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# Feeding your baby

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## Breastfeeding support in Blackpool

Breastfeeding looks different for every new parent. Blackpool Council strives to ensure that mothers feel empowered by breastfeeding and are aware of the range of support available.

[Figures suggest that](#) Blackpool's breastfeeding rate is significantly lower than the England average and we want to help change that.

Breastfeeding is a normal part of feeding your child so in Blackpool, we want to ensure that mothers feel safe to breastfeed in public.

Whatever you need, there is support available to you 24 hours a day, 365 days a year.

If you choose not to breastfeed, that's ok too. We support all infant feeding choices.

Regardless of how you choose to feed your baby, local families can receive support from the [HENRY Infant Feeding Service](#) available at our three family hubs for advice on feeding and introducing complementary foods at 6 months old.

## How to breastfeed

Once you have had your baby, you should receive regular visits from your health visitor who can support you with your breastfeeding journey and offer tips and advice for feeding.

If you have any feeding worries or concerns, the best thing to do is speak to your midwife or health visitor.

[The NHS website](#) has lots of support available to help you learn how to breastfeed including step-by-step guides, tips for latching on and how to know when it's time to feed.

When you visit your local family hub, all staff are now being trained to be breastfeeding friendly so just ask a member of the team for support.

## Support available

Whether you are breastfeeding, bottle feeding or a combination of both, there is lots of support and advice available including:

- [HENRY Blackpool](#) is an infant feeding service. They host sessions each week at the family hubs offering stay and plays, breastfeeding tips and advice, plus free infant feeding workshops to support your journey
- NHS [midwives](#) and [health visitors](#) are there to help you get breastfeeding off to a good start. They can give you lots of information and support when you need it. Contact your midwife or health visitor between your usual appointments if you need to speak to someone. You can also attend a drop-in baby clinic at your local family hub
- [Blackpool family hubs](#) host Breastfeeding Sip and Shares each week. This offers new parents a chance to meet other parents and carers for a chat and a free brew, plus HENRY attend to support you with breastfeeding queries or physical support
- [ANYA](#) app - a free app for residents in Blackpool. Designed as a 24/7 'pocket companion' for women's health, it offers expert guidance on pregnancy, breastfeeding, parenting
- [The Breastfeeding Network \(BfN\)](#) aims to be an independent source of support and information for breastfeeding women and others

- [Baby Steps](#) is a perinatal educational programme designed to support expectant parents to manage the emotional and physical transition into parenthood including advice on breastfeeding and infant feeding
- [National Breastfeeding Helpline](#) offers confidential support and information 24 hours a day, every day of the year. Call 0300 100 0212

## Get involved

A new sticker is available for local businesses to display in their windows to indicate that mothers can breastfeed their babies in a comfortable environment.

Businesses and venues will receive the window sticker upon completion of free Unicef Baby Friendly Initiative (BFI) training, which is delivered by staff from the family hubs.

The BFI level 1 training gives businesses a greater understanding of the benefits of breastfeeding and outlines the importance of being a venue where breastfeeding is welcome.

If you would like to get involved, contact North Family Hub on 01253 476480.

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