



PHILIPS
AVENT

Mother and child care

Factsheet 4/4

Feel confident and comfortable breastfeeding outside of your home

Up to 60% of women who breastfeed stop earlier than they want to¹. Feeling awkward breastfeeding outside the home is often quoted as one of the key reasons why².

Mothers who never breastfeed in public are more likely to discontinue breastfeeding early³ and almost one in ten women stop because they feel uncomfortable breastfeeding outside the privacy of their own home².

A European study found that 40% of breastfeeding women had never breastfed in public³, and a recent survey in the UK has found that 60% of breastfeeding women take steps to hide it in public and a third feel embarrassed or uncomfortable⁴.

#relax4moremilk

Philips Avent is a premium partner of EFCNI and supports the European Standards of Care for Newborn Health project

EFCNI european foundation for the care of newborn infants



**Don't give up
breastfeeding**
because you want to
get out and about

By breastfeeding in
public, you can help
**make breastfeeding
more visible**, and
ultimately increase
its acceptance⁸

Be proud of giving your baby the best start in life

National health programmes around the world support the World Health Organization's recommendation that mothers exclusively breastfeed their baby up to 6 months of age⁵. Your breast milk provides your baby with all the nutrients needed for healthy development. Children who are breastfed for longer have fewer chronic health issues and infections and higher intelligence than those who are breastfed for shorter periods, or not breastfed at all⁶.

Breastfeeding in public is permitted by law in most countries. If you feel self-conscious, there are many family-friendly venues that provide dedicated spaces where you can breastfeed or express milk in a calm, relaxing environment. You could also consider expressing milk to give to your baby when outside of your home. Ask your healthcare professional for advice and support to help you find a solution to continue breastfeeding inside or outside of the home.

Tips for breastfeeding outside of the home⁷:

- When you go out, think ahead as to where you will feel comfortable breastfeeding; ask other mothers for recommendations
- Consider your clothing; wearing a nursing or soft non-underwired bra that can be pulled up or down when you wish to feed can make it easier to breastfeed when away from home
- Some mothers place a scarf or muslin cloth over their chest while breastfeeding to make them feel less self-conscious and more comfortable while feeding their baby
- Remember, breastfeeding your baby gives them the best start in life – there is no need to feel embarrassed, and you should feel proud of doing what's best for your baby

References: 1. Odom EC, et al. *Pediatrics* 2013;131:e726; 2. De Jager M, et al. *Eur Obstet Gyn Suppl* 2012;25–30; 3. Scott JA, et al. *Birth* 2015;42:1; 4. Start4Life Press Release. <https://www.gov.uk/government/news/new-mothers-are-anxious-about-breastfeeding-in-public>; Published 2 November 2015; accessed May 2016; 5. World Health Organization, United Nations Children's Fund. Global strategy for infant and young child feeding. http://www.who.int/nutrition/topics/global_strategy/en/. Published 2002; accessed June 2016; 6. Victora CG, et al. *Lancet* 2016;387:475–490; 7. NHS Choices: <http://www.nhs.uk/conditions/pregnancy-and-baby/pages/breastfeeding-in-public.aspx>; accessed July 2016; 8. Amir LH. *International Breastfeeding Journal* 2014;9:187.

© 2015 Koninklijke Philips N.V. All rights reserved.
Specifications are subject to change without notice.
Trademarks are the property of Koninklijke Philips N.V.
(Royal Philips) or their respective owners.

www.philips.com

