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# Supporting Breastfeeding Mothers

## Staff Tips for Your Business or Organization

### Did you know...

Breastfeeding is all a baby needs for the first six months.

Breastfeeding is recommended for up to 2 years of age and longer.

Breastfeeding protects baby from harmful bacteria and viruses including ear and chest infections, bladder infections, diarrhea and vomiting.

Breastfeeding protects baby from asthma, diabetes and much more.

Breastfeeding protects mother from breast and ovarian cancers, osteoporosis, heart disease, and much more.

### Here are ways that you can make a breastfeeding mother feel more comfortable:

- Welcome a family with a smile and ask about their baby.
- Ask a mother with her baby where she would like to sit.
- If available, offer her a quiet private area with a comfortable chair, should she wish.
- Make eye contact with a mother who is breastfeeding to show that you are comfortable and that you support her decision to breastfeed her baby.

### If a customer expresses a concern about a woman breastfeeding in public:

- Explain that you are a family-friendly business and have a policy to support women who breastfeed.
- Share that it is a woman's right to breastfeed in public whenever baby decides to eat.
- Offer to move the concerned customer to another seat, so they feel more comfortable. Not offering another seat to the breastfeeding mother shows that breastfeeding her baby is supported and baby should not be interrupted when eating.



Courtesy of Dr. Erin Smallwood



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Courtesy of Amber Snow

For more information:  
Visit our Facebook page and  
website: [www.babyfriendlynl.ca](http://www.babyfriendlynl.ca)

Thank-you for your help in  
building healthy communities  
as more and more women in  
Newfoundland and Labrador  
choose to breastfeed their babies.

