



Baby Welcome Scheme

Breastfeeding Friendly Reward Card - Terms and Conditions

“Trust” means Wirral Community NHS Trust, Old Market House, Hamilton Street, Birkenhead, CH41 5AL.

“Baby Welcome Scheme – Breastfeeding Friendly Reward Card” is an initiative set up by the trust’s Infant Feeding Team to support and encourage mums to breastfeed and to help make Wirral a more Breastfeeding Friendly place to live.

“Rewards” mean discounts offered to mums who are breastfeeding by local businesses who are participating in the Baby Welcome Scheme.

1. The trust is pleased to offer the opportunity for mums who are breastfeeding to become a member of the Baby Welcome Scheme. Entry is free.
2. Members of the Baby Welcome Scheme – Breastfeeding Friendly Reward Card initiative must live in Wirral.
3. The Baby Welcome Scheme – Breastfeeding Friendly Reward Card initiative includes postnatal rewards. Individual businesses, participating in the scheme, have the right to limit the number of rewards offered to individual mums.
4. Every mum who is breastfeeding will receive a Breastfeeding Friendly Reward Card from their health visitor.
5. Use of the Breastfeeding Friendly Reward Card constitutes acceptance of the Baby Welcome Scheme – Breastfeeding Friendly Reward Card initiative terms and conditions. Members must read the full terms and conditions. By signing the reverse side of the Reward Card members are agreeing that they have met and agreed to all of the terms and conditions.
6. In order for the Breastfeeding Friendly Reward Card to be valid the following must be completed: name of mum, name of health visitor and expiry date.
7. The Breastfeeding Friendly Reward Card is not a cheque guarantee, debit or credit card. The Breastfeeding Friendly Reward Card has no monetary value.
8. The Breastfeeding Friendly Reward Card can only be used by the named individual that appears on the card.
9. Rewards can only be obtained from those businesses who have signed up to the Baby Welcome Scheme – Breastfeeding Friendly Reward Card initiative. A Breastfeeding Friendly certificate will be prominently displayed in participating businesses. The list of participating businesses can be found by visiting www.wirralct.nhs.uk/infantfeedingteam.
10. If found, the Breastfeeding Friendly Reward Card must be returned to Infant Feeding Team, Wirral Community NHS Trust, Heswall Clinic, 270 Telegraph Road, Heswall, CH60 7SG.
11. Rewards cannot be transferred. Rewards cannot be redeemed for cash.

Wirral Community NHS Trust is a UNICEF UK Baby Friendly accredited organisation.