

Tomorrow, 1st May, Thousands of Mums Set to Join The 2019 Big Breastfeeding Café

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National initiative returns for its 4th year, as new survey reveals 75% of mums believe the best breastfeeding support comes from fellow breastfeeders.

On the 1st May thousands of mums will take part in The Big Breastfeeding Café. The nationwide campaign, led by breastfeeding brand Medela, connects families via a network of mini events, taking place on the same day across the UK.

Now in its 4th year, the 2019 celebration comes after a recent survey confirmed that the support mums receive from fellow breastfeeding mothers is integral to their breastfeeding journey. One breastfeeding mum commented that she was “still breastfeeding thanks to inspiration from a friend made at a breastfeeding support group.”

With 75% of participants agreeing that guidance from breastfeeding mums positively impacted their own feeding experience, it shows the importance of mum to mum communication. The same survey, which questioned more than 500 mums, also uncovered that nearly two thirds of mums felt that having access to a breastfeeding-friendly café or support group gave them the confidence to breastfeed in public.

Over 200 mini events will take place on the 1st May, connecting thousands of mums to celebrate everyone’s personal breastfeeding experience – whatever it looks like. This year, alongside cafes being hosted by mums in their own homes and village halls, independent coffee shops across the country are also joining the fun. Further to this, the national chain Coffee#1, will also take part, with events in each of its 91 outlets.

From the peaceful Shetland Islands to the busy London boroughs, across to Wales and down to Cornwall, the 200+ mini events will take place across the length and breadth of the country. This year the event has gone global with a café being hosted in Ireland! The Big Breastfeeding Café 2019 will engage and support more mums than ever before.

There are 20 in Wales alone, 8 in Gloucestershire, 9 in Hampshire, 7 in Dorset, as well as many more across Manchester, Bristol, Birmingham, York, Liverpool, Brighton Kent, Stafford, Coventry, Warwick, to name just a few!

Whether it’s 3 mums or 10 it doesn’t matter, the important thing is to inspire, empower and provide support to those who wish to, or are already breastfeeding – whatever their personal journey looks like. Bringing parents together, the cafes provide a space for mums (dads welcome too!) to share their experiences of breastfeeding, challenges, rewards and first-hand advice over a cup of tea and most importantly, a slice of cake.

“The age-old phrase of ‘mum knows best’ rings true,” says Sioned Hilton, Medela UK’s Education Manager. “We are finding time and time again that, personal advice from mums who have breastfed themselves, is invaluable. We know that breastfeeding can be challenging, but we also know that a problem

shared, is often a problem halved. Ensuring that all breastfeeding mums have a reassuring and supportive network is vital.”

Speaking about being involved, a spokesperson from Coffee#1’s said: “Coffee#1 are delighted to be supporting the Big Breastfeeding Café 2019. We strive to create an inviting, inclusive space for everyone in the community and welcoming breastfeeding mothers every day is part of that. We’re really looking forward to the occasion.”

With half of mums claiming they do not feel they were given enough information about breastfeeding during pregnancy, mums-to-be who want to get some tips off breastfeeding mums, or just have some questions answered, are absolutely welcome to join.

The annual event has garnered a host of celebrity support from high profile mums including Giovanna Fletcher, Helen Skelton, Georgia Jones, Izzy Judd, Jessica Cunningham, Zoe Hardman and many more.

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