

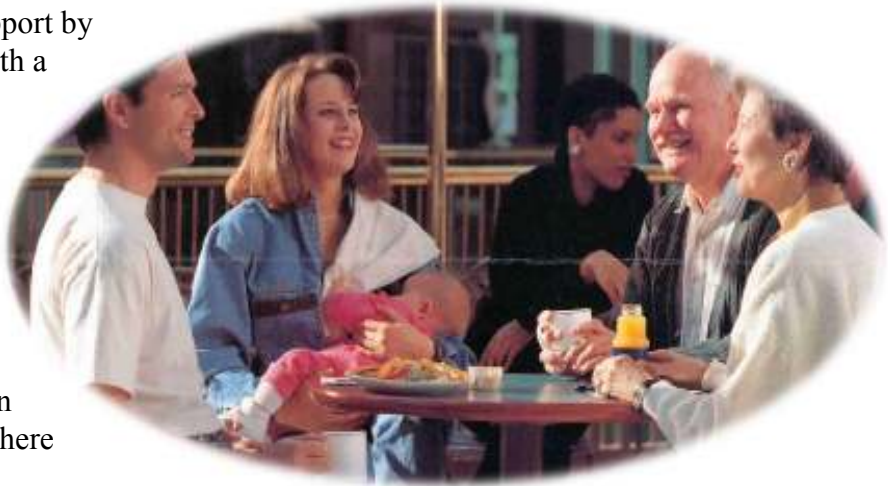
Tips for Management & Staff to be “Breastfeeding-Friendly”

Breastfeeding is what nature intended. It is normal to feed a baby anytime, anyplace, perhaps on the train, at home, or at friends, even at the table while the mother is eating dinner. It’s that convenient.

Breastfeeding reduces a child’s risk of illness, disease, allergies, and developmental problems for as long as a child is breastfed, and has lasting effects even into adulthood. Breastfeeding also benefits your community, as healthier babies mean a saving in health care dollars.

Here are a few ways you can help breastfeeding mothers feel more comfortable:

- Show comfort and support by making eye contact with a mother as she breastfeeds.
- Interact with her in a comfortable manner such as asking about her baby.
- When seating a woman with a baby, ask her where she would like to sit.
- If a patron complains, explain that women have a right to breastfeed in public, and are now supported by the Human Rights Code*.
- Use humour to help the patron be more accepting, e.g. “If we can eat out, why not babies?”
- Make use of your promotional materials. Show your *Breastfeeding Friendly* logo and let mothers know of your new designation. Mothers will share a good thing with their friends.
- Consider installing baby changing facilities. Even small washrooms can accommodate a wall mounted changing station.
- Inform new staff of your policy and ensure that it is being followed.



Restaurants in Peterborough County and City that welcome breastfeeding families are promoted on the Peterborough County-City Health Unit website at www.pcchu.ca. Join the growing number of restaurants, stores, and malls that openly welcome nursing mothers, and see what being “breastfeeding-friendly” can do for you.

For more information, call the Family HEALTHline at the Peterborough County-City Health Unit at 705-743-1000.

* Human Rights Commission, “Pregnancy, Before, During & After: Know Your Rights”, revised in 1999.