



Breastfeeding Friendly Policy for Businesses & Public Places

- ✓ This business/public facility acknowledges the health benefits to children and mothers who breastfeed, and the role the community plays in valuing and validating public breastfeeding.
- ✓ We understand that the right of children to be breastfed anywhere, anytime is protected by the Canadian Charter of Rights and Freedom, and that the British Columbia Human Rights Code specifically details the rights of breastfeeding mothers to breastfeed in public.
- ✓ We understand that it is inappropriate and discriminatory to ask a mother breastfeeding her child to stop nursing, to 'cover-up', to relocate to a private room, to move to a bathroom, or to leave the premises.
- ✓ We support a mother's choice to breastfeed wherever they happen to be when the child is hungry, or to move to a more private location, such as a changing room, alcove or booth, if available.
- ✓ We acknowledge that the employer has an obligation to orientate employees to the Breastfeeding Friendly Policy.
- ✓ We believe there is value in advertising that this business/facility is Breastfeeding Friendly therefore the 'Breastfeeding Welcome Here' Sticker will be displayed at the entrance.

All staff will support the above by taking the following actions:

1. Read the information pamphlet that supports this policy.
2. Display a welcoming attitude to breastfeeding mothers.
3. Do not ask a breastfeeding mother to cover up or relocate.
4. If a mother requests a more private location to breastfeed, offer any available space that is appropriate, comfortable and in a quiet location (e.g. a chair in a quiet corner of the business/facility, change room).
5. If you receive a complaint from another patron, gently explain that the BC Human Rights Code states that children have a right to breastfeed anywhere and if appropriate, offer to move the concerned patron to a more comfortable location.

For more information, please contact the Okanagan Breastfeeding Coalition at 770-3419 or visit us at www.okanaganbreastfeeding.org