



Make breast/chest feeding your business: Welcome families to breast/chest feed **ANYTIME, ANYWHERE**

Breast/chest feeding is important

Breast/chest feeding is important for the health and well-being of children, parents, families, and communities. It is a **human right protected by the [BC Human Rights Code](#)**.

To “make breast/chest feeding your business,” you and your staff can:

- Create a welcoming, breast/chest feeding-friendly space for all families.
- Follow the tips below to help families feel welcome to breast/chest feed **any time, anywhere**.
- Be part of a positive change in your community and support the far-reaching health, social, cultural, financial, and earth-friendly benefits.

It's good for business

A breast/chest feeding-friendly space has its benefits:

- It improves the service you provide, and invites visits from new and returning clients/customers. This can bring good publicity to your business/organization.
- It is supportive of staff who have recently returned from maternity/parental leave who breast/chest feed – this can increase job satisfaction, attendance, and productivity.

Helpful tips

- Be welcoming, friendly, and supportive to all families.
- Display the international breast/chest feeding symbol (shown above) in windows and on doors for the public.
- Talk with staff about why supporting breast/chest feeding is important.
- Have an up-to-date policy that supports breast/chest feeding and share it with all of your staff regularly.
- Ensure comfortable seating is available for families who breast/chest feed.
- Ask families where they would like to sit – allow them to choose a spot where they will be comfortable. It is not appropriate to ask a family to cover up or feed their child in a bathroom.



Frequently asked questions

1. How long do families breast/chest feed for?

Around the world, exclusive breast/chest feeding is recommended for the first six months. After six months, babies can continue to receive human milk along with solid foods for up to two years of age and longer. Check out [HealthLink BC: Breast/chest feeding resources](#).

2. What are the laws around breast/chest feeding in public?

In British Columbia, all families have the legal right to breast/chest feed their children in any public area. It is discriminatory to ask a family to stop breast/chest feeding, move, or cover-up. Learn more at [Human Rights in British Columbia: Sex Discrimination and Sexual Harassment](#).

3. Why do families need to breast/chest feed in public?

Families need to be able to feed their babies responsively to meet their needs **any time, anywhere**. Creating breast/chest feeding-friendly spaces allows families to actively participate in their community. This promotes the health and well-being of children, parents, families, and communities in BC.

4. How can I support my staff who breast/chest feed?

Support staff to breast/chest feed their babies and to express, pump, and/or store their milk while at work. Before their return from maternity/parental leave, talk with staff about their needs. Learn more at [Canadian Human Rights Commission: Pregnancy and Human Rights in the Workplace](#).

5. What will it cost my business or organization to support breast/chest feeding?

It is free and good for business. Families just need a comfortable space to feed their babies. Families who prefer privacy may ask for a quiet, private area — it does not have to be a special place.

6. How do I respond to guests who are concerned about breast/chest feeding in public?

Show a positive attitude towards all families. Remind concerned guests that it is discriminatory to ask a family to stop breast/chest feeding, cover up, or move somewhere else. You could offer to move the concerned guest to another area.

To learn more about supporting breast/chest feeding families, contact your local [Public Health Services](#), [Lactation Consultants](#), and [La Leche League Leaders](#).

