

Tips To Make Breastfeeding in Public Easier

In a Business

Most businesses welcome women who want to breastfeed. However, there may be a time when a privately owned business asks you to stop or leave. If that happens:

- Tell the person in a friendly way that your baby cannot be interrupted and that when you are finished you will be on your way.
- Be friendly but firm about your rights and you may be able to solve any problems on the spot. Hopefully they will see that discouraging breastfeeding mothers from their business will hurt their reputation in the community.

In a Restaurant

- Ask the host for a table with a little extra room for breastfeeding.
- Use a light receiving blanket to cover the baby and your breast while feeding. Practicing in a mirror before going out will help you gain confidence.
- Look confident and explain it is your right to feed your hungry child if another customer questions your choice to breastfeed.

- Remain friendly and if someone near you is staring or is upset you can choose to ignore them or say, "It seems breastfeeding my baby makes you uncomfortable. It won't take long but maybe you'd feel better sitting somewhere else."
- Use a little humour to make someone who is embarrassed feel more comfortable. Try to choose family friendly restaurants with a Baby Friendly sticker on the door. Call ahead, talk with other moms about good places to go.

In a Mall

- Talk to other moms about which malls support breastfeeding mothers.
- Call ahead to ask what kind of facilities the mall has for families and babies.
- Pick a quiet bench which you may find is an easier place to nurse than in a busy distracting food court.

In a Park

- Choose a spot with other moms.
- Bring a chair or cushion for your comfort.
- Find a shady place to sit, relax and enjoy the quiet moment while baby feeds.

Health Canada recommends breastfeeding up to 2 years and beyond.

March 2011

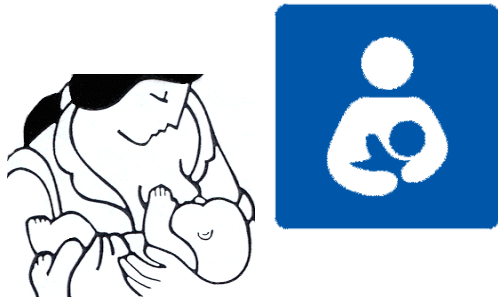


INFORMATION ABOUT BREASTFEEDING IN PUBLIC

What is a Breastfeeding Friendly Place?

- A place or location with friendly staff who welcome women to breastfeed there.
- A place where women are not asked to stop nursing, cover up or go somewhere like the washroom to feed.
- A place that clearly displays a sign that shows their support for breastfeeding mothers such as "Breastfeeding Friendly" or "You Are Welcome to Breastfeed Here" or the international symbol for breastfeeding.

Breastfeeding-Friendly Sticker Examples



Why is it important to have these kinds of places?

- According to a 2002 survey in Northern Ontario, 42% of moms in Thunder Bay were not very comfortable with breastfeeding in restaurants. Many moms feel breastfeeding in public places can be intimidating.
- In the same survey, 86% felt it was important to have a special place in restaurants to breastfeed.
- Breast milk is the healthiest choice for babies. In Thunder Bay, 88% of mothers start breastfeeding their babies and it is important for the general public to accept and encourage this practice.
- Health Canada and the World Health Organization recommend breast milk only for babies for the first 6 months with continued breastfeeding after the introduction of solids for up to 2 years and more.

How can an interested place join the program?

- Restaurants, malls and business owners interested in supporting breastfeeding mothers can call 807-625-5952 or email laura.prodanynk@tbdhu.com to receive a free sticker.

- It's easy, free and is a great way to demonstrate the type of community support needed for mothers to be able to breastfeed exclusively for 6 months and for up to 2 years or more.



**Ontario
Human Rights Commission**
**Commission ontarienne des
droits de la personne**

Good to know

- Breastfeeding mothers have rights in Ontario.
- Breastfeeding mothers have the right to breastfeed a child in public areas.
- No one should prevent a breastfeeding mother from nursing her child because she is in a public area.
- No one should ask a breastfeeding mother to cover up, disturb her or ask her to move to another area that is more discreet.

For more information about the rights of breastfeeding mothers visit The Ontario Human Rights Commission at ohrc.on.ca or call 1-800-387-9080.