

## 03 Food Safety and Nutrition Procedures

### 03.6 Breastfeeding

#### Our Aim

At Peekaboo, we fully support every family's feeding choices. We recognise the many benefits of breastfeeding for both mother and baby, and we provide a calm, welcoming environment for all parents—however they choose to feed their child.

Our aim is to give clear, unbiased information, support confidence, and create a setting where feeding is comfortable and respected.

#### Supporting Your Feeding Choices

We follow the Department of Health's guidance for infants:

- Breast milk is the best source of nutrition for babies.
- Exclusive breastfeeding is recommended for the first 6 months.
- Babies should start solid foods at around 6 months.
- Breastfeeding (or breastmilk substitutes) should continue beyond 6 months alongside solid foods.

We support breastfeeding parents while respecting the choices of families who bottle-feed or use formula. No parent is judged for their feeding decisions.

#### How We Support Breastfeeding at Our Setting

##### ✓ A welcoming, supportive environment

- Mothers are encouraged and supported to breastfeed when needed wherever they feel comfortable within the setting.
- A private, quiet area is always offered if preferred — never a toilet or changing area, as these are not hygienic or suitable.

##### ✓ Respectful communication

- If any visitor or parent expresses discomfort about breastfeeding, we will move the complainant, not the breastfeeding mother.

##### ✓ Information and guidance

- We provide clear, impartial information about breastfeeding.
- Staff can signpost parents to support groups, helplines, and health professionals.
- No formula or bottle-feeding promotional materials are displayed.

✓ Working together

- Staff work with health visitors, midwives, and breastfeeding support organisations to ensure consistent, evidence-based guidance.
- Our team never pressures or dictates feeding choices—your decision is always respected.

### **Bottle-Feeding and Formula**

While we promote breastfeeding, we equally support families who choose or need to formula-feed. Our staff ensure all feeding is handled with sensitivity, respect, and care.

### **Helpful Resources**

NHS Breastfeeding & Bottle-Feeding Advice

[www.nhs.uk/conditions/baby/breastfeeding-and-bottle-feeding/](http://www.nhs.uk/conditions/baby/breastfeeding-and-bottle-feeding/)