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.
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 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
885 West Brambleton Avenue Norfolk, VA 23510

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

Welcome

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

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# Contact Log

Organization Name:

Organization Address:

Who you spoke with, Name and Position:

Contact Phone Number and Email:

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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
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

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.

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.

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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