



What is the Halton Baby-Friendly Initiative?

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



Why is supporting breastfeeding important?

- ✓ The majority of children in Canada are breastfed, providing major health benefits to both the child and their family.
- ✓ 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.
- ✓ Support employees who return to work while breastfeeding.

Thank you for your commitment to supporting breastfeeding in Halton.

For additional information or resources please visit:

www.babyfriendlyhalton.ca