**Breastfeeding Network statement on** [**#rugeleymassfeed**](https://www.facebook.com/hashtag/rugeleymassfeed)

We were appalled to hear about the comments that were posted on Facebook alongside a photo of Emily Slough breastfeeding her daughter in Rugeley last Saturday, and that the photo had been taken without her knowledge or consent.

No one should be taking photos of mothers and their babies in public and posting them on the internet with comments like this, whether they are breastfeeding or not.

We applaud Emily’s attitude in standing up to the person who took this photo and made these comments, and we are delighted to see support for her come in from all over the world.

The Breastfeeding Network supports all mothers to breastfeed for as long as they want to, be that one day, one week, one month, one year or more, and we support all mothers in breastfeeding their babies whenever and wherever they need it.

Women have a right to breastfeed anywhere they need to in public. This is covered by UK law:

The [Equality Act 2010](http://www.homeoffice.gov.uk/equalities/equality-act/) bans unfair treatment and helps achieve equal opportunities in the workplace and in wider society. (<https://www.gov.uk/equality-act-2010-guidance>)

No mother should be made to feel uncomfortable breastfeeding in public. If she has, we would encourage her to call the National Breastfeeding Helpline on 0300 100 0212 or go to one of our drop in groups where we can offer information and support.

For Breastfeeding Network information on breastfeeding in public:

 <http://www.breastfeedingnetwork.org.uk/breastfeeding-in-public>

And further information is available from the [Association of Breastfeeding Mothers](https://www.facebook.com/AssociationofBreastfeedingMothers):

<http://abm.me.uk/breastfeeding-information/breastfeeding-in-public>

Want to talk to someone about breastfeeding in public or any other issue related to breastfeeding? We're here for you - call 0300 100 0212, open 9.30am-9.30pm.