



Baby-Friendly
Newfoundland & Labrador

Dear Sir or Madam,

Your business or organization can be a champion in helping to create a breastfeeding friendly community! Breastfeeding promotes the optimal health of children and women, is environmentally friendly, and also supports provincial health priorities.

The Baby-Friendly Council of NL provides leadership in promoting and supporting breastfeeding families across the province. Through our ***Make Breastfeeding Your Business Newfoundland and Labrador Toolkit***, local businesses/community organizations can get involved. The purpose of this toolkit is to provide you with information and resources to demonstrate your support of breastfeeding in the community and also to support your employees when returning to work after maternity/parental leave.

The Toolkit contains:

- Information for volunteers and businesses/community organizations on how to support breastfeeding families.
- Window decals for businesses and organizations to display to show that they are a "Breastfeeding Friendly Place."

What's in it for you as the employer?

If you use the Make Breastfeeding Your Business Newfoundland and Labrador Toolkit,

- The name of your businesses/organization will be promoted on our virtual "Breastfeeding Support Map" on the www.babyfriendlynl.ca website and Facebook Page.
- Your employees will feel valued with this support to breastfeed. This can help increase job satisfaction and productivity, and employee retention. Breastfeeding employees may miss less work because breastfed children are sick less often. Children who are breastfed have a decreased rate of sickness and therefore lower employee absenteeism.

By supporting breastfeeding you are creating positive change with far reaching health, social, economic and environmental benefits for families in NL.

Thank you for your participation,

Janet Murphy Goodridge RN, MN, IBCLC
Chair, Baby-Friendly Council of Newfoundland and Labrador