

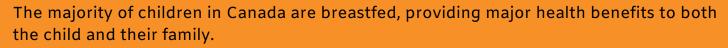
Halton Baby-Friendly Initiative Empowering families to reach their own breastfeeding success

What is the Halton Baby-Friendly Initiative?

Halton BFI is a community group that protects, promotes, and supports breastfeeding.







Many people choose not to breastfeed outside the comfort of their home as they feel unsupported breastfeeding in public spaces.

It makes good business sense to support and encourage breastfeeding in Halton as it helps to improve the health of the community.

Why provide a Baby-Friendly Space?

Helps improve the general health and well being of the Halton community while upholding the law (Ontario Human Rights Code).



Supports families with young children, encouraging loyalty and attracting new customers.

Attracts good publicity and promotes your Baby-Friendly business to the community.

How can you provide a Baby-Friendly Space?



Display the universal breastfeeding logo.

Welcome breastfeeding families and support their legal right to breastfeed anytime and anywhere without being asked to move or cover up.

If possible, for those who request more privacy, provide a comfortable, clean and private area to feed their child or express milk (this should not be a bathroom).

Ensure staff are trained to respond to any negative comments regarding breastfeeding, by demonstrating support for breastfeeding in public, and offering to re-seat the customer with the complaint rather than the breastfeeding parent.



Thank you for your commitment to supporting breastfeeding in Halton. For additional information or resources please visit:

www.babyfriendlyhalton.ca