




Your Organization

Welcomes Breastfeeding Moms






You Can Help

Create a welcoming environment by:

-  Making eye contact and being as friendly as you would if a mother was feeding her baby any other way. This will help mothers feel at ease and you'll be providing a model for customers and families visiting your workplace.
-  Letting mothers know you have a private or quiet space she can use if she prefers to be away from the mainstream traffic. **Nursing moms should never be asked to leave the premises, cover up, or use a restroom.**
-  Displaying stickers, window clings, or signage in a visible location to let breastfeeding mothers know they are welcome.

It's good for Business and Health, and it's the Law

Welcoming breastfeeding mothers:

-  **Is good for your business reputation and livelihood.** Your support will be noticed and appreciated by mothers and families throughout your community – and they will tell others to patronize your workplace.
-  **Is good for the economy!** If 90% of U.S. family's breastfed exclusively for 6 months, the U.S. would save \$13 billion every year from reduced medical and other costs.
-  **Is the law.** Colorado law protects the right of a woman to breastfeed her baby anywhere she has the right to be herself.

Tips for Responding if Visitors Have Concerns

1. Acknowledge the person's feelings. Then say:

"We welcome nursing moms to breastfeed anywhere in our public venue."

2. Depending on the situation, you might add:

"Colorado law supports mothers to breastfeed in any public venue – including at Weld County Public Health Department ."

"Supporting moms here at Weld County Public Health Services means that more moms will breastfeed, and when more moms breastfeed, we all benefit from lower healthcare costs and better health!"



Northern Colorado Breastfeeding Coalition

