

For Nevada WIC 2015:

Background/Introduction: *Breastfeeding Welcomed Here* – Breastfeeding-Friendly Business Pledge. Directed and delivered by Lindsey Dermid-Gray, MPH, CLC WIC Statewide Breastfeeding Coordinator.

Visit: <http://nevadabreastfeeds.org/breastfeeding-welcomed-here/>

Project Goals: According to the American Academy of Pediatrics, the lack of community and familial support for breastfeeding is a central obstacle to mothers reaching recommended breastfeeding durations. The goal of this campaign is to encourage more women to breastfeed their babies and breastfeed for a longer duration by making our community more welcoming to breastfeeding families.

Methods: Statewide Breastfeeding Coalition members volunteer to approach businesses and ask them to sign the following pledge: “I agree to provide an environment where breastfeeding mothers are able to sit anywhere and enjoy a welcoming attitude from staff, management and other patrons while breastfeeding.” Management is then asked to inform all staff of the law protecting women’s right to nurse in public and to ensure if ever a complaint is made, that complaint will never make it back to the mother. Businesses are then given a campaign sticker to display their support of breastfeeding, as well as a Frequently Asked Questions flyer for gentle rebuttals to commonly expressed public concerns. All businesses who sign the pledge are included on a campaign website, and promoted on a campaign Facebook page.

Results: Since inception in December of 2014, forty-five businesses across the state have signed the campaign pledge. Three businesses have declined campaign participation.

Summary/Discussion: The *Breastfeeding Welcomed Here* campaign serves to provide a consistent message of support for mothers who are breastfeeding in public, educate businesses and community members on the law protecting women’s right to nurse in public, and prevent the occurrence of mothers being told to cover or remove themselves from public spaces for nursing their child.