



Make Breastfeeding Your Business: Welcome Families to Breastfeed **ANY TIME, ANYWHERE**

Breastfeeding is important

Breastfeeding is important for the health and well-being of children, mothers, families, and communities. It is a **human right protected by the BC Human Rights Code**.

To “make breastfeeding your business,” you and your staff can:

- Create a welcoming, breastfeeding-friendly space for all families.
- Follow the tips below to help families feel welcome to breastfeed **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 breastfeeding-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 breastfeed – this can increase job satisfaction, attendance, and productivity.

Helpful tips

- Be welcoming, friendly, and supportive to all families.
- Display the international breastfeeding symbol (shown above) in windows and on doors for the public.
- Talk with staff about why supporting breastfeeding is important.
- Have an up-to-date policy that supports breastfeeding and share it with all of your staff regularly.
- Ensure comfortable seating is available for families who breastfeed.
- 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 breastfeed for?

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

2. What are the laws around breastfeeding in public?

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

3. Why do families need to breastfeed in public?

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

4. How can I support my staff who breastfeed?

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

5. What will it cost my business or organization to support breastfeeding?

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 breastfeeding in public?

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

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

