

Organizations that have signed the Pledge to be Breastfeeding Friendly:

aLatté Café

319 Granby St, Norfolk, VA

Andreas's Pizzeria & Ristorante

236 Carmichael Way, Chesapeake, VA 23322

<http://www.andreaspizzeria.com/>

Azar's

2000 Colley Ave, Norfolk, VA 23517

www.azarfoods.com

Beir Garden

438 High St, Portsmouth, VA 23704

<http://biergarden.com/>

Belmont House of Smoke

2117 Colonial Ave, Norfolk, VA 23517

www.belmonthouseofsmoke.com

Burrito Perdido

1229 Cedar Rd., Chesapeake, VA 23322

Café Europa

319 High Street, Portsmouth, VA 23704

<http://www.thecafeeuropa.com/>

Cafe Stella

1907 Colonial Ave, Norfolk, VA 23517

<https://www.facebook.com/pages/Cafe-Stella/133694203381143>

California Pizza Kitchen

200 Central Park Ave, Virginia Beach, VA 23462

<http://www.cpk.com/>

Cogan's Pizza

1901 Colonial Avenue, Norfolk, VA 23517

<http://www.coganspizza.com>

<https://www.facebook.com/CogansPizza>

Cold Stone Creamery

520 W. 21st Street, Norfolk, VA 23517

<https://www.facebook.com/cold.stone.125?fref=ts>

Colley Discount Pharmacy

1415 Colley Ave., Norfolk, VA 23517

Color Me Mine

1300 Colley Avenue, Norfolk, VA 23517

www.colormemine.com

The Cutting Edge Café

1434 Sam's Drive 102, Chesapeake, VA 23320

Domino's Pizza

426 Granby Street
Norfolk, VA 23510

Donut Dinette

1917 Colley Ave., Norfolk, VA 23517

Eastern Virginia Medical School

Norfolk, VA 23501

Granby Street Pizza

235 Granby St., Norfolk, VA 23517

Green Onion

1603 Colley Ave., Norfolk, VA 23517

Griffs Sports Bar/Lounge

509 High Street, Portsmouth, VA 23704

Guads At Granby

7515 Granby St., Norfolk, VA 23505

<http://www.guadmexican.com/>

Hair Boutique

507 Washington Street, Portsmouth, VA 23704

Hickory Dental Arts

236 Carmichael Way #312, Chesapeake, VA

Hokkaido Japanese Sushi & Grill

233 Granby Street, Norfolk, VA 23517

Holistic Farmacy

433 High Street, Portsmouth, VA 23704

Floralia

Virginia Beach, traveling doula
<https://floralia.co/>

Jersey Mike's

520 W. 21st Street, Norfolk, VA 23517

<https://www.facebook.com/pages/Jersey-Mikes-Subs-Ghent/163208883697408?fref=ts>

Jimmy Johns

140 Granby St, Norfolk, VA 23517

<https://www.jimmyjohns.com/>

Juice Bar Juices

3877 Holland Rd #418, Virginia Beach, VA 23451

1940 Laskin Rd #315, Virginia Beach, VA 23451

245 Granby St, Norfolk, VA 23504

<http://juicebarjuices.com/>

Martin's Soul Food

5802 E Virginia Beach Blvd, Norfolk, VA 23462

<http://www.soulfoodvb.com/>

Mi Hogar

4201 Granby St, Norfolk, VA 23504

<http://www.mihogarrestaurant.com/>

Modern Maternity

1564 Laskin Rd #166, Virginia Beach, VA 23451

www.modernmaternityvb.com/

Moe's Southwest Grill

520 W. 21st Street, Norfolk, VA 23517

<https://www.facebook.com/pages/Panera-Bread/160816850696767?fref=ts>

My Gym

1554 Laskin Rd # 118, Virginia Beach, VA 23451

<http://www.mygym.com/>

Norfolk Public Library – Little Creek Branch

7853 Tarpon Place, Norfolk, VA 23518

<http://www.npl.lib.va.us/>

O's Donuts

222 W. 21st Street, Norfolk, VA 23517

<http://osdonuts.com/>

Old Dominion University Health Sciences Building

4608 Hampton Blvd., Norfolk, VA 23529

Olde Towne Family Chiropractic

355 Crawford St. #506 Portsmouth, VA 23704

<http://www.otfc.info/>

Olde Towne Drug Center

