



Want to be involved?

Become a Project Advocate:

- ⇒ Identify places that are already breastfeeding friendly
- ⇒ Identify places you would like to see become breast feeding friendly
- ⇒ Approach owners and managers about their venue becoming breastfeeding friendly
- ⇒ Deliver signage and pledge forms
- ⇒ Encourage others to participate

Who 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 Information:

Contact Us:

Consortium for Infant and Child Health
 Eastern Virginia Medical School
 855 West Brambleton Ave
 Norfolk, VA 23510
 757-668-6426 Phone
 757-668-6475 Fax
 CINCH@evms.edu
 www.cinchcoalition.org

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

EVMS
 Eastern Virginia Medical School



Breastfeeding Welcome Here

Interested in being an Advocate?



EVMS
 Eastern Virginia Medical School



Why is Breastfeeding Important

It is important that we support breastfeeding in the community and increase acceptance of breastfeeding as the normal and healthy way to feed baby. Breastfeeding rates in the United States and Hampton Roads are lower than they could be. Three out of four mothers in the US start out breastfeeding, but at the end of six months less than half of moms have continued to breastfeed. Babies who are breastfed are healthier, with lower risk of disease, obesity, ear infection, SIDS and much more. Breastfeeding is also healthy for mothers, nursing decreases risk of obesity, diabetes and even cancer. The cost savings of breastfeeding goes beyond the price of buying formula. If 90% of families exclusively breastfed baby for one year, the US would annually save over \$13 billion in medical costs, prescriptions, and lost days of work.



Project Information

The Breastfeeding Welcome Here Project is focused on increasing awareness and public acceptance of nursing as normal by engaging area businesses, like museums and restaurants 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 comfortable nursing in public places, along with helping currently nursing moms to better meet the recommended goals for breastfeeding their babies by the American Academy of Pediatrics and World Health

Organization. Participating businesses and venues will sign a pledge to support breastfeeding throughout their establishment. This includes not asking a mother to leave an area of the



business that is open to the public, to cover her baby, or to stop breastfeeding. They also will agree to educate their staff about participation in the project. With this agreement, they will

also hang Breastfeeding Welcome Here signage and will be included on a public registry of Breastfeeding Friendly Places in Hampton Roads.