

Supporting Breastfeeding in Your Community

- **Smile at every mother you see breastfeeding, and give her a “thumbs up.”** If the situation permits, compliment her on her choice to breastfeed and/or comment on how wonderful it is to see a mother breastfeeding
- **Thank the management of eating establishments, stores, and public facilities that treat breastfeeding mothers and babies with respect**
- **Check to see if the gathering places you regularly attend is supportive of women who breastfeed.** Find out if a place is provided for mothers to comfortably nurse their babies. If improvements are needed, help them to understand how breastfeeding benefits the whole community
- **Check with your workplace and see if they support breastfeeding as part of their wellness policy**
- **Donate a book or video on breastfeeding to your local public library. Suggest other materials on breastfeeding for the library to purchase**
- **Ask if local programs for pregnant teens offer information on breastfeeding.**
- **Take a look at the health, nutrition, and child care materials offered by your school district to see if breastfeeding is included.** Suggest to the school board, principals, and teachers of relevant classes that accurate information on breastfeeding is important to future parents
- **Look around health care waiting rooms to see if there are breastfeeding materials produced by infant formula manufacturers.** When the health care provider recommends breastfeeding, the presence of these materials sends a mixed message to new parents
- **Encourage your local hospital(s) and birth center(s) to join the Baby-Friendly Hospital Initiative**
- **Call your health insurance company and ask what services they cover for breastfeeding mothers and babies.** Encourage expanded coverage for breastfeeding-related services
- **Ask any group of which you are a member to schedule a presentation on “How Breastfeeding Benefits the Community” as a topic of discussion or speech.**
- **Check with Emergency Preparedness Organizations in your area to see if they recommend breastfeeding**
- **Join others in your community in the celebration of World Breastfeeding Week, held annually August 1-7.**