



Guide for using the *Make Breastfeeding Your Business Newfoundland and Labrador Toolkit*

Getting started:

- Review the *Make Breastfeeding Your Business Newfoundland and Labrador Toolkit*. The kit contains:
 - A letter from the Baby-Friendly Council of NL
 - *Becoming Breastfeeding Friendly-What does it mean to become a breastfeeding friendly business or organization?* brochure
 - *Welcome! We are a Breastfeeding Friendly Place* window decal
 - *Staff Tips for Supporting Breastfeeding*
 - *A Checklist for Becoming Breastfeeding Friendly*

Make contact with a business or organization:

- Identify a business or organization that serves and/or employs people with young children.
- Identify who you need to contact in that business and arrange an in-person visit.
- Introduce yourself and that you would like to talk to him/her about the *Make Breastfeeding Your Business Newfoundland and Labrador Toolkit*. You can mention that:
 - The toolkit is an initiative of the provincial Baby-Friendly Council of NL which provides leadership to promote and support breastfeeding.
 - Almost 70% of mothers in NL breastfeed their babies at birth. This number is growing, and therefore supporting breastfeeding families in NL is important.
 - The toolkit contains resources to help create more breastfeeding friendly spaces in our communities. This will help increase breastfeeding in the province and will help foster a positive image for the business.
- Provide a *Make Breastfeeding Your Business Newfoundland and Labrador Toolkit*.
- Leave your name and contact information and tell the person you will follow up in a few days.

Follow up

- Ask the person at the business if they have had an opportunity to read the information in the toolkit.
- Review *A Checklist for Becoming Breastfeeding Friendly* and offer your support in helping the business to become more breastfeeding friendly.
- Commend the business person for their interest, what they are already doing to become more breastfeeding friendly and for future changes.
- Help answer any questions he/she has.
- Let the person know that their business/organization will be highlighted on the Baby-Friendly Council website as being involved in this initiative.
- Let the person know that he/she can contact you if he/she has questions, etc.

Visit our Facebook page and website www.babyfriendlynl.ca