

Who We Are

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 Name:

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Contact Us

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Breastfeeding Welcome Here



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Virginia Department of Health
Collaborating Project Partners:



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

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 breastfed 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 Welcome Here Because together, everyone achieves more

We will be asking participating businesses and public venues will sign a pledge to support breastfeeding. This pledge includes not asking a nursing mother in an area of the business to another area or to stop breastfeeding. Also, we will be providing training to educate members of the staff and help them to be more 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 searchable local registry of businesses that are breastfeeding friendly.

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.

