

International Breastfeeding Symbol

This important symbol has the potential to change the world for the better. It can be used by ordinary people to express their support for breastfeeding in their home and work environment. It can be used by shopkeepers,



restaurant owners, and other businesses as well as organizations to let customers and employees know that

breastfeeding is welcome inside.

About Us

The Breastfeeding Community of Practice is a volunteer, community-based, peer- to- peer network that supports, promotes and protects breastfeeding.

Contact Us

To learn more about becoming breastfeeding friendly or the *Make Breastfeeding Your Business* tool kit, please contact us.

Breastfeeding Community of Practice

c/o Public Health, Capital Health

7 Mellor Avenue, Unit 5

Dartmouth, NS, B3B 0E8

Tel: (902) 481-5886

Name: _____

Email: _____

Phone: _____



Make Breastfeeding Your Business

Become Breastfeeding Friendly



Nova Scotia Promotes, Protects and Supports Breastfeeding

Did you know ...

Breastfeeding is protected by the Nova Scotia Human Rights Act.

A woman has the right to breastfeed in a public area without discrimination or harassment.

Breastfeeding is important for the health of the baby and the mother, but also has benefits for employers and the community.



Make Breastfeeding Your Business

Make Breastfeeding Your Business is a Provincial initiative that helps businesses, organizations and municipalities adopt practices that protect, promote and support breastfeeding.

Benefits of Becoming Breastfeeding Friendly

- Enhanced image of being progressive. Breastfeeding is environmentally friendly and supports the health of women and children.
- Increased business as a result of supporting a family friendly environment where people will feel more welcome.
- Lower employee absenteeism due to family illness. Breastfed babies and their mothers are healthier.
- Increased job satisfaction and productivity among employees returning to work post-maternity leave as the result of feeling better supported.
- Increased employee retention post-maternity leave, resulting in decreased costs for recruitment and training.

Support is a key factor that influences a mother's decision to breastfeed. You can play an important role in creating a community that supports breastfeeding.

How to Become Breastfeeding Friendly

- Be informed. Learn why creating more breastfeeding friendly spaces in our community is important.
- Provide a welcoming environment for mothers to breastfeed.
- Display a sign or symbol that tells everyone, breastfeeding is welcomed.
- Create a verbal or written breastfeeding policy.
- Ensure all employees know about the organization's breastfeeding policy.



For More Information

To learn more about becoming breastfeeding friendly, please visit the *Make Breastfeeding Your Business* tool kit available online.

http://www.gov.ns.ca/hpp/publications/breastfeeding_support_kit.pdf