600 High Street, Portsmouth, VA 23704

Orchid Nail Spa

D96-5900 E. VA Beach Blvd, Norfolk, VA 23462

O'Sullivan's Wharf

4300 Colley Ave, Norfolk, VA 23508

Options Hairstyling

565 Cedar Rd. #18, Chesapeake, VA 23322

<http://www.optionshairstylinginc.com/>

Panera Bread

237 Battlefield Blvd., Chesapeake, VA 23320

Panera Bread

739 W. 21st Street, Norfolk, VA 23517

<https://www.facebook.com/pages/Panera-Bread/160816850696767?fref=ts>

Pasha Mezze

340 W 22nd St, Norfolk, VA 23517

www.pashamezze.com

Peaceful Parenting

2303 Baltic Ave., Virginia Beach, VA 23541

Perfectly Frank

236 Carmichael Way, Chesapeake, VA 23322

<http://www.perfectly-frank.com/>

Platinum Salon

440 Granby Street, Norfolk, VA 23510

<http://www.platinumsalonnorfolk.co/content/>

Plaza Azteca

411 Granby Street, Norfolk, VA 23510

Plaza Del Sol Mexican Restaurant

2200 Colonial Ave, Norfolk, VA 23517

www.mexicoinghent.com

Qdoba Mexican Grill

1140 N Military Hwy #812, Norfolk, VA 23502

<http://www.qdoba.com/>

Quisqueya Dominican Beauty Salon

7616 Sewells Point Road, Norfolk, VA 23513

Rainbow Kids

D180- 5900 East Virginia Beach Boulevard, Norfolk, VA 23502

Red Dog Salon

1421 Colley Ave., Norfolk, VA 23517

Romano's Macaroni Grill

4574 Virginia Beach Blvd, Virginia Beach, VA 23462

<https://www.facebook.com/MacaroniGrillVirginiaBeach?fref=ts>

Sabor Caribenio

7616 Sewells Point Road, Norfolk, VA 23513

Sal's Pizza

561 Cedar Rd., Chesapeake, VA 23322

www.salsnewyorkpizza.us

StarStruck Styles

615 High Street, Portsmouth, VA 23704

Taste of Europe

738 W. 22nd St., Norfolk, VA 23507

<https://www.facebook.com/TasteofEuropeNorfolk> tasteofeuropenorfolk.com

The Sunflower Florist

1908 Colley Ave., Norfolk, VA 23517

www.thesunflowerflorist.com

The Ten Top

748 Shirley Ave, Norfolk, VA 23517

<http://thetentop.com/>

Tokyo Fresh Asian Bistro and Bar

420 Monticello Ave, Norfolk, VA 23510

<http://www.tokyofreshbistro.com/>

Yo/mix

420 Monticello Ave Suite 110, Norfolk, VA 23510

<http://yo-mix.com/>

Wave of Life Chiropractic Center

4640 Shore Drive, Ste 106, Virginia Beach, VA 23455

<http://www.waveoflifechiropractic.com/>

The White Rabbit

334 W. 21st Street, Norfolk, VA 23517

Wild Wings Café

1437 Sam's Dr. #20, Chesapeake, VA 23320

www.wildwingcafe.com/locations/chesapeake-va

Zeros Subs

4310 Monarch Way, Norfolk, VA 23508

<http://www.zeros.com/customer-home.aspx>

About the Breastfeeding Welcome Here Project:**What is the Breastfeeding Welcome Here Project?**

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.

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 Friendly Pledge:

We, (NAME OF ORGANIZATION), 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.

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. The Breastfeeding Welcome Here Project is funded by a grant from the Virginia Department of Health and supported in-kind by Eastern Virginia Medical School.

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.

Volunteers: Volunteers can help the project by becoming trained advocates and recruiting sites to participate. Training dates are offered: <http://www.cinchcoalition.org/whats-happening/> or contact CINCH.

Questions: Contact us at CINCH@evms.edu or 757-668-6426