

# We're Breastfeeding-friendly!

## Breastfeeding-friendly Businesses Award



Please return this application by May 12, 2010

---

The North Carolina Breastfeeding Coalition (NCBC) is launching a new program to recognize businesses for their efforts to support breastfeeding families.

**Why should you become breastfeeding-friendly?** Breastfeeding-friendly businesses benefit by enjoying patron loyalty and are viewed by the community as family-centered. Breastfeeding is the healthiest option for mothers and their babies, and businesses can support this healthy behavior. Moreover, breastfeeding-friendliness is proven to benefit your bottom line by having healthier, happier staff.

**What are the benefits of applying for the award?** In addition to the health and economic benefits mentioned above, businesses that reach one or more of the support levels detailed below will receive recognition via the North Carolina Breastfeeding Coalition website, a "We're breastfeeding-friendly" window cling, and a certificate to display in a prominent location.

**What makes a business or building breastfeeding-friendly?** Business owners and staff can take simple, cost-effective actions to support breastfeeding patrons. We have developed three levels to guide businesses and buildings towards achieving optimal support. Check off each level as your business becomes more breastfeeding-friendly.

- Off to a GOOD supportive start:**
  - Breastfeeding mothers are welcome. This means they will never be treated poorly, asked to leave, cover up or move.
  - Announce your breastfeeding-friendly status to relevant parties (staff).

- Even BETTER for Business:**
  - All of the above, plus:
  - Employees and staff are educated on breastfeeding rights and how to respond to customer needs.
  - Comfortable chair in a clean, private space for women to breastfeed or express milk is available; not including a bathroom stall.

- Very BEST for Business:**
  - All of the above, plus:
  - Written breastfeeding support policy & education about the policy provided to all employees.
  - Making available breastfeeding resources and information for patrons.
  - Private room with a lock on the door for expressing milk and/or nursing (a lactation room).

- OVER -

# ***Be recognized!***

## **Breastfeeding-friendly Award Application**

Support your breastfeeding patrons and get recognized! All businesses and buildings who apply and have completed one or more level of support will be acknowledged and receive a window cling, a certificate of achievement, and listing on the NCBC website! Please send completed applications to emilytaylor@unc.edu or NCBC c/o Carolina Global Breastfeeding Institute, 422 Rosenau Hall, CB #7445, Chapel Hill, NC 27599-7445 NO LATER THAN May 12, 2010.

---

Name of Business/Building: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Web Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Let us know what your business or building is doing to be breastfeeding friendly. Use the checklist you received with this application to determine your current level of achievement, GOOD, BETTER, or BEST.

Check all that apply:

- Off to a **GOOD** supportive start
- Even **BETTER** for business
- Very **BEST** for mothers and babies

Is your business or building supporting breastfeeding mothers in any additional ways?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Would you like more information about breastfeeding-friendly businesses? YES NO

Can we include the name of your business or building on our website? YES NO

*Looking for more information, or have questions about breastfeeding friendly businesses? Contact emilytaylor@unc.edu.*