

Breastfeeding Welcome Here

Volunteer Training



Project Overview

- Engages businesses and other public places
- Pledges to support breastfeeding by:
 - Educating staff
 - Displaying signage welcoming breastfeeding
 - Encouraging breastfeeding by
 - not asking to leave
 - go restroom
 - cover the baby's head while nursing



Project Goals



- Increase awareness and acceptance as a healthy and normal part of life
- Give the community visual cues that breastfeeding is encouraged and welcomed
- Increase the number of women who breastfeed and the length of time they do it

Making Breastfeeding Welcome



- Help mothers be more comfortable nursing in public places
- Provide supportive, shame free environments for nursing in public
- Give mothers the freedom to be away from home for longer periods of time

What can you do?

#1 Identify Venues

- Coffee Shops
- Restaurants
- Libraries
- Play areas
- Museums
- Gyms
- Anywhere women of childbearing age may frequent

What can you do?

#2 Plan for your Approach

- Know your venue
- Prepare an 'elevator pitch'
- Have your materials prepared to give to the manager
- Have prepared answers for questions the manager might ask



What can you do?

**#3
Make Initial
Contact**

- Ask to talk to the manager of the business you have approached
- Give your 'elevator pitch'
- Give materials to the manager
- Answer any questions
- Try to alleviate concerns
- Get contact information
- Plan for follow up

Contact Options

- ✓ Cold Calls
- ✓ Set up an appointment
- ✓ Approach places where you have 'regular' status
- ✓ Sweep a shopping area



Elevator Pitch

An 'Elevator Pitch' is a concise, carefully planned, and well-practiced description about the program that is easily understandable. It shouldn't take longer than 1-2 minutes, about the time it takes to ride an elevator.

- Introduce yourself and who you are representing
- Know your audience
 - Know what they are selling and who they cater to
- Prepare, Prepare, Prepare!
 - Practice your pitch
- Let your passion show!
 - You believe in this project... show them that
- Call to Action
 - Give them something to do with the information you have presented

What can you do?

**#4
Follow
Up**

- Follow up at agreed upon time
- Use contact information to follow up in person or via phone
- Bring more copies of materials
- Revisit any concerns and present solutions

What can you do?

**#5
Close
the
Deal**

- Work to gain firm commitment
- Have pledge forms ready for management to sign and one for them to keep
- Have information on how to access staff training module
- Ensure that they have CINCH contact information
- Coordinate delivery of Breastfeeding Welcome Here Sign
- Fax or email copy of pledge back to CINCH

Materials



Breastfeeding Welcome Here

Business Brochures

- Quick overview of Breastfeeding Welcome Here Project
- Good to leave if person in charge is unavailable to talk

Business Packets

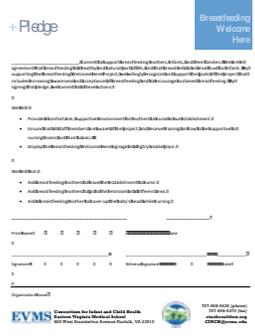
- Full description of project, as well as copies of pledge forms
- Good to use for talking points when you sit down with person in charge
- Leave for review



Materials

Pledge Form

- Signed by Establishment
 - One copy stays
- One copy goes back to CINCH



Materials

Benefits of Breastfeeding

- Provides information on benefits of breastfeeding for
 - Baby
 - Mom
 - Society



Materials

Contact Log

- Keep track of where you have been
- Keep notes about each establishment
 - Record follow up



FAQ's

Tough questions businesses may ask before they are willing to pledge

- "What do I do when another customer complains?"
- "What do you suggest I do if a woman comes in here and shows her breasts while nursing? This is a family establishment and that may scare away my customers."

What to do when they say "NO"



- Stay positive and validate concerns
- Be calm, do not argue and avoid challenging
- Ask clarifying questions; convey willingness to work through concerns
- Leave contact information
- Offer to field future questions and extend invitation to join at later time
- Thank them for their time and leave good impression!
- Document experience in log

Why is this Important?

Because one of these is considered potentially offensive and the other is a 5x7 foot print on wall by the kids play area at the local mall...



Collaborating Project Partners

The image displays four logos arranged in two rows. The top row features three logos: 'HEALTHY NORFOLK' with a heart and hands icon, a circular logo with two stylized figures holding hands in front of a landscape, and 'HEALTHY PORTSMOUTH' with a colorful figure icon. The bottom row features two logos: 'VDH VIRGINIA DEPARTMENT OF HEALTH' with the tagline 'Protecting You and Your Environment' and 'EVMS Eastern Virginia Medical School'.

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