



Environment

Create a Breastfeeding-Friendly Environment

Breastfeeding families are encouraged to breastfeed onsite.

Many families may be hesitant to ask if they are able to breastfeed onsite. Encourage childcare providers to make breastfeeding families feel welcome.

- **Communicate that breastfeeding onsite is encouraged.** When families tour the facility, childcare providers can state that onsite breastfeeding is welcome.
- **Offer multiple opportunities for families to breastfeed.** Childcare providers can promote breastfeeding at drop-off, pick-up, or even during work breaks.

Families and employees are provided a non-restroom space to breastfeed.

Providing families with a defined space for breastfeeding helps demonstrate support. Assist childcare providers in identifying an appropriate place for families and employees to breastfeed. Ensure the space is not in the restroom.

- **Families will appreciate a comfortable and quiet place to breastfeed.** A comfortable chair or couch with some privacy is ideal, especially for babies who are distracted easily. Ask families where they are most comfortable breastfeeding.
- **An effective space for breastfeeding does not have to be permanent.** If space is limited, consider purchasing a mobile privacy screen or asking families if they are comfortable breastfeeding in an open space.
- **When accommodating staff, remember:** [Federal](#) and [state laws](#) require that employees receive break time and a private space—that is not a restroom—to pump or breastfeed. For more information on accommodating employees, visit '[Working and Breastfeeding](#)'.

CREATING A BREASTFEEDING SPACE FOR FAMILIES

- **Keep it simple.** Offer a comfortable place to sit. Check in to see if they are content with the space. Consider ways to offer some privacy, if requested.
- **Get families involved.** Ask families to get their baby ready and to set up any preferred privacy tools (e.g., mobile screens).
- **Go the extra mile.** Make parents feel valued by providing a side table for a glass of water or by displaying breastfeeding resources or pictures.

BREASTFEEDING-FRIENDLY PRACTICES AS A MARKETING TOOL

Once a childcare provider has implemented breastfeeding-friendly practices, the recognition can be a valuable marketing tool. While families have many priorities when selecting childcare, offering explicit support for breastfeeding can help a provider demonstrate their high quality of care. Childcare providers can consider advertising their 'Breastfeeding-Friendly' status on their website, social media pages, family handbooks, or with affiliated organizations.