



What is a Breastfeeding-Friendly Business or Workplace?

Breastfeeding-Friendly Businesses are businesses that welcome breastfeeding mothers as customers. This can be as simple as treating breastfeeding mothers well, never asking them to leave, cover up, or move. Businesses who have been granted the Breastfeeding-Friendly Business Award can proudly display the Breastfeeding-Friendly window cling. Minimum criteria for receiving this award are:

- 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.

Breastfeeding-Friendly Workplaces are workplaces that have made accommodations to support breastfeeding mothers as employees. This can be as simple as allowing employees to have flexible breaks and access to a private room for expressing milk or nursing. The room needs to have a comfortable chair and a lock on the door. Minimum criteria for receiving this award are:

- 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

What's in it for the employer to go Breastfeeding-Friendly?

Breastfeeding-friendly (BFF) employers benefit from lower health care costs, lower turnover and absenteeism rates, higher productivity and morale. It also creates a positive image in the community as a "family friendly" business. Breastfeeding-Friendly is also the law. Under the [Affordable Care Act](#), businesses with greater than 50 employees are required to provide hourly-workers with time and space to pump or breastfeed during the workday.

Can I do more to support breastfeeding?

As an employer, having a written [breastfeeding support policy and orientation to the policy](#) for all employees is a good first step. Flexible return to work policies, onsite childcare, prenatal breastfeeding classes, and post-partum breastfeeding support groups are all great additions to a breastfeeding-friendly work environment. A superior lactation room has a small table close to an electrical outlet where the employee can put her pump (or the employer provides an electric breast pump), and a refrigerator for milk storage. Other amenities may include breastfeeding art or a place for baby pictures, a telephone, a music player, a wall clock, and a sink for hand-washing and cleaning equipment.

As a business, having a written policy supporting a customer's right to breastfeed and educating staff on that policy is a good place to start. Other ways to support breastfeeding women can be access to a

private room for nursing or expressing milk with a comfortable chair and a lock on the door, and displaying print materials for breastfeeding resources or breastfeeding promotion.