Your Organization Welcomes Breastfeeding Parents

You Can Help
Create a welcoming environment by:

1. Making eye contact and being as friendly as you would if a parent was feeding their baby any other way. This will help parents feel at ease and you’ll be providing a model for customers and families visiting your workplace.

2. Letting parents know you have a private or quiet space they can use if they prefer to be away from the mainstream traffic. Nursing parents should never be asked to leave the premises, cover up, or use a restroom.

3. Displaying stickers, window clings, or signage in a visible location to let breastfeeding parents know they are welcome.

It’s Good for Business and Health, and It’s the Law
Welcoming breastfeeding parents:

Is good for your business reputation and livelihood. Your support will be noticed and appreciated by parents and families throughout your community – and they will tell others to patronize your workplace.

Is good for the economy! If 90% of U.S. families breastfed exclusively for 6 months, the U.S. would save $13 billion every year from reduced medical and other costs.

Is the law. Colorado law protects the right of a parent to breastfeed their baby anywhere they have the right to be.

Tips for Responding if Visitors Have Concerns

1. Acknowledge the person’s feelings. Then say:
   “We welcome nursing parents to breastfeed anywhere in our space.”

2. Depending on the situation, you might add:
   “Colorado law supports parents to breastfeed in any public place – including [add your type of organization - e.g. restaurant, library, etc.]”
   “Supporting parents here at [your organization name] means that more parents will breastfeed, and when more parents breastfeed, we all benefit from lower healthcare costs and better health!”