

Helping to bridge the gap between you and a large potential customer base...Nursing Mothers



Breastfeeding Welcome Here

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



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This project was adapted from the Consortium for Infant and Child Health at Eastern Virginia Medical School.



Dear Manager/Owner,

The Louisiana Breastfeeding Coalition (LBC) invites you to join other Louisiana businesses in the service industry that are choosing to promote and support breastfeeding patrons! You can do this by welcoming any mother to breastfeed her child in your establishment and signing the attached pledge.

Additionally, we invite you to display our window cling at your business. Businesses that choose to participate are listed on our website www.louisianabreastfeeding.org, promoted on our Facebook page and in any press releases we do about the program.

Supporting moms and children in this way helps your business comply with Louisiana State law:

La. Rev. Stat. Ann. § 51. 2247.1 (2001) states that a mother may breastfeed her child in any public accommodation, resort, or amusement, and that a mother breastfeeding her child in any location, public or private, where the mother is otherwise authorized to be is not in violation of law, including obscenity laws.

If you would like us to come and do a short training with your staff, explaining the law and how to handle complaints about breastfeeding from other customers, we are happy to do so.

We also encourage you to support your breastfeeding employees. Federal law requires that all employers must provide:

1. Reasonable break time for an employee to express breast milk for her nursing child.
2. A place, other than a bathroom, for the employee to express breast milk. This law requires only a small investment of time and resources.

Businesses that support employees who are breastfeeding often have lower healthcare costs, lower employee turnover, higher employee morale, and a positive public image. Employers who provide lactation accommodations to their employees can be designated as a *Breastfeeding-Friendly Workplace* or a *Well Spot*. To apply for designation or to receive help with establishing lactation accommodations for your employees, please visit our website:

www.louisianabreastfeedingcoalition.org

Thank you for helping to make Louisiana a supportive community for moms and children! Please contact us with any comments or questions.

Sincerely,

A handwritten signature in black ink that reads "Marci Brewer".

Marci Brewer, MPH
Program Manager, Bureau of Family Health, LBC

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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.
- Children that are not breastfed have an increased risk of:
 - Ear infections
 - Gastroenteritis
 - Severe lower respiratory infections
 - Eczema
 - Asthma
 - Obesity
 - Type 1 & 2 diabetes
 - Childhood leukemia
 - Sudden Infant Death Syndrome (SIDS)

Health Benefits for Moms:

- Breastfeeding lowers a woman's risk of:
 - 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.

Breastfeeding Facts. Did You Know?

- 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 that ends up in landfills

Breastfed infants on average need fewer sick care visits, prescriptions, and hospitalizations, and parents take less time off work to care for a sick child.



Frequent Concerns



“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 and we also comply with state law that says mothers are free to breastfeed wherever they are allowed to be. 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)

“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.

“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 hanging out!”

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 child without worrying about being scolded.

Pledge

We commit to support breastfeeding mothers, children, and their families. 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. 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.
- Display the Breastfeeding Welcome Here signage in a highly visible place.
- Provide lactation accommodations (time and space other than a restroom) for our employees.

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 or nurse discreetly.

Business Name

Address

Phone Number

Email

Owner/Manager Name

Website

Print Name

Date

Signature

Date

Would you like us to promote your business' commitment to support breastfeeding mothers? YES NO

What to say to the business contact



Ask to speak to the manager/owner of the business.

“Hi, my name is (insert name) from (organization name). Today, we are going around to local businesses informing them of the Louisiana law that allows mothers to breastfeed in any public or private place and encouraging business owners to attach these window clings to their business windows. This will both show mothers that this business is committed to the health of Louisiana and allow mothers to feel more comfortable in feeding their child without fear of discrimination. We also invite you to sign this pledge to express this commitment.

“Businesses that put up the window cling are listed on our coalition’s website.”

“The Louisiana Breastfeeding Coalition also designates businesses as Breastfeeding-Friendly Workplaces if they comply with federal law to provide time and space for breastfeeding employees. Could we email you more information about this?”

Contact Log

Business Name & Address	Contact Name & Position	Phone Number	Email Address	Date/Notes

Advocate Name