

## Making Breastfeeding Work

# Breastfeeding Friendly Public Venues

A breastfeeding friendly venue is a public area that is welcoming to families that are breastfeeding. Providing a breastfeeding friendly public venue and supporting breastfeeding families is good for your reputation and good for the community.



## Support Business & Health

1. Being a breastfeeding friendly venue helps to promote your organization as one that supports families in your community.
  - Two-thirds of mothers will stop breastfeeding before they want to because of a lack of support.
  - One instance of feeling shamed or being asked to leave a location because of breastfeeding can be enough for a mother to quit.
2. Help improve the health of the entire community. When babies can breastfeed for longer, they receive valuable protection against many chronic illnesses, including obesity and diabetes.

## Support is Simple

3. **Signage:** Display stickers, window clings, or signage in a visible location indicating you welcome breastfeeding families in your establishment. This can include your website.
4. **Education:** Hang an educational poster in the breakroom and educating employees and volunteers about your commitment, policy, and practices to welcoming breastfeeding mothers. Regular reminders at staff meetings or volunteer trainings can also help to keep your commitment top-of-mind.
5. **Environment:** Create a welcoming environment that feels friendly, non-judgmental, and supportive towards breastfeeding families. The common agreement should be that breastfeeding mothers will NOT be harassed, treated with disrespect, or be asked to leave because they are breastfeeding.

To become a breastfeeding friendly public venue, contact Mike Schwan at [mschwan@weldgov.com](mailto:mschwan@weldgov.com). For more information about breastfeeding and the resources available in Northern Colorado, visit [www.nocobreastfeeding.org](http://www.nocobreastfeeding.org)



Making Breastfeeding Work  
Breastfeeding Friendly Public Venue  
**ORGANIZATION COMMITMENT**

Our business/organization, \_\_\_\_\_, commits to:  
Name of Establishment

- Displaying signage in a visible location indicating we welcome breastfeeding families
- Hanging an educational poster and educating employees and volunteers to make sure they are aware of the part they play in welcoming breastfeeding families
- Creating an environment that is supportive and friendly towards breastfeeding families

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_

Your organization/business will be recognized by the Northern Colorado Breastfeeding Coalition as a Breastfeeding Friendly Public Venue. Please provide the following information about your business/organization as you would like it displayed.

Name of establishment: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Website: \_\_\_\_\_ Phone: \_\_\_\_\_

Please email this completed form to Mike Schwan at [mschwan@weldgov.com](mailto:mschwan@weldgov.com)

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Northern Colorado Breastfeeding Coalition