



Working towards a Breastfeeding Friendly Ottawa

For more information please visit, justfood.ca/bfb

Dear _____

I am a customer who supports businesses that participate in Just Food's Breastfeeding Friendly Business Project. In Ottawa, close to 10,000 babies are born every year, which means our families make up a substantial portion of your customer base. I understand how important it is for you to appeal to your customers. As a patron of your business I would like to help you better appeal to breastfeeding families.

Breastfeeding is a natural way for mothers to nourish their children. Health Canada recommends that babies be fed only breast milk for the first six months of their lives. Breastfeeding is recommended to continue after solid foods are introduced, up to 2 years of age or longer.

Mothers have the right under the Ontario Human Rights Commission to breastfeed their babies anytime, anywhere, and babies have the right to feed. According to Ottawa Public Health, over 93% of mothers initiate breastfeeding in Ottawa. Many mothers discontinue because they do not feel supported by their community and they may be overwhelmed by negative attitudes and opinions surrounding public breastfeeding. Breastfeeding mothers need support.

I encourage you to make your establishment Breastfeeding Friendly and display the "You are Welcome to Breastfeed Here" sign. The attached information will tell you how.

Sincerely,

Thank you for supporting a Breastfeeding Friendly Ottawa!



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Stay in step with your competition by becoming a Breastfeeding Friendly Business

Businesses across Canada are broadening their appeal. They are taking steps to help breastfeeding mothers feel welcome and secure, by:

- ♥ developing a welcoming and supportive social environment
- ♥ promoting Breastfeeding Friendly practices amongst staff and customers

As a business owner or manager in Ottawa, it's up to you to lead the way. So take action, and get involved. Join the growing number of businesses that openly welcome breastfeeding mothers.

How to become a Breastfeeding Friendly Business!

1. Visit www.justfood.ca/bfb.

2. Download and print the following materials:

- ♥ **Breastfeeding Friendly Business Sign:** Please post at least one sign in your business. Consider posting additional signs at your entrance, cash, and reception and on your menus and flyers. By posting signs you are working towards normalizing breastfeeding in Ottawa and showing your customers that you care.
- ♥ **Breastfeeding Friendly Business Toolkit:** Leave the toolkit in a place where it is accessible to all staff.
- ♥ **Staff Training Poster:** Post this poster in an area accessible by all staff members; train your staff; talk with them about how to create a supportive environment; encourage them to tell mothers with babies that they are welcome to feed and care for their babies in your business if they wish.

Create a supportive environment for customers. Every establishment is different. It is understood that most businesses cannot create a room specifically for breastfeeding and this is not necessary. Supporting breastfeeding families means they are welcome to breastfeed anytime, anywhere. Talk to your staff – they may have great ideas about how you can create a more breastfeeding friendly environment for your clients.

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