

“Growing for Gold decal program!”

As a legacy piece of the 2015 Canada Winter games in Prince George, British Columbia (February 13 to March 1, 2015), communities across the North will help to promote how an early start with breastfeeding can contribute to our children “**Growing for Gold!**”

Breastfeeding is a normal and natural way to feed your baby.

Northern Health would like your support in providing welcoming and comfortable locations for breastfeeding mothers and families.



Display your “**Northern Health: Growing for Gold** decal” in the window of your establishment to show your welcoming attitude and support.

Your establishment will be proudly listed on the NH Breastfeeding Friendly Locations list.

For further information and to order your decal at no cost, please visit: northernhealth.ca/YourHealth/Pregnancy-Maternity-Babies/GrowingforGold.aspx

Proudly display the “Northern Health: Growing for Gold decal” in your window.

How can your business support breastfeeding?

- Acknowledge *all* women have the right to breastfeed. *Anytime. Anywhere.*
- Understand this right is protected by the Canadian Charter of Rights & Freedoms and the British Columbia Human Rights Code.
- Recognize the health benefits for children and mothers who breastfeed.
- Ensure your staff know how to support a breastfeeding mother by providing a more comfortable or private location, should she request one.
- Train staff on how to deal with patrons who may express negative feelings towards public breastfeeding in an effective and discreet manner and explain it is the mother's right to breastfeed in public. Offer to move the other patron to a more comfortable location, should they request it.
- Order and display your free “**Northern Health: Growing for Gold** decal” to show your welcoming attitude and support.

Modified from the Fort St. John 'Naturally, You're Welcome to Breastfeed' pamphlet.

Who benefits from supporting breastfeeding?

Children	Lowers risk of certain diseases, cancers, allergies, helps with brain development and attachment.
Mothers	Promotes health and bonding with baby.
Families	Saves over \$1000 per year in food costs.
Community	Lowers health care costs.
Environment	Creates <i>no</i> additional waste.
Your Business	Families will encourage others to visit your establishment and are more likely to return.



Etiquette

- It is *not* appropriate to suggest a woman breastfeed in the bathroom.
- It is *not* appropriate to ask a breastfeeding mother to cover herself up or leave an establishment.
- It is *not* appropriate for staff to suggest that a woman relocate within the establishment unless she request this.



A joint partnership developed by Northern Health's regional *Moving Breast Feeding Forward in the North & Healthier You Promotions and Engagement* committees, December 2014.