




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 space."

2. Depending on the situation, you might add:

"Colorado law supports mothers to breastfeed in any public place – including [add your type of organization - e.g. restaurant, library, etc]."

"Supporting moms here at [your organization name] 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

