



Coalition & Advocate Toolkit

Creating communities where breastfeeding families feel welcomed!

This toolkit is intended to be a resource for local advocates who wish to create communities supportive of breastfeeding by reaching out to local businesses and public establishments.



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To learn more about Kansas Breastfeeding Coalition's Breastfeeding Welcome Here campaign please visit www.ksbreastfeeding.org/cause/breastfeeding-welcome-here.
This toolkit was adapted from the Michigan Breastfeeding Network's *Anytime, Anywhere* project materials.

Breastfeeding is good for everyone



BABIES & CHILDREN

- Decreases risk of Sudden Infant Death Syndrome (SIDS) and necrotizing enterocolitis (NEC), leading causes of infant death
- Decreases risk of ear infections, diarrhea, pneumonia and gastroenteritis in infancy
- Reduces the incidence of childhood obesity, asthma, hypertension and some cancers
- Improves IQ, academic performance and long-term productivity



MOTHERS & FAMILIES

- Decreases risk of type 2 diabetes, breast and ovarian cancers for mothers
- Saves families \$1,200 - \$1,500 on formula expenses in the first year of a baby's life
- Reduces risk of mothers developing rheumatoid arthritis, high blood pressure and high cholesterol
- Strengthens mothers' bones after weaning and reduces risk of osteoporosis



BUSINESS & ECONOMY

- Offers a 3-to-1 return on investment for business
- Helps attract valued employees and lowers turnover rates
- Boosts employee job satisfaction, morale, loyalty and productivity
- Reduces \$312 million in annual healthcare costs in the U.S.
- Results in fewer insurance claims and decreased employee absenteeism due to better infant health



THE ENVIRONMENT

- Reduces global carbon footprint as it generally requires no packaging, fuel to prepare, or transportation to deliver
- Does not create pollution or require disposal in a landfill
- Creates a naturally renewable food source which is a complete source of babies' nutrition for the first six months of life
- Promotes child spacing and helps control population growth



Breastfeeding Welcome Here FAQs



“Do I have to allow women to breastfeed at my business?”

Yes. The Kansas law protects a mother’s right to breastfeed in any place that is open to the general public. This includes shopping venues, schools, restaurants, libraries and on public transportation. This law is, in part, based on feeding on cue - one of the key maternity care best practices. Feeding a baby on cue means that a mother is able to nourish and calm her hungry or upset baby. Because milk production works according to supply and demand, feeding on cue also means that mothers will be able to increase and sustain milk production for their growing baby.



“How do I respond if a customer complains about a woman breastfeeding?”

It is important to validate concerns as well as educate.

“I understand you are concerned, but our business complies with Kansas law that protects a mother’s right to breastfeed wherever she has the right to be. As a breastfeeding-friendly business, we support breastfeeding families and will not ask a nursing mother to leave or cover up. What can I do to make you more comfortable? Is there another place you would like to be seated?”

(Note: Solutions will be different for different businesses.)

“We are a family-friendly business. What about modesty?”

This is an understandable concern. Supporting breastfeeding families actually means you will be supporting more families. The vast majority of women who are breastfeeding are very discreet. They simply want to feed their child without worrying about being scolded. The more your community is educated about breastfeeding, the more it will be perceived as a normal (rather than controversial) act.



“Are there really that many mothers breastfeeding in public?”

Yes, 80% of mothers initiate breastfeeding in Kansas. People don’t realize how often babies are breastfed in public because mothers and babies are so skilled at breastfeeding discreetly that it often doesn’t register with viewers.

“Will my taking a stance on breastfeeding really make a difference?”

Yes! There are many barriers women face that prevent them from meeting their breastfeeding goals. However, mothers are more successful with breastfeeding when they have a supportive community where they live and work. Providing a comfortable, shame-free environment for breastfeeding mothers means that more families are able to have the freedom to be away from home and enjoy their communities.

“Why should businesses participate?”

Kansas law states “[a] mother may breastfeed in any place she has a right to be.” Many Kansas businesses are already providing this level of access and comfort for their patrons. The campaign’s aim is for businesses to demonstrate their support for breastfeeding by displaying a clearly visible window cling.



Kansas
Breastfeeding
Coalition, Inc

To learn more about Kansas Breastfeeding Coalition’s Breastfeeding Welcome Here campaign please visit www.ksbreastfeeding.org/cause/breastfeeding-welcome-here. This toolkit was adapted from the Michigan Breastfeeding Network’s *Anytime, Anywhere* project materials.

