

WORLD BREASTFEEDING WEEK 1-7 AUGUST

The criteria below can be used as a guideline when nominating an employer, retailer or service provider as Mother and Baby Friendly

The theme for the year can be found here:

<http://www.worldbreastfeedingweek.org/>

CREATING A BABY FRIENDLY WORKPLACE

World Alliance for Breastfeeding Action Guidelines

- Provide at least 3 months maternity leave that begins after the baby is born.
- Offer other options such as long maternity leave with partial pay, or paternity leave
- Offer flexible working hours to breastfeeding women, such as part-time schedules, lengthened work days to enable longer breaks, and job sharing.
- Provide daily breastfeeding breaks of up to an hour for either feeding or pumping
- Support or provide facilities for expressing and refrigerating breast milk
- Encourage co-workers and management to have a positive accepting attitude towards breastfeeding women
- Keep the environment safe and clean
- Ensure women have full job security
- Have information and a network of supportive women who can help a woman to combine breastfeeding and work

PROVIDING A MOTHER & BABY FRIENDLY ENVIRONMENT

- Keep your premises clean and safe
- Create an atmosphere where mothers would feel comfortable bringing their babies or young children
- Provide adequate toilet and baby changing facilities
- Welcome mothers with babies or young children
- Provide safe, clean toys and activities for young children
- Provide healthy and nutritious menu options (if a food retailer) for young children
- Provide suitable baby feeding facilities
- Provide comfortable seating suitable for breastfeeding
- Respect and consider the needs of the breastfeeding mother

***EVERYONE IN THE COMMUNITY BENEFITS
WHEN A BABY IS BREASTFED***