

Staff Tips for Creating a Breastfeeding Friendly Place

The following are some ways that you can make a mother who is breastfeeding feel more comfortable:

- Ask a woman with a baby where she would like to sit. Allow her to pick a spot where she will be comfortable breastfeeding, if she chooses.
- Talk to her in a comfortable manner. Ask about her baby.
- Make eye contact with a mother who is breastfeeding shows her that you are comfortable and that you support her.
- Provide a clean place for a mother to breastfeed discretely if she so requests and if space allows (don't send mothers into a washroom!).

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

- Explain that you are a family friendly establishment and it is your policy to support breastfeeding.
- Explain that women's right to breastfeed in public (anytime anywhere) is protected by the Canadian Charter of Rights and Freedoms.
- Offer to move the concerned customer to another seat instead of offering another seat to the breastfeeding mother. This supports the fact that breastfeeding her baby is a right.

Post your welcoming sign at your entrance, reception and/or cash:



Where you can learn more about breastfeeding?

http://www2.gnb.ca/content/gnb/en/departments/ocmoh/healthy_people/content/bfi.html