

BREASTFEEDING-FRIENDLY
BUSINESS PLEDGE



staff
TRAINING
*expectations
& education*





welcome

As a Breastfeeding-Friendly Business, you have demonstrated a sincere and important commitment to mothers, children, and families in your South Dakota community! You have pledged to provide a welcoming environment where mothers can sit anywhere and enjoy a welcoming attitude from staff, management, and other patrons while breastfeeding. The "Breastfeeding Welcome Here" sign at each public entrance marks your dedication and support and we want to ensure all staff are aware and educated on this commitment.



BREASTFEEDING benefits

Breastmilk is the nutritional gold standard for infant feeding and nutrition. Scientific evidence overwhelmingly indicates that breastfeeding is the optimal method of infant feeding and should be promoted and supported to ensure the best health for women and their children, according to World Health Organization (WHO) and the United Nations Children's Fund (UNICEF).

BENEFITS FOR THE CHILD:

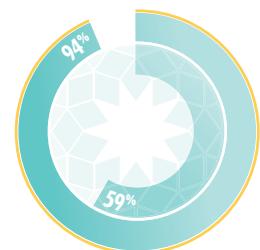
A breastfed child receives cells, hormones, and antibodies in breastmilk which protect the baby from illness. Breastfeeding significantly lowers rates of diarrhea, otitis media, lower respiratory tract infections, Type 1 and Type 2 diabetes, childhood leukemia, necrotizing enterocolitis, and sudden infant death. But the benefits go far beyond just the breastfed child.

BENEFITS FOR THE MOTHER AND FAMILIES:

Mothers have a deep bond and emotional connection with their breastfed child and receive personal health benefits, such as lower risk of Type 2 diabetes, breast and ovarian cancer, rheumatoid arthritis, and cardiovascular disease, including high blood pressure and high cholesterol. Breastfeeding can decrease the risk of postpartum depression and help mothers return to their pre-pregnancy weight. Families benefit financially by eliminating the need to purchase formula. Fewer infant illnesses mean less disruption of family life and less expense, as well as the long-term health benefits impacting the child and mother's quality of life.

BENEFITS FOR YOUR BUSINESS:

- Breastfeeding mothers are more likely to patronize businesses where they feel comfortable breastfeeding.
- Businesses that support breastfeeding employees contribute to their company's return on investment as women with children are the fastest growing segment of the workforce.
- Breastfeeding employees miss work less often because their infants are healthier, and they report improved morale, better satisfaction with their jobs, and higher productivity.
- Providing a supportive breastfeeding environment also improves overall company image and serves as a recruitment tool.



- Businesses that offer effective programs often have **higher retention rates for female employees**, 94% compared to the national average of 59%.

STAFF expectations

A well informed staff is critical to the support of breastfeeding customers and employees within an establishment. Clear guidelines minimize confusion or misinterpretation of expectations. Staff need to know what is expected of them and why welcoming breastfeeding in public is important.

- 1 Welcome mothers to breastfeed anywhere customers are allowed. Welcoming can simply mean allowing the mother to breastfeed undisturbed. Welcoming can also mean accommodating a mother's needs. For example, if a mother requests a place to sit, staff may direct her to the nearest chair.
- 2 If a mother requests privacy, direct her to a designated private location. South Dakota law does not require that a mother go to a private location or bathroom to breastfeed her child. Staff are expected to respect the law. While encouraged, a Breastfeeding-Friendly Business is not required to provide a private location on site. However, staff should be prepared to advise mothers about a nearby non-bathroom private location.
- 3 If another customer complains, inform the customer that the law supports breastfeeding in public. Offer to make other accommodations to help the customer be more comfortable. Suggested response: "I hear and understand that you are uncomfortable. However, South Dakota law protects breastfeeding in public, and our policy is to welcome breastfeeding within our establishment. Is there something that I can do to help you feel more comfortable?" If handled appropriately, the nursing mother should never know there was a complaint.
- 4 Upper-management should work with breastfeeding employees to allow appropriate time and space necessary to pump at work, to the best of their ability.

STAFF education



Remember, breastfeeding is normal.

It is absolutely normal (*and what nature intended*) for an infant or toddler to nurse – this is what breasts are made for. Don't worry, it is rare to see any more than a mother's skin when she breastfeeds. Just look away if you feel uncomfortable, but never suggest that a mother cover herself or that she nurses out-of-sight of others. The more we see breastfeeding mothers, the more comfortable we will all be with them.

WHAT IS WRONG WITH ASKING A MOM TO MOVE TO THE RESTROOM OR COVER UP?

It implies that a mother and baby are engaging in a shameful or distasteful act when she is simply feeding her child. A restroom is not a hygienic location to feed a baby. For some infants, being covered disrupts the breastfeeding process.

WHY CAN'T THE MOTHER JUST BRING A BOTTLE OR NURSE BEFORE SHE LEAVES HOME?

Breastfeeding is a complex biological relationship that can be disrupted by bottle-feeding. Babies often eat on an irregular schedule and it's important to feed the baby when he/she is hungry.



WHAT ABOUT THE RIGHT OF OTHERS TO NOT SEE SOMEONE NURSE IN PUBLIC, ESPECIALLY WHILE EATING?

If breastfeeding offends someone, they may ignore it, turn away, ask to be seated in another location or leave. A nursing mother and baby are not responsible for another person's comfort level.



ARE THERE REALLY THAT MANY MOTHERS BREASTFEEDING IN PUBLIC?

Yes, over 77% of mothers initiate breastfeeding in South Dakota. People don't realize how often babies are breastfed in public because mothers and babies are so skilled at breastfeeding discreetly that it often doesn't register with viewers.



HOW SHOULD YOU RESPOND IF OTHER CUSTOMERS COMPLAIN?

One option might be, "I hear you and understand that you're uncomfortable. However, South Dakota law protects breastfeeding in public, and our policy is to welcome breastfeeding within our establishment. Is there something that I can do to help you feel more comfortable?" The goal is to address the customer's concern, but not to disturb the mother.



WHAT IS THE PUBLIC BREASTFEEDING LAW IN SOUTH DAKOTA?

South Dakota legislation states that "A mother may breastfeed her child in any location, public or private, where the mother and child are otherwise authorized to be present as long as the mother is in compliance with all other state and municipal laws. However, no municipality may outright ban breastfeeding in public places."



WHAT IS THE FEDERAL BREASTFEEDING LAW FOR BUSINESS EMPLOYEES?

Section 4207 of the Patient Protection and Affordable Care Act (ACA) requires employers to provide nursing mothers with:

1. reasonable break time to express breast milk for one year after her child's birth each time such employee has the need to express breast milk;
2. a private space, other than a bathroom, that is shielded from view and free from intrusion of others, to express breast milk.

breastfeeding

BENEFITS YOUR COMMUNITY & STATE

All of these benefits and contributions benefit society as a whole. Breastfeeding improves health, saves money, creates a more productive work force, and is better for the environment.



HealthySD.gov/Breastfeeding

