

Breastfeeding Family Friendly Employer and Community Partner Designation

Become a Breastfeeding Family Friendly Employer and Community Partner. The payoff is significant!

- Lower healthcare and insurance costs due to healthier babies and parents
- Reduce the rate of absenteeism due to infant illness.
- Lower employee turnover rates.
- Improve employee and customer loyalty and satisfaction.

Learn more at: <https://www.womenshealth.gov/supporting-nursing-moms-work>

To become a **Breastfeeding Family Friendly Community Partner** that supports breastfeeding customers and patrons:

Required (Your business must commit to the following)

- We do not advertise infant formula or related products directly to consumers.
- Breastfeeding mothers are always welcome and respected. They will never be treated poorly, asked to stop breastfeeding or asked to cover up or move.

Optional but recommended

- *Breastfeeding customers have access to a private space for expressing milk or nursing. The space is NOT a bathroom, and is lockable and shielded from public view.*
- *We have a written breastfeeding support policy, and orient our staff to its principles to ensure appropriate treatment of families.*
- *Our staff are educated on the rights and needs of breastfeeding moms and babies.*
- *We offer print materials for local breastfeeding resources for our customers*
- *We display breastfeeding promotion materials.*

To become a **Breastfeeding Family Friendly Employer** that supports breastfeeding employees:

Required (Your business must commit to the following)

- We do not advertise infant formula or related products directly to consumers.
- All lactating employees are allowed breaks to express milk or nurse their children
- All lactating employees have access to a private space for expressing milk or nursing. The space is not a bathroom. The space is lockable and shielded from view. The space has an electrical outlet and hand hygiene station
- We have a written breastfeeding support policy, and orient our staff to its principles to ensure awareness of worksite support for lactation

Optional but recommended

- *Staff have access to a refrigerator for milk storage*
- *Pregnant and Post-partum mothers are offered access to lactation support (professional or peer, classes or groups)*
- *We offer flexible return-to-work policy (part-time, job sharing, telecommuting, flex time, etc)*
- *We offer on-site child care and support breastfeeding and breast milk feeding therein.*
- *We have taken extra steps to make the lactation space warm and welcoming by doing any of the following: comfortable chair, pictures of babies/space to post pictures of babies, music/sound player, electric pump (mothers bring their own kits), wall clock, notebook for moms to write to each other, etc.*

Once designated as a Breastfeeding Family Friendly Employer and/or Community Partner

You will be provided with a “Breastfeeding Welcome Here” window cling to display and your business can be listed on the NC Breastfeeding Coalition website (www.ncbfc.org) and on the Breastfeeding Communities website (www.breastfeedingcommunities.org).