Breastfeeding is good for babies, mothers, and business

July 26, 2011
Breastfeeding Welcome Here

Breastfeeding Welcome Here is an advocacy program with private businesses and organizations to welcome breastfeeding families. This program supports and complements the overall aim of the Breastfeeding TSEK campaign to improve exclusive breastfeeding rates by helping mothers to breastfeed at home, in public, and in the workplace.

A. Objective

The Breastfeeding Welcome Here aims to:
1. Encourage private businesses and organizations, particularly restaurants, coffee shops, and retail stores to advocate breastfeeding and adopt breastfeeding-friendly practices and policies.
2. Communicate that breastfeeding is welcomed in public places to support families in their decision to breastfeed.
4. Increase public awareness of breastfeeding is normal, essential, and beautiful.

B. Strategy

To achieve our aims, we will:
1. Design private business-appropriate collaterals that use the International Breastfeeding Symbol as a means to create a local movement to support breastfeeding.
2. Design and provide Breastfeeding Welcome Here IEC tools to all potential and participating establishments.
3. Arrange presentations to business establishments that are open to the general public, initially leading and popular food and retail chains, to create awareness of the benefits of Breastfeeding Welcome Here and encourage their participation in the program.
4. Design and provide Breastfeeding Welcome