

# **Pennsylvania Breastfeeding Coalition**

## **Breastfeeding Welcome Here Business Pledge Campaign**

### **Information to Help You Get Started**

#### **What is the Pennsylvania Breastfeeding Welcome Here (BWH) Campaign?**

The Pennsylvania Breastfeeding Coalition (PABC) BWH campaign raises awareness of the shared responsibility in supporting human milk feeding in all communities across the Commonwealth. When communities commit to publicly welcome and support breastfeeding families of all races, ethnicities, and family structures, more parents initiate and continue to breastfeed longer. Breastfeeding and human milk feeding can continue alongside full participation in the community where all people live, work, play, shop, and worship. The BWH campaign uses the Pennsylvania Chapter of the American Academy of Pediatrics (PAAAP) First Food Program's, "**Breastfeeding Welcome Here, Coalition and Advocate Guide**" to:

- Educate the public about benefits of human milk feedings
- Answer questions about how and why creating a welcoming environment is important
- Encourage and provide resources for expanding accommodations for employees

#### **Why does PABC have a Breastfeeding Welcome Here Business Pledge?**

By signing a "Breastfeeding Welcome Here Business" pledge and posting the BWH logo, businesses and organizations show their commitment to create an environment where breastfeeding families are welcome. When families see the Breastfeeding Welcome Here logo, they easily recognize public spaces that are making an extra effort to accommodate lactating parents.

#### **How do you grow a team of advocates?**

Invite community members and organizations to join the efforts

- ◆ Breastfeeding Supporters, Chamber of Commerce, First Responders, Maternal/ Child Workers, Library Personnel, Local Medical Professionals, Others!

Provide Orientation/Training for Volunteers

Introduce BWH Campaign and Materials

Rehearse discussions with businesses

- ◆ Ask: Have you ever had a breastfeeding customer or employee?
- ◆ Say: Please tell me more about that...
- ◆ Role play how to respond in a courteous way if a business is not interested
- ◆ Assemble teams of two people for business visit; match experienced advocates with new advocates whenever possible
- ◆ Ask each team to visit 2-5 businesses anytime, but perhaps during National Breastfeeding Month in August could give a sense of timed purpose to your visit!

## **How do you build community interest?**

Contact news and media outlets announcing the campaign before you begin; create a PSA to share a common message across your PSA sites

Provide a contact person where businesses to reach you

After signing the pledge, encourage the business or organization to post a photo on their social media and submit a photo to [employerawards@pabreastfeeding.org](mailto:employerawards@pabreastfeeding.org) to be featured on the PABC webpage. (Submission implies consent to share photo)

Provide local Chamber of Commerce a list of participating businesses and ask Chamber of Commerce to list businesses on their website.

## **When does the campaign begin?**

Now! Can tie in with World Breastfeeding Week (August 1-7)/National Breastfeeding Month (August), but whenever your teams are ready you can start. This can turn into an on-going campaign throughout the year in each of our communities.

## **Which businesses and organizations should you contact first?**

Start with businesses you frequent or places you that are already breastfeeding friendly

Engage business owners you know; Learn about their business; speak to their location

Keep accurate records of businesses contacted and those that have signed the pledge

Contact Human Resource Departments, Wellness Program Coordinators

## **What are the BWH campaign materials?**

“Breastfeeding Welcome Here: Coalition and Advocate Guide”, [English](#) and [Spanish](#)

Breastfeeding Welcome Here Window Cling (will be mailed- see below)

PABC Breastfeeding Welcome Here Business Pledge

[Pennsylvania’s Freedom to Breastfeed Act, P.L. 90, No.28, Cl.35](#)

## **Then what?**

Return signed pledge forms: electronically <mailto:employerawards@pabreastfeeding.org>

Follow up that they received the logo clings to post at their business entrances

Suggest that If they are unable to post BWH logos at entrances, they could publicly post an

[electronic version of the logo](#) on their Business or Organization Website, in company or advertising Newsletters, on Bulletin Boards, Outside of Lactation Spaces, in Church Bulletins

Encourage the business or organization to post a photo of their posted window cling on their social media

\*A note on terminology: breastfeeding is the most widely practiced form of lactation, or human milk feeding. Human milk feeding is a more inclusive term that covers all forms of lactation, including chestfeeding, body feeding, pumping, donor milk and bridge milk feeding, and which is becoming more widely used in the field of lactation.