

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.

Sign the pledge and join other Louisiana businesses who have said, "Breastfeeding is Welcome Here!"
Visit, louisianabreastfeeding.org/bfwelcomehere/



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

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.

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