



Breastfeeding Friendly Places

What is a Breastfeeding Friendly Place?

A place that has friendly staff who make breastfeeding mothers feel welcome and accepted in their establishment. They openly show their support by displaying the Breastfeeding Friendly sign.

Why is it important to have Breastfeeding Friendly Places?

Recent studies have shown that women can be reluctant to breastfeed outside the home. The primary reasons given are embarrassment, fear of disapproval and lack of facilities.

- Over 80% of mothers in our district felt it was important to have a special place in restaurants and malls to breastfeed.
- Almost 60% of mothers surveyed were not very comfortable breastfeeding in restaurants.

As a business owner and employer, you can make families more comfortable by creating a breastfeeding friendly environment.

Why support breastfeeding?

Breastfeeding is not only best for babies – it also benefits mothers and the community.

Breastfeeding is environmentally friendly – it imposes no costs on the environment in terms of production, packaging or waste disposal.

Today, in the Porcupine Health Unit area, almost 75% of new mothers are choosing to breastfeed, but many mothers don't continue to breastfeed for as long as they would like. That's because, at times, breastfeeding isn't easy.

In order for children to receive the full benefits of breastmilk, breastfeeding mothers need to be fully supported by all sectors of the community.

Thank you for supporting young mothers and families.