Did you know that New Mexico has a law that protects the rights of breast-feeding women to nurse any place in public? That's not surprising when you consider that women who breastfeed are giving their babies the best nourishment possible—one that reduces their child’s chances of allergies, ear infections, diabetes, and some cancers, just to name a few.

What does this mean for your business or restaurant?
You can reach out to your breastfeeding customers by offering them a welcoming and supportive environment in which to shop or dine—and take time out to nurse. Here are a few tips to make your premises "breastfeeding friendly."

- Place a "Breastfeeding Welcome Here" decal in your window. Mothers will be drawn into your business knowing that they can nurse comfortably there, and will be impressed by your commitment to mother and baby health and wellbeing.

- Remember, breastfeeding is normal. It is absolutely normal (and what nature intended) for an infant or toddler to nurse—this is what breasts are made for. Don’t worry, it is rare to see any more than a mother’s skin when she breastfeeds. Just look away if you feel uncomfortable, but never suggest that a mother cover’s herself or that she nurses out-of-site of others. The more we see breastfeeding mothers, the more comfortable we will all be with them.

- Go the extra mile to make a breastfeeding mom comfortable. Make sure she has water at her table (a nursing mom is a thirsty mom). If you encounter other patrons who are uncomfortable at the sight of a mother breastfeeding, remember: this is not the breastfeeding mother’s problem. Suggest that the patron take a seat that faces away from the mother, or offer to reseat them in another part of the restaurant. Just as they have a right to eat in peace, so do babies!

- Support breastfeeding employees. Breastfeeding women who go back to work can continue to breastfeed their babies. You can support them by providing a reasonable work schedule, including scheduling schedule flexibility, including scheduling breaks so your employee can express breast milk for her baby or nurse her baby. Provide a private, clean area for breastfeeding or milk expression—ideally not a bathroom. An unused/borrowed office is a good option. And provide a safe, clean, cool place to store expressed milk (staff refrigerator)

These are just a few ideas to make your business welcoming.

Please visit our website:
http://www.breastfeedingnewmexico.org/

A Breastfeeding Community is a healthy community!

POST THIS INFORMATION FOR YOUR EMPLOYEES