Want to do more to support breastfeeding in your place of business?



Healthy Employees.
Healthy Babies.
Healthy Business.

Support your breastfeeding employees.

Benefits to your business include:

- Fewer sick days for breastfeeding employees
- Lower health care costs
- Lower staff turnover
- Positive image as a family friendly employer

We recognize employers in Kansas that provide workplace support for breastfeeding employees through the "Breastfeeding Employees Support Award."

Employers are evaluated based on criteria for three levels of support: Gold, Silver and Bronze.

Visit kansasbusinesscase.com/employerawards for an application.

Want to learn more?

Contact the Kansas Business Case for Breastfeeding program at bandy@kansasbusinesscase.com or visit www.kansasbusinesscase.com



(Photo Source: United States Breastfeeding Committee)



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Breastfeeding Welcome Here

Every business knows the value of repeat customers and word-of-mouth. Breastfeeding moms who feel that they and their babies are welcome while they enjoy a meal, have a cup of coffee, or shop will return to your business and spread the word to their friends! Ensuring that your business is breastfeeding friendly gives you an opportunity to boost your business and benefit your local community at the same time.

Is your business “breastfeeding friendly?”

- Provide a welcoming environment— are breastfeeding mothers able to sit anywhere and enjoy a welcoming attitude from staff, management and other customers while breastfeeding?
- Supportive staff- Is the staff trained to handle complaints about breastfeeding? Concerned customers are informed that breastfeeding in public is protected by law and that your business welcomes breastfeeding patrons.
- By placing a “Breastfeeding Welcome Here” decal in your window, you make an important statement to your customers.

Kansas state law, § 65-1,248 protects a mother's right to breastfeed any place she has the right to be. It also states it is Kansas public policy for a mother's choice to breastfeed be supported and encouraged to the greatest extent possible.

Breastfeeding moms need a supportive environment. Breastfeeding is very important to the health of both mother and baby. Mothers who breastfeed are at a lesser risk of breast and ovarian cancer and breastfed babies are less likely to suffer from infections, allergies, childhood diabetes and obesity.

We all benefit from breastfeeding. Breastfed babies are healthier, making fewer demands on public health services. Parents of healthy children take less time off work. Breastfeeding is also environmentally friendly — there is no manufacturing, pollution, packaging or waste involved! Furthermore, more mothers who feel comfortable feeding their babies in public places equal fewer crying infants, which makes for a better shopping, dining, etc. experience for all of your customers.

To order a decal, visit www.ksbreastfeeding.org/pledge

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Business Pledge

I pledge to provide a welcoming environment where breastfeeding mothers are able to sit anywhere and enjoy a welcoming attitude from staff, management and, to the fullest extent possible, other customers while breastfeeding.

I pledge to place a "Breastfeeding Welcome Here" window logo in full view of all who enter this business establishment.

Staff members are knowledgeable of how to handle complaints about breastfeeding. Staff and concerned customers will be informed that breastfeeding in public is protected by Kansas state law, [Kan. Stat. Ann. § 65-1,248](#), and that this business welcomes breastfeeding patrons.

Contact Name _____ **Business Name** _____

Address _____

City _____ **State** _____ **Zip** _____

County _____ **Email** _____

Phone _____ **Website** _____

Number of Window Clings (4x4 inch) _____ **Table tents** _____

Staff Education Poster language: **English** ☐ **Spanish** ☐ **Both** ☐

All information collected will be used for the sole purpose of conducting the Breastfeeding Welcome Here Campaign. Participants will receive all program materials via mail (some local coalitions may hand deliver at the time of sign up).

☐ **I agree to have my business or organization name, address, telephone, and website url listed on the Kansas Breastfeeding Coalition, Inc. website as participating in the Breastfeeding Welcome Here Campaign. I also agree to be recognized through Facebook as being a program participant.**

Signature _____

**Find more information
on the KBC website**

[www.ksbreastfeeding.org/cause/
breastfeeding-welcome-here](http://www.ksbreastfeeding.org/cause/breastfeeding-welcome-here)



*Suggested number: one logo for each public entrance and each room designated for breastfeeding or breast pumping.

Recruiter: Be sure to enter this information at: www.ksbreastfeeding.org/pledge/