



Helping to bridge the Gap between you, and one of your biggest potential customer bases...nursing mothers



Breastfeeding Welcome Here

The Breastfeeding Welcome Here Project is focused on helping nursing mothers to be more comfortable feeding their babies when in public places. Providing a comfortable, shame free area for nursing mothers in area businesses such as shops, libraries and shopping venues means more moms being able to have the freedom to be away from the home longer and enjoy their community more.



Consortium for Infant and Child Health
Eastern Virginia Medical School
885 West Brambelton Avenue Norfolk, VA 23510



757-668-6426 (phone)
757-668-6475 (fax)
cinchcoalition.org
CINCH@evms.edu

+ Pledge

Breastfeeding
Welcome
--

_____, commit to support breastfeeding mothers, infants, and their families. We are in agreement that breastfeeding is a healthy and natural part of life, and that breast milk is an ideal food for infants. By supporting the Breastfeeding Welcome Here Project, we willingly recognize and support the goals of the project that includes increasing awareness and acceptance of breastfeeding and to encourage sustained breastfeeding. By signing this pledge, we commit to a these actions:

We Will:

- Provide a comfortable, supportive environment for mothers to nurse in our establishment.
- Ensure that all staff members are aware of the project, and receive training on how to be supportive to nursing moms and their babies.
- Display the Breastfeeding Welcome Here signage in a highly visible place.

We Will Not:

- Ask breastfeeding mothers to leave the establishment to nurse.
- Ask breastfeeding mothers to go to the restroom or a different area.
- Ask a breastfeeding mother to cover-up the baby's head while nursing.

Print Name

Date

Signature

Witness Signature

Date



Partnering Site Contact Information

Site Name: _____

Address: _____

Phone Number: _____

Email: _____

Owner/Manager Name: _____

Website: _____

(would you like us to promote this?) yes/no: _____



Advocate Information:

Name: _____

Number: _____

Please remember to send this form to the CINCH office along with your contact log



Consortium for Infant and Child Health
Eastern Virginia Medical School
885 West Brambelton Avenue Norfolk, VA 23510



757-668-6426 (phone)
757-668-6475 (fax)
cinchcoalition.org
CINCH@evms.edu

Pledge



_____, commit to support breastfeeding mothers, infants, and their families. We are in agreement that breastfeeding is a healthy and natural part of life, and that breast milk is an ideal food for infants. By supporting the Breastfeeding Welcome Here Project, we willingly recognize and support the goals of the project that includes increasing awareness and acceptance of breastfeeding and to encourage sustained breastfeeding. By signing this pledge, we commit to a these actions:

We Will:

Provide a comfortable, supportive environment for mothers to nurse in our establishment.

Ensure that all staff members are aware of the project, and receive training on how to be supportive to nursing moms and their babies.

Display the Breastfeeding Welcome Here signage in a highly visible place.

We Will Not:

- Ask breastfeeding mothers to leave the establishment to nurse.
- Ask breastfeeding mothers to go to the restroom or a different area.
- Ask a breastfeeding mother to cover-up the baby's head while nursing.

Print Name

Date

Signature

Witness Signature

Date



Consortium for Infant and Child Health
Eastern Virginia Medical School
West Brambelton Avenue Norfolk, VA 23510



757-668-6426 (phone)
757-668-6475 (fax)
cinchcoalition.org
CINCH@evms.edu

Contact Log

Organization Name:

Organization Address:

Who you spoke with, Name and Position:

Contact Phone Number and Email:

Advocate Name:

Please email or fax this log
back to CINCH at:

cinch@evms.edu

fax: 668-6425

fa

Date	Notes



15-Minute Staff Training Module



A 15-minute training module, which includes

- Understanding the Breastfeeding Welcome Here Project's goals and objectives
- Why your business is participating in the program
- A greater understanding of the health benefits of breastfeeding for mothers as well as children
- Talking points for your staff to your patrons about the project and your businesses involvement
- Resources for your staff to increase their level of listening, ability to deal with barriers and increase customer satisfaction overall

**Consortium for Infant and Child Health
Eastern Virginia Medical School**
885 West Brambelton Avenue Norfolk, VA 23510



757-668-6426 (phone)
757-668-6475 (fax)
cinchcoalition.org CINCH@evms.edu

+ Benefits of Breastfeeding

Health Benefits for Children:

- Cells, hormones, and antibodies in breast milk protect babies from illness.
- Formula cannot match the chemical makeup of human breast milk.
- Among formula-fed babies, ear infections and diarrhea are more common and are at higher risks of:
 - ✓ Necrotizing enterocolitis
 - ✓ Lower respiratory infections
 - ✓ Asthma
 - ✓ Obesity
 - ✓ Type 2 diabetes

- **Breast milk changes as babies grow**
- **Breast milk is easy to digest**
- **Breast milk fights disease**
- **Breastfeeding saves money**
- **Breastfeeding is good for mothers health**
- **Breastfeeding creates less waste in the**

Health Benefits for Moms:

- Breastfeeding is linked to a lower risk of these health problems in women:
 - ✓ Type 2 diabetes
 - ✓ Breast cancer
 - ✓ Ovarian cancer
 - ✓ Postpartum depression
- Many studies have reported greater weight loss for breastfeeding mothers than for those who don't.



Benefits for Society:

Research shows that if 90 percent of families' breastfed exclusively for 6 months, nearly 1,000 deaths among infants could be prevented. The US would also save \$13 billion per year. Medical costs are lower for fully breastfed infants than never-breastfed infants. Breastfed infants typically need fewer sick care visits, prescriptions, and hospitalizations.

+ Breastfeeding Welcome Here

Frequent Concerns

1. “How do I respond when another customer complains about a woman nursing?”

It is important to validate concerns, as well as educate about the program. “I understand you are concerned, but we are a breastfeeding friendly establishment and participate in the Breastfeeding Welcome Here Project. We have pledged our support for breastfeeding children and their mothers. Because we support this, we will not ask a nursing mother to leave or cover up. If it makes you uncomfortable, I apologize, is there another place you would like to be seated?” (Note: Solutions will be different for different venues)

2. “Will my taking a stance on breastfeeding really make a difference? “

“Yes. Breastfeeding in public is a big issue, there are women all over the country that have been asked to leave or go to the restroom to feed their child. This not only makes them feel uncomfortable, but makes other moms nervous about nursing their children in public. We have very few visual cues for moms, dads and children that breastfeeding is not something that needs to be hidden or done at home only. This in turn, gives mothers less opportunity to breastfeed when they are out places, and so they may choose to stop nursing earlier than they would like to. The more businesses and other public venues that provide supportive environments for breastfeeding children and their mothers the more babies will receive breastmilk.”

3. “What about modesty? We are a family business and I don’t think that people will look kindly on a bunch of women having everything out there!”

“This is an understandable concern, but the vast majority of women who are nursing are extremely discrete. They don’t want to cause a scene or make a statement, they simply want to feed their baby without worrying about being scolded. We are confident that this will likely