



Breastfeeding Welcome Here

Advocate Toolkit

*Promote breastfeeding friendly
practices in your community*



MISSOURI DEPARTMENT OF
**HEALTH &
SENIOR SERVICES**



Missouri Breastfeeding Coalition

How to Promote Breastfeeding Friendly Businesses

- Share the information in this toolkit with local business owners.
- Familiarize yourself with Missouri Breastfeeding Law.
- Understand how providing space for mothers to breastfeed benefits business owners.
- Know how to address common concerns business owners or managers may have.
- Identify other patrons of the business and create a plan for advocacy.
- Meet with business owners or managers to discuss request.
- Use the enclosed promotional materials to raise awareness.

Window Decal



4x4.5 in.

Employee Flyer



8.5x11 in.

Employee Poster



11x17 in.



Need additional promotional materials? Contact the Missouri Breastfeeding Coordinator at breastfeeding@health.mo.gov.

Breastfeeding

can benefit everyone.



Babies & Children

Lowers the risk of death due to illness or Sudden Infant Death Syndrome (SIDS).

Decreases risk of ear infection, diarrhea, pneumonia and gastroenteritis in infancy.

Helps to prevent childhood obesity, asthma, hypertension and some cancers.

Improves IQ, academic performance and long-term productivity.



Mothers & Families

Decreases the mother's risk of Type 2 diabetes, breast cancer, ovarian cancer and high blood pressure.

Saves a significant amount of money that may otherwise be spent on infant formula.

Lowers the risk of developing postpartum depression.

Strengthens the mother's bones after weaning and reduces risk of osteoporosis.



Business & Economy

Lactation accommodations help attract employees and lowers turnover rates.

Boosts employee job satisfaction, morale, loyalty and productivity.

Reduces health care costs.

Results in fewer insurance claims and decreased employee absenteeism due to better infant health.



The Environment

Reduces global carbon footprint as it requires much less packaging, fuel to prepare or transportation for product delivery.

Does not create pollution or require disposal in a landfill.

Creates a naturally renewable food source.

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Frequently Asked Questions

“How do I respond if a customer complains about a mother breastfeeding?”

It is important to validate concerns while educating. “I understand that you have personal concerns, but our business complies with Missouri law that protects a mother’s right to breastfeed wherever she has the right to be. As a breastfeeding-friendly business, we support breastfeeding families and will not ask a nursing mother to leave or cover up. What can I do to make you more comfortable? Is there another place you would rather be seated?” Redirect the conversation to be about their comfort instead of focusing on the breastfeeding mother.

It should be noted that solutions can vary for different businesses.

“Do I have to allow mothers to breastfeed at my business?”

Yes. Missouri law protects a mother’s right to breastfeed in any place that is open to the general public. This includes shopping venues, schools, restaurants, libraries and public transportation. This law is, in part, based on best practices for maternity care. Best practices like feeding on cue means that a mother is able to nourish and calm her hungry baby. Since milk production is a “use it or lose it” process, it also helps mothers sustain milk production for their growing babies.

“We are a family-friendly business. What about modesty?”

Mothers simply want to feed their hungry babies. Supporting breastfeeding mothers actually means you will be supporting more families who want to enjoy the communities they live and work in. It is just about as family-friendly as you can get! Breastfeeding-friendly businesses help to normalize breastfeeding in all communities!

“Will taking a stance on breastfeeding make a difference?”

Yes! There are many barriers mothers face that may make it more difficult for them to meet their breastfeeding goals. Mothers are more successful with breastfeeding when they have a supportive community where they live and work. Providing a comfortable environment for breastfeeding mothers will make it easier for more families to have the freedom to be away from home and enjoy their communities.

Want to do More to Support Breastfeeding in Your Business?

Support your breastfeeding employees.

Benefits to your business include:

- Reduced employee absenteeism.
- Increased productivity.
- Improved retention rate.
- Positive image as a family-friendly employer.
- More satisfied employees.

Missouri recognizes employers who provide workplace support for breastfeeding employees through the **Breastfeeding Friendly Worksite Award**.

Employers are evaluated based on criteria for three levels of support: Gold, Silver and Bronze.

Visit Health.Mo.Gov/living/families/wic/breastfeeding/worksiteinitiatives/index.php to complete and submit an application for recognition.



Want to learn more?

Contact the Missouri Breastfeeding Coordinator at breastfeeding@health.mo.gov.

Breastfeeding Welcome Here



Every business recognizes the value of repeat customers and word-of-mouth. Breastfeeding mothers need a supportive environment, and if they feel welcomed while they enjoy a meal, have a cup of coffee or shop, they will return to those businesses and spread the word to their friends! Ensuring that your business is breastfeeding-friendly gives you an opportunity to not only boost your business, but also benefit your local community at the same time.

Breastfeeding moms need a supportive environment. Breastfeeding is very important to the health of both mothers and babies. Mothers who breastfeed are at lesser risk for breast and ovarian cancer and breastfed babies are less likely to suffer from infections, allergies, childhood diabetes and obesity.

We all benefit from breastfeeding. Breastfed babies are healthier, making fewer demands on public health services. Parents of healthy children take less time off work. Breastfeeding is also better for the environment — there is less manufacturing, pollution, packaging or waste involved! Furthermore, more mothers who feel comfortable feeding their babies in public places equals fewer crying infants, which makes for a better business experience for all customers.

Missouri Law RSMO 191.918 states that a mother has the right to breastfeed her child or express breastmilk in any public or private location where the mother is otherwise authorized to be.

Does your business welcome breastfeeding mothers?

- Provide a welcoming environment — are breastfeeding mothers able to sit anywhere and enjoy a welcoming attitude from staff, management and other customers while breastfeeding?
- Supportive staff — are staff trained to handle customer complaints about breastfeeding? Staff will inform concerned customers that breastfeeding in public is protected by law and your business welcomes breastfeeding patrons.
- By placing a “Breastfeeding Welcome Here” decal in your window, you make an important statement to your customers that breastfeeding is welcome at your business.



Business Pledge

Apply online at Health.Mo.Gov/living/wellness/nutrition/breastfeeding-welcome/ or fill out this pledge and email to breastfeeding@health.mo.gov.

I pledge to provide a welcoming environment where breastfeeding mothers are able to sit anywhere and enjoy a welcoming attitude from staff, management and, to the fullest extent possible, other customers.

I pledge to place a *Breastfeeding Welcome Here* window decal in full view of all who enter this business establishment.

Staff members are knowledgeable of how to handle complaints about breastfeeding. Staff and concerned customers will be informed that breastfeeding in public is protected by Missouri state law and that this business welcomes breastfeeding patrons.

Contact Name _____ Business Name _____

Address _____

City _____ State _____ Zip _____

County _____ Email _____

Phone _____ Website _____

Number of window clings (4x4.5 in.) _____

Suggested number: one window cling for each public entrance and each room designated for breastfeeding or pumping.

All information collected will be used for the sole purpose of conducting the *Breastfeeding Welcome Here* Campaign. Participants will receive all program materials via mail.

I agree to have my business or organization's name, address, phone number and website URL listed on the Missouri Breastfeeding Coalition website as participating in the *Breastfeeding Welcome Here* Campaign. I also agree to be recognized through Facebook as being a program participant.

Signature _____



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