Idea 3

SAFE & PUBLIC BREASTFEEDING

Exclusive breastfeeding, particularly in the first six months of life, can improve children’s health and nutrition, and the bonding experience with their mothers.

Longitudinal studies have found that breastfeeding has a long-term impact on a range of developmental outcomes. Encouraging breastfeeding in public spaces can be done through safer environments for women to feel secure (lighting, pavements, urban furniture), but also through supportive infrastructure, policies and campaigns. Feeling safe and comfortable to breastfeed can reduce mothers’ stress.

At a glance...

<table>
<thead>
<tr>
<th>COST</th>
<th>MAINTENANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

GOVERNMENT INVOLVEMENT

- Social Services
- Education
- Health
- Parks
- Planning
- Transport

MINIMUM SCALE
Neighbourhood

EXISTING IMPLEMENTATION LEVEL
In experimentation

Photo: Courtesy of proyecto aUPA
OUTCOME AREAS

- Exclusive breastfeeding in the first six months
- Reduced caregiver stress and isolation
- Increased frequency and efficiency of public space usage
- Increased sense of safety
- Increased profits for local businesses

REAL WORLD EXAMPLES

- In New York, the city is providing the most deprived neighbourhoods with ‘lactation pods’ in health facilities, catering for the needs of young mothers to encourage breastfeeding by providing a safe space.

- In New Zealand, the Breastfeeding Friendly Spaces Accreditation is an initiative that creates and sustains breastfeeding-friendly environments with the aim of normalising breastfeeding. Toi Te Ora Public Health’s breastfeeding-friendly team engage workplaces, early childhood education services, cafes, and health service providers. It supports spaces with breastfeeding policy development, staff training, breastfeeding signage, and education on how to create comfortable spaces for mothers.

- In Croatia, Hum na Sutli, a small town in the north, has implemented a breastfeeding bench in a park next to a primary school. The bench has signage and provides shade for mothers. The initiative was led by a group of citizens, supported and funded by the city, and aims at encouraging breastfeeding in public.

RELATED IDEAS

- Storytelling in public
- Safe, interesting and playful transit
- Neighbourhood directories for early childhood services