

Becoming Breastfeeding Friendly

Make Breastfeeding Your Business Newfoundland and Labrador



What does it mean to become a breastfeeding friendly business or organization?

Becoming breastfeeding friendly means your business or organization:

- values breastfeeding
- lets your customers know that you support breastfeeding
- provides a welcoming environment for mothers to breastfeed in public
- provides a comfortable and private space for mothers to breastfeed if they desire
- displays a sign that tells people that breastfeeding is welcome
- establishes a verbal or written breastfeeding policy or guidelines
- informs your staff and volunteers that your business or organization is breastfeeding friendly

Why is becoming breastfeeding friendly good for your business?

- supports national and provincial health priorities
- supports the health of mothers and babies and creates a healthier community
- provides a family friendly environment
- helps customers feel more welcome
- is environmentally friendly
- can result in more business
- creates a positive image of your business



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Becoming breastfeeding friendly is also good for your breastfeeding employees.

It means:

- increased job satisfaction, morale, productivity and retention for employees returning to work after maternity leave
- breastfed babies and their mothers are healthier and therefore take less time off work due to illness

Did you know?

- a woman has the right to breastfeed anytime and anywhere according to Canadian law
- international breastfeeding symbol lets people know that breastfeeding is welcome

Why is breastfeeding important?

- breastfed babies have fewer doctor visits, hospitalizations and prescriptions, thus lowering overall health care costs.
- not breastfeeding increases the child's risk of asthma, respiratory infections, ear infections, and diabetes.
- not breastfeeding increases the mother's risk of breast cancer, ovarian cancer, osteoporosis, and heart disease.

The Baby-Friendly Council of NL is an interdisciplinary committee with representatives from all regions in the province strongly committed to increasing the initiation and duration of breastfeeding. The Baby-Friendly Initiative is a global campaign of the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF), to protect, promote and support breastfeeding.

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