



## BREASTFEEDING FRIENDLY DESIGNATION CAMPAIGN

To \_\_\_\_\_

As part of our ongoing efforts to promote breastfeeding awareness and support within our community, the Bermuda National Breastfeeding Committee is excited to introduce a new initiative to recognize and celebrate businesses that demonstrate a commitment to being breastfeeding friendly.

We believe that creating a welcoming environment for breastfeeding dyads not only supports the health and well-being of mothers and babies but also fosters a sense of inclusivity and community within our local establishments. To this end, we invite you to participate in our breastfeeding-friendly designation program by confirming your business's adherence to the following criteria:

- All staff are advised to welcome breastfeeding mothers and provide a comfortable and supportive environment for breastfeeding.
- Your business will not tolerate discrimination or harassment of breastfeeding mothers on the premises.
- Your business allows flexibility regarding seating arrangements and time limits to accommodate breastfeeding mothers and their babies.
- Your business *may* offer privacy options, such as discreet seating or nursing areas, for breastfeeding mothers who prefer a more private space. Staff can guide mothers to these areas upon-request.

By meeting these criteria, your business will be eligible to receive our breastfeeding-friendly designation, which includes the display of a sticker in your business front window indicating your support for breastfeeding families as well as being published in our list of "breastfeeding-friendly" local enterprises.

If you would like to participate in this program or if you have any questions regarding breastfeeding or this program in specific, please contact me directly so that we can discuss further. We look forward to partnering with you to create a more breastfeeding-friendly community within Bermuda.

**Thank you for your consideration and support.**

---

**Committee Representative**

**Contact Number/Email**



## WHY SUPPORT BREASTFEEDING FAMILIES?

Breastfeeding serves as the gold standard for infant feeding, providing protection against infections, allergies, and chronic diseases, while fostering the bond between mother and baby.

Yet, despite its well-documented advantages, breastfeeding rates continue to fall short of global recommendations. In many cases, this can be attributed to a lack of societal support and understanding of the challenges faced by breastfeeding mothers.

**Public support of breastfeeding involves creating environments that are conducive to breastfeeding, whether it be in workplaces, healthcare facilities, or public spaces.**

Here are some of the key benefits:

- **Healthier Babies:** Breastfeeding provides infants with the ideal nutrition for healthy growth and development, reducing the risk of infections, allergies, and chronic diseases such as obesity and diabetes later in life.
- **Healthier Mothers:** Breastfeeding offers numerous health benefits for mothers, including a reduced risk of breast and ovarian cancer, osteoporosis, and postpartum depression. It also promotes faster postpartum recovery.
- **Cost Savings:** Breastfeeding is cost-effective compared to formula feeding, saving families and healthcare systems money on healthcare costs associated with treating childhood illnesses and chronic diseases.
- **Environmental Sustainability:** Breastfeeding is environmentally sustainable, requiring no packaging, transportation, or waste disposal associated with formula feeding. It helps reduce carbon emissions and conserves natural resources.
- **Community Well-Being:** Breastfeeding promotes community well-being by fostering social connections and support networks among breastfeeding mothers. It contributes to the creation of breastfeeding-friendly communities where mothers feel empowered to breastfeed wherever and whenever their babies need.

As we strive to create healthier and more equitable communities, it's essential to prioritize public support for breastfeeding and increase awareness of its many benefits. By working together to create breastfeeding-friendly environments and advocating for breastfeeding families, we can build a brighter future for generations to come. Let's embrace breastfeeding as a cornerstone of community well-being.