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This brochure was designed and written by Ahmie Yeung, a breastfeeding mother who maintains the website [neednap.com](http://neednap.com). Permission to print and distribute this brochure is granted for any not-for-profit use, and this document may be edited below this section to include local breastfeeding contact information and/or your state's laws. Copies of this brochure may be downloaded free of charge at <http://neednap.com/bfitybrochure>

**As a breastfeeding advocate, I'd like to take the opportunity to thank you for your efforts to be a breastfeeding-friendly (and hence family- and woman-friendly) business. Increasing the number of breastfed children has many health advantages to our society. Community support goes a long way in encouraging new mothers to breastfeed their children. You are doing your part by helping to make mothers comfortable nursing while visiting your premises.**

**There is a lot of uncertainty about what it means to be "breastfeeding-friendly", so this brochure has been prepared to help educate you and your staff on how to make breastfeeding families feel welcome in your establishment.**

## **Thank You For Being A Breastfeeding-Friendly Establishment!**



## Some Hints on being Breastfeeding-Friendly

Display the symbol on the cover of this brochure at the entrance of your establishment to let everyone know that breastfeeding is welcome here.

If possible, offer all mothers - breast or bottle-feeding - a comfortable place to sit while they feed their children. A drink of water is usually greatly appreciated. Some mothers prefer privacy while feeding, some do not, and for many mothers it is entirely dependant on their child(ren)'s current needs. If one or more other children accompany her, it is impractical for them to be separated from their mother so that she can feed in private. Follow her lead. Chances are she's already trying to be as discreet as she can.

Offer supplies to keep older children occupied while mother attends to feeding, such as crayons and paper.

Do not allow others to harass breastfeeding mothers. If someone complains, take steps to deal with the complainer instead of the mother. Some suggestions are to the right.

## How To Deal With People Who Complain About Public Breastfeeding

Unfortunately, you will sometimes have to try to balance the needs of a breastfeeding baby and the wishes of a person uncomfortable with it. It is possible, when dealing with reasonable adults, to find a solution that meets everyone's needs, usually without speaking to the breastfeeding mother.

Remind the uncomfortable person that the woman is completely within her rights to breastfeed, and that right is explicitly protected by law in most states. *She is not committing an act of indecent exposure.* If the other person is still uncomfortable, encourage them to look elsewhere, or to move so that the breastfeeding family isn't in their direct line of vision. In most situations, it is much easier for them to move than it is for a breastfeeding family to do so.

If they continue complaining, explain that the nursing child isn't trying to make the person uncomfortable, just trying to eat. It is understandable that they may be shocked to see someone breastfeeding publicly, since it is a rare thing in our culture. It is natural to be uncomfortable with things we don't encounter very often. Social norms change, sometimes very rapidly. For instance, women are allowed to show their ankles outside today, unlike our grandmothers less than 100 years ago.

If the complainer suggests that you ask the mother to cover herself with a blanket, point out that this is potentially dangerous. Instructions for preventing Sudden Infant Death Syndrome recommend never covering a baby's face, as it is a suffocation hazard.

If the complainer is still causing problems, point out that nowhere is it written that people have the right to be protected from being offended. Eating, however, is a basic human right and children deserve to eat in places that are clean and safe. This means that restrooms are not an appropriate location for *anyone* to eat, especially breastfeeding families.