



Ways to Get Involved

- Become a Project Advocate:
- Identify places that are already breastfeeding friendly
- Identify places you would like to see become breastfeeding friendly
- Approach owners and managers about their venue becoming breastfeeding friendly
- Deliver signage and pledge forms
- Encourage others to participate

What is CINCH?

The Consortium for Infant and Child Health (CINCH) is a dynamic regional coalition of partners working to engage the community to improve children's health in Hampton Roads since 1993. Together, we better utilize our collective knowledge, skills and resources to develop effective community-based solutions to the health needs of children and their families.

Advocate Contact Information:

Contact Us

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Collaborating Project Partners:



CINCH's Lead Agency is Eastern Virginia Medical School
www.evms.edu

Breastfeeding Welcome Here Project



Why is Breastfeeding Important?

We must support breastfeeding in the community and increase acceptance of breastfeeding as the normal and healthiest way to feed a baby. Breastfeeding rates in the US and Hampton Roads are low. Three out of four mothers (75%) in the U.S. start out breastfeeding but at the end of six months, breastfeeding rates fall to 43%, and only 13% of babies are exclusively breastfed. Babies who are breastfeed are healthier, have fewer illnesses and have a lower risk for obesity and other health problems. Breastfeeding lowers a mother's risk of diabetes, obesity and cancer. If 90% of U.S. families followed guidelines to breastfeed exclusively for six months, the U.S. would annually save \$13 billion from reduced medical and other costs.



"Breastfeeding a baby – what could be more natural?"

~ The Womanly Art of Breastfeeding

The *Breastfeeding Welcome Here Project* is focused on increasing awareness and public acceptance of nursing as normal by engaging area businesses, museums, and public venues to pledge support and put up signage welcoming breastfeeding in their establishment. Providing a welcoming environment for nursing mothers in public places decreases barriers to breastfeeding. By partnering with local businesses, the *Breastfeeding Welcome Here Project* will encourage new and future moms to feel more comfortable nursing in public places. The commitment from local businesses will help moms to better meet recommended goals for breastfeeding their babies by the American Academy of Pediatrics and World Health Organization.

Participating businesses and public venues will sign a pledge to support breastfeeding, including not asking a



nursing mother in an area of the business that is open to the public to move to another area or to stop breastfeeding, as well as educate members of the staff to be aware of their

membership in the project. With this agreement, the participating business or public venue will display the provided international breastfeeding emblem at their storefront and be included in a local registry of businesses that are breastfeeding friendly.

