
Breastfeeding Welcome Here

COALITION & ADVOCATE GUIDE



Creating communities where breastfeeding families are welcome!



**FIRST
FOOD**

Community Collaboration
to Support Breastfeeding



REACH

A campaign to invite local businesses and public spaces
to support breastfeeding families.

What is the definition of "Breastfeeding Welcome Here"?

The verb **welcome** means "to greet (someone arriving) in a glad, polite, or friendly way."

The adjective of **welcome** is "very pleasing because much needed or desired."

"Breastfeeding Welcome Here" means chest/breastfeeding people may freely feed their infants and young children in public, without ever being asked to cover up or move. Staff greet families in a friendly way, politely providing any available seating. If families request a private location to pump or feed, staff politely directs them to a comfortable space that is not bathroom. Restrooms are not a hygienic place to prepare or eat a meal.

Advocates can use this **Breastfeeding Welcome Here** guide to invite businesses to take the pledge to create a supportive environment for chest/breastfeeding people. The whole community benefits from chest/breastfeeding as First Food.



Pennsylvania Chapter

INCORPORATED IN PENNSYLVANIA

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®



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- Centers for Disease Control and Prevention, Breastfeeding
- Michigan Breastfeeding Network (MIBFN)
 - [Anywhere, Coalition & Advocate Toolkit](#)
- South Dakota Department of Health
 - [Breastfeeding-Friendly Business Pledge](#)
 - [Staff Training Expectations & Education](#)

Breastfeeding is Good for Everyone



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Babies & Children

- **Healthier:** fewer ear infections, less diarrhea, pneumonia and stomach bugs
- **Lowers risk of infant death:** from Sudden Infant Death Syndrome (SIDS) and necrotizing enterocolitis (NEC)
- **Protects from long-term illnesses:** Less childhood obesity, asthma, hypertension and some cancers
- **Improves connections:** IQ, academic performance and long-term productivity

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Parent & Families

- **Health benefits for mothers:** lowers risk of type 2 diabetes, breast and ovarian cancers, and heart disease
- **Saves money,** \$1,200 - \$1,500 of formula costs in the first year of life
- **Convenient:** feed anytime and anywhere without mixing formula
- **Strengthens mothers' bones:** reducing risk of osteoporosis
- **Promotes bonding** between parent and child

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Business & Economy

- **3-to-1 return on investment**
- **Builds a strong workforce:** attracts talent and lowers turnover rates
- **Boosts job satisfaction:** morale, loyalty and productivity
- **Reduces healthcare costs:** could save \$312 million in annual healthcare costs in the U.S.
- **Less absenteeism** Fewer missed days from work since children are healthier

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The Environment

- **Reduces carbon footprint:** no fuel to manufacture or to transport for delivery
- **Human milk is a renewable natural resource.**
- **No waste from packaging:** formula packaging disposed of in landfills
- **Food security:** complete nutrition for the first 6 months
- **Natural child spacing:** helps control population growth

Businesses: Frequently Asked Questions

"Do I have to allow breastfeeding at my business?"

Yes. There are federal and state laws in place to protect and support breastfeeding. **Pennsylvania** has the **Freedom to Breastfeed Act**, a law protecting the right to breastfeed in public, any place open to a parent and child. This includes shops, schools, restaurants, libraries and public transportation. Breastfeeding may not be considered a nuisance, indecent exposure, sexual conduct or obscenity. **Federally**, the **Providing Urgent Maternal Protections (PUMP) for Nursing Mothers Act** (S. 1658/H.R. 3110), was signed into law on December 29, 2022, and makes several important changes to legislation:

- Provides the right to break time and space to pump breast milk at work to millions more workers, including teachers and nurses.
- Makes it possible for workers to file a lawsuit to seek monetary remedies in the event that their employer fails to comply.
- Clarifies that pumping time must be paid if an employee is not completely relieved from duty.

"How do I respond if a customer complains about breastfeeding in a restaurant?"

Address the concerns of the customer making the complaint without involving the chest/breastfeeding person. Validate their feelings and educate them on breastfeeding rights with kindness and confidence.

