



HealthyBabiesUK

Because every baby matters

Language and Inclusivity Statement

As a Community Interest Company, it is very important to us that we are meeting the needs of our community. Most of our clients are women and their families and so our language will reflect this. In our language we aim to not take away words, considering the importance of preserving women-centred language.

We do recognise the importance of varying language where appropriate to both recognise and affirm diverse gender identities. We acknowledge the right of all persons to recognise themselves and receive a high level of personalised care irrespective of age, disability, marriage, civil partnerships, race and ethnicity, sexual orientation or gender reassignment for example, and will continue to strive to offer this.

Language and behaviour are two ways that we can strengthen this aim. We strive to pay careful attention to the language we use and aim to positively contribute to inclusive thought and behaviour to work to support all people to feel represented and to receive care which is culturally sensitive and upholds their dignity and human rights.

We are aware that this is an arena that provokes a wide range of very different views and beliefs. We recognise that all respectful compassionate and genuine debate has a place in maternity care.

In future materials from Healthy Babies, you will see that we will always use women, but we may use gender neutral language in addition in some communications when appropriate. Best practice in inclusive language is evolving and HBUK will strive to ensure it communicates as effectively as possible with stakeholders, families and our team.

Breastfeeding and infant feeding support resources in other languages is available via our website www.healthy-babies-uk.org 'About Us' page.

Our team are made aware of the government information on Language interpreting and translation: migrant health guide www.gov.uk

All possible efforts are made to ensure effective communication with patients and families we support.

Most families contact us via Facebook private message, email or our landline. We have had families ask to bring a family member who interprets for the mother, and we have used translate support on our phone (all staff have access to a mobile). We work within the NHS so are aware of 'Language Line' but this has never been required or commissioned by HBUK.

HBUK is based in an old grade 2 listed building; we provide information about access to the building via our website and as a private message when families book in with a standardised note for the team to use in correspondence about parking near by, disabled parking, steps into the building and access to our toilet and clinic room upstairs. We can make adjustments to clinic space and baby changing however currently we have not got the funding to create a toilet downstairs. We will work on reasonable adjustments for any family that contact us requiring support with hearing or sight and would aim to reach out to agencies that can support us to provide this care.

All staff have completed the Oliver McGowan Autism and Learning Disabilities training and have access to the handbook. We have use of the Unicef Breastfeeding Your Baby pictorial book to support families with learning difficulties or who do not speak English as their first language.

Please see our Disability Discrimination Policy (2025)

V1 January 2024

V2 June 2025