

Press release



11 February 2013

East Durham Homes is now an accredited breastfeeding friendly venue

East Durham Homes has signed Durham County Councils new Breastfeeding Friendly Scheme pledge, so now its head office and customer outlets are accredited breastfeeding friendly venues.

Durham County Council has launched the Breastfeeding Friendly Scheme to support breastfeeding families throughout the County. Cafes, restaurants, leisure centres and community venues are pledging to ensure their staff and premises are welcoming and supportive of mothers who want to breastfeed. East Durham Homes are the first housing provider to appear on the council's website.

Participating venues display the breastfeeding friendly window sticker so families can recognise them as being part of the scheme.

Paul Mains, East Durham Homes Interim Chief Executive said: "We are really pleased to support the Breastfeeding Friendly Scheme. It is important that our customers and staff know that we welcome and are supportive if mothers need to breastfeed whilst at one of our offices."

-ENDS-

Photograph attached: Paul Mains, Interim Chief Executive signing the pledge with Nigel Day, Equality and Diversity Manager.

Further information: The breastfeeding friendly pledge means that East Durham Homes will:

- Make sure staff are aware of the breastfeeding friendly pledge and the health benefits of breastfeeding
- Displaying the breastfeeding friendly window sticker
- Supporting mothers if they encounter negative attitudes when breastfeeding
- Providing a comfortable environment to breastfeed in
- Offer breastfeeding mothers a glass of water without charge.

For more information on the scheme visit www.durham.gov.uk/breastfeedingfriendly

For further information contact Rhonda Young, Communications and Marketing Officer on (0191) 518 5359 or email rhonda.young@eastdurhamhomes.co.uk