"I understand your concerns and as a valued customer, I want to help you feel comfortable. We accommodate breastfeeding families and cannot ask a nursing individual to leave or cover up because Pennsylvania law protects the right to breastfeed a child anywhere, anytime. As a breastfeeding-friendly business we are happy to seat you in a place where you would feel more comfortable."

"We are a family-friendly business. What about modesty?"

Families simply want to feed their children without fear of judgement, embarrassment, or scolding. Supporting chest/breastfeeding families actually means you will be supporting more families. The more the community is educated about breastfeeding, the more it will be perceived as normal. Breasts are for feeding infants and young children.

"Are there really that many people breastfeeding?"

Yes. In Pennsylvania, 83% of babies are chest/breastfed at birth in Pennsylvania. Babies are often breastfed in public without notice because breastfeeding is done discreetly. Welcoming breastfeeding families without judgement helps families feel comfortable to leave their home and return to the community.

"Will my taking a stance on breastfeeding really make a difference?"

Yes! Reducing barriers families face when returning to public life with their infants and children will help them meet their breastfeeding goals. Providing a welcoming, shame-free environment for breastfeeding individuals means more families have the freedom to enjoy the community, where they live, work and play.

"Why should businesses participate?"

Many businesses already provide accommodations for their patrons and employees. Displaying the campaign window cling lets customers know you are a family-friendly. It often improves both your reputation and your business.



Is Your Business Breastfeeding Friendly?

Ensuring that your business is breastfeeding-friendly gives you an opportunity to boost your business and benefit your local community at the same time.

Is your business "breastfeeding-friendly?"

- **Provide a welcoming environment-** Are breastfeeding people able to sit anywhere and enjoy a welcoming attitude from staff, management, and other customers while breastfeeding?
- **Supportive staff-** Is the staff trained to handle complaints about breastfeeding? Concerned customers are informed that breastfeeding in public is protected by law and that your business welcomes breastfeeding patrons.

By placing a "Breastfeeding Welcome Here" decal in your window, you make an important statement to your customers.

We all benefit from breastfeeding.

- Breastfed babies are healthier, making fewer demands on public health services.
- Parents of healthy children take less time off work.
- Breastfeeding is also environmentally friendly - there is no manufacturing, pollution, packaging, or waste involved!
- More parents who feel comfortable feeding their babies in public places equals fewer crying infants, which makes for better shopping, dining, etc. experience for all of your customers.



Window Cling 4in x 5in



Door Hanger
Front



Door Hanger
Back

To order, please email breastfeeding@paaap.org

Do you want to do more to support breastfeeding?

Accommodate your breastfeeding employees!

The Business Case for Breastfeeding

Benefits to your business include:

- **Fewer sick days** for employees
- **Lower health care costs**
- **Lower staff turnover**
- **Positive image** as a family-friendly employer



Employee Lactation Support involves only a small investment of time and resources.

Simply begin to accommodate employees with:

1. A private place to express milk during work hours
2. A flexible schedule to express milk
3. An Employee Lactation Policy



Want to learn more?

The Business Case for Breastfeeding:

Steps for Creating a Breastfeeding Friendly Worksite Easy Steps to Supporting Breastfeeding Employees.





Resources to Help You Get Started

- [CDC's Work to Support & Promote Breastfeeding in Hospitals, Worksites, & Communities](#)
- [The Business Case for Breastfeeding: Steps for Creating a Breastfeeding Friendly Worksite](#) [Easy Steps to Supporting Breastfeeding Employees](#)
- [Fact Sheet #73: Break Time for Nursing Mothers under the FSLA](#)
- [National Business Group on Health: Investing in Breastfeeding Policies and Programs](#)
- [Supporting Nursing Moms at Work: Employer Solutions | Office on Women's Health](#)
- [Pennsylvania Breastfeeding Coalition \(PABC\)](#)
- [The Providing Urgent Maternal Protections \(PUMP\) For Nursing Mothers Act](#)

