BreastfeedingFriendlyScotland@gov.scot www.mygov.scot/breastfeeding-and-your-business

Susan.Short@lanarkshire.scot.nhs.uk