



Supporting mothers anytime they need to breastfeed, anywhere they need to breastfeed.

## Anytime, Anywhere

### Coalition & Advocate Toolkit

Mothers should be supported **anytime** they need to breastfeed, **anywhere** they need to breastfeed.

To help make this vision a reality, the Michigan Breastfeeding Network (MIBFN) has launched its Anytime, Anywhere Campaign. This campaign is focused on celebrating the Breastfeeding Anti-Discrimination Act; promoting mothers' right to breastfeeding in public as protected by the state law; and encouraging Michigan businesses to further support breastfeeding families.

This toolkit is intended to be a resource for local breastfeeding coalitions and other advocates who wish to build breastfeeding support in their communities by reaching out to local businesses.



# Breastfeeding is good for everyone.

## Breastfeeding and its support...



### BABIES & CHILDREN

- Decreases risk of Sudden Infant Death Syndrome (SIDS) and necrotizing enterocolitis (NEC), leading causes of infant death
- Decreases risk of ear infections, diarrhea, pneumonia and gastroenteritis in infancy
- Reduces the incidence of childhood obesity, asthma, hypertension and some cancers
- Improves IQ, academic performance and long-term productivity



### MOTHERS & FAMILIES

- Decreases risk of type 2 diabetes, breast and ovarian cancers for mothers
- Saves families \$1,200 - \$1,500 on formula expenses in the first year of a baby's life
- Reduces risk of mothers developing rheumatoid arthritis, high blood pressure and high cholesterol
- Strengthens mothers' bones after weaning and reduces risk of osteoporosis



### BUSINESSES & ECONOMY

- Offers a 3-to-1 return on investment for businesses
- Helps attract valued employees and lowers turnover rates
- Boosts employee job satisfaction, morale, loyalty and productivity
- Reduces \$312 million in annual healthcare costs in the U.S.
- Results in fewer insurance claims and decreased employee absenteeism due to better infant health



### THE ENVIRONMENT

- Reduces global carbon footprint as it generally requires no packaging, fuel to prepare, or transportation to deliver
- Does not create pollution or require disposal in a landfill
- Creates a naturally renewable food source which is a complete source of babies' nutrition for the first six months of life
- Promotes child spacing and helps control population growth

# Frequently Asked Questions: Businesses

## “Do I have to allow women to breastfeed at my business?”

Yes. The Breastfeeding Anti-Discrimination Act, passed in June 2014, protects women’s right to breastfeed in any place that is open to the general public. This includes shopping venues, schools, restaurants, libraries and on public transportation.

This law is, in part, based on *feeding on cue* - one of the key maternity care best practices. Feeding a baby on cue means that a mother is able to nourish and calm her hungry or upset baby. Because milk production works according to supply and demand, feeding on cue also means that mothers will be able to increase and sustain milk production for their growing baby.

## “How do I respond when a customer complains about a women breastfeeding?”

It is important to validate concerns as well as educate.

“I understand you are concerned, but our business complies with Michigan’s Breastfeeding Anti-Discrimination Act that protects women’s right to breastfeed in public anytime, anywhere. As a breastfeeding-friendly business, we have pledged our support for breastfeeding families and will not ask a nursing mother to leave or cover up. If it makes you uncomfortable, I apologize. Is there another place you would like to be seated?”

(Note: Solutions will be different for different businesses.)

## “We are a family-friendly business. What about modesty?”

This is an understandable concern. Supporting breastfeeding families actually means you will be supporting *more* families. The vast majority of women who are breastfeeding are very discreet. They simply want to feed their child without worrying about being scolded.

The more your community is educated about breastfeeding, the more it will be perceived as a normal (rather than controversial) act.

## “Will my taking a stance on breastfeeding really make a difference?”

Yes! There are many barriers women face that prevent them from meeting their breastfeeding goals. However, mothers are more successful with breastfeeding when they have a supportive community where they live and work.

Providing a comfortable, shame-free environment for breastfeeding mothers means that more families are able to have the freedom to be away from home and enjoy their communities.



# What to Say to a Business Contact

### Ask to speak to the manager or owner of the business.

“Hi, my name is (insert name) from (insert organization name). Today, we are going around to local businesses informing them of the Michigan Breastfeeding Network’s Anytime, Anywhere Campaign. This campaign focuses on:

- Celebrating the Breastfeeding Anti-Discrimination Act
- Promoting mothers’ right to nurse in public as protected by the state law
- Encouraging Michigan businesses to further support breastfeeding families



**PLEDGE:** One of the ways your business could support breastfeeding families is by taking the Anytime, Anywhere Pledge, which simply states that you are in compliance with the Breastfeeding Anti-Discrimination Act and that you support breastfeeding families and the goals of the Anytime, Anywhere Campaign. Would you like to sign the Anytime, Anywhere Pledge?”

