



Baby Friendly Business Guideline

The Baby Friendly Business Guideline is a strategy implemented by Moms, Boobs and Babies to ensure quality care for families from service providers and employers in the Northwest Territory. The Baby Friendly Guideline is intended to promote baby friendly environments in local businesses by providing baby friendly amenities, including amenities that support the breastfeeding mother as a patron and as a staff member; provide an educative resource for business owners and staff; and to help regulate business operations to support clientele and employees returning from maternity leave and who are still breastfeeding.

Objective:

Support, educate and empower families and mothers and eliminate discriminatory attitudes and behaviors towards families and mothers in our community as consumers and employees.

Get Involved:

1. Create a baby friendly space for your customers

A welcoming environment for family clientele will look different for every business. Include baby friendly amenities that make sense for you, such as change tables, high chairs, children's menus, play spaces, and family seating. A baby friendly space makes families and babies as comfortable as possible.

2. Create a baby friendly space for your employees

A designated area for staff where breastfeeding mothers can express milk and where parents can visit with children during breaks is a great way to support your employees. This initiative improves employee comfort and work satisfaction. Your family friendly space can include a comfortable seat, a breastfeeding pillow and an electrical outlet to ensure that mothers can express milk with electrical breast pumps.

3. Make your business supportive of breastfeeding

Show your support for breastfeeding mothers in your community by displaying our Baby Friendly Business poster. In addition, providing comfortable seating is simple and makes a huge difference in helping mothers feel comfortable breastfeeding at your business. A designated “breastfeeding chair” and when possible, a private area where mothers can relax to feed their infants can help too! Mothers will know that you care about their health and comfort when they see these services available at your business.

4. Support and educate your staff

Breastfeeding is normal, provides a complete source of nutrients for infants and is a protected human right. Support mothers who breastfeed by educating your staff on the benefits of breastfeeding. Education helps remove negative associations that come with breastfeeding and encourages mothers to breastfeed. An accepting atmosphere does not go unnoticed by your clientele and staff, and education is a great place to start!

5. Create a baby friendly policy for your business

Creating a business policy helps guide your business in maintaining your baby friendly initiatives and shows your patrons and employees that being baby friendly is important to you. See our sample policy and meet with Moms Boobs and Babies to help adjust this policy to meet your specific business needs.

Thank you for taking initiative, supporting families and supporting breastfeeding in the Northwest Territories!