



East Cambridgeshire
District Council



#FreeToFeedCP Promotional Guide for Businesses

Thank you for choosing to support the #FreeToFeedCP campaign! Your social media support is essential to ensure that families can feel confident and supported if they choose to breastfeed and/or pump in public.

We are looking to launch a full promotional campaign in August. In the meantime there are some things you can share on social media and any newsletters/blogs to highlight that you are supporting the campaign.

Feel free to use our example posts below as a starting point and don't forget to use the hashtag #FreeToFeedCP on social media and tag the NHS and District Council.

Our channels are:

Cambridgeshire and Peterborough Healthy Child Programme:

@CambsPboroCYP on Facebook, Instagram and Twitter

East Cambridgeshire District Council:

@EastCambs on Twitter

<https://www.facebook.com/eastcambsgov/> on Facebook



Template message for businesses and venues who have signed up to the initiative

We are proud supporters of the '#FreeToFeedCP' campaign

We are proud to announce that we have signed up to the East Cambridgeshire 'Free To Feed' campaign which aims to encourage and normalise breastfeeding in public, help those who breastfeed and/or pump to feel relaxed and increase their confidence.

As proud supporters of the campaign, we will ensure families who breastfeed and/or pump are able to sit anywhere within our premises and that they receive a warm welcome from our staff, management and other customers.

We strongly encourage other businesses and local venues to become a '#FreeToFeedCP' location. It makes a huge difference to local families, whilst helping to normalise breastfeeding within the community.

It can also give you a real improvement in customer service and can have the added benefit of attracting a new client base.

Find out more on how to become a 'FreeToFeedCP' location here:
www.bit.ly/freetofeedcp

Template social media messages and assets

Message 1	✨ Families are 'Free To Feed' and pump here! ✨ We're proud to support those who breastfeed and be part of the East Cambridgeshire #FreeToFeedCP campaign to help them feel more confident when out and about. Find out more here: www.bit.ly/freetofeedcp
Message 2	We are proud of families who breastfeed and/or pump here! Breastfeeding is normal, healthy and important, so all families should feel 'Free To Feed' in public - including right here! Find out more: www.bit.ly/freetofeedcp #FreeToFeedCP

Right click and 'save as' these pictures to use with the messages above