(Note: If the manager would like to sign the pledge, have them scan the QR code on the next page. If they do not have a QR code scanner, fill out their information on the contact log and send to MIBFN Project Assistant, Kirsten Douglass, at [kirsten@mibreastfeeding.org](mailto:kirsten@mibreastfeeding.org).)

**CLING:** “Businesses that take the pledge can receive this Anytime, Anywhere window cling to display and will be recognized on the Michigan Breastfeeding Network’s website. Displaying the cling will show your community that you are committed to the health of Michigan and allow mothers to feel more comfortable feeding their child without fear of discrimination. Would you like a window cling to display?”

### If the manager/owner seems interested, you can supply additional information about the MI Breastfeeding-Friendly Workplace Awards.

“The Michigan Breastfeeding Network also recognizes businesses in compliance with Break Time for Nursing Mothers federal requirements as well as employers that go above and beyond to support their breastfeeding employees. Could we email you more information about this?”

### Thank the manager/owner.

“Thank you for taking time to talk with me today! Your participation in the Anytime, Anywhere Campaign is helping to build a breastfeeding-friendly Michigan and will have a great impact on the families in your community.”

### If the manager/owner is not interested in having their business participate in the Anytime, Anywhere Campaign:

“I really appreciate you taking time to talk with me today! I would like to say thank you for your compliance with the Breastfeeding Anti-Discrimination Act. If you change your mind and would like to participate in the Anytime, Anywhere Campaign, you can visit [www.mibreastfeeding.org/anytime-anywhere](http://www.mibreastfeeding.org/anytime-anywhere) for more information.”

### If the manager/owner is not available, tell a business representative about the campaign and leave the letter to businesses and window cling with the representative to share with the manager/owner.

# Anytime, Anywhere Campaign: Letter to Businesses

Hi, my name is \_\_\_\_\_ from \_\_\_\_\_.

I stopped by today to talk with you about the Michigan Breastfeeding Network’s Anytime, Anywhere Campaign. This campaign focuses on:

- Celebrating the Breastfeeding Anti-Discrimination Act
- Promoting mothers’ right to nurse in public as protected by the state law
- Encouraging Michigan businesses to further support breastfeeding families



### THE PLEDGE & THE CLING

One of the ways your business could support breastfeeding families is by taking the Anytime, Anywhere Pledge. The pledge simply states that you are in compliance with the Breastfeeding Anti-Discrimination Act and that you support breastfeeding families and the goals of the campaign.

By signing, you can display the Anytime, Anywhere cling I have provided for you, and your business will be recognized on the Michigan Breastfeeding Network’s website. Displaying the cling will show your community that you are committed to the health of Michigan and allow mothers to feel more comfortable feeding their child without fear of discrimination.

If you would you like to take the Anytime, Anywhere Pledge, you can either scan the QR code and follow the **prompts, or simply contact me and I’ll be happy to help.**



**If you are not interested**, I would like to thank you for your time and your compliance with the Breastfeeding Anti-Discrimination Act. Please contact me so that I can pick up the cling to provide it for another business.

### FOR MORE INFORMATION

Please visit [www.mibreastfeeding.org/anytime-anywhere](http://www.mibreastfeeding.org/anytime-anywhere) to learn about the Anytime, Anywhere Campaign and about the ways your business can play an important part in creating a breastfeeding-friendly culture in Michigan.

### MI BREASTFEEDING-FRIENDLY WORKPLACE AWARD

The Michigan Breastfeeding Network also recognizes businesses that are in compliance with the federal requirements for providing break time for nursing employees, and awards employers that go above and beyond with their support. Learn more at [www.mibreastfeeding.org/workplace-awards](http://www.mibreastfeeding.org/workplace-awards).

**YOU CAN REACH ME AT:** \_\_\_\_\_

**Thank you for your time and support of Michigan families!**

# Anytime, Anywhere.

**Join the list of advocates that support mothers' right to breastfeed anytime, anytime by signing the Anytime, Anywhere Pledge.**

Just scan the QR code to show your support for breastfeeding families in Michigan!

- I (we) pledge to comply with Michigan's Breastfeeding Anti-Discrimination Act and commit to support breastfeeding mothers, children and their families.
- I (we) willingly recognize and support increasing awareness and acceptance of breastfeeding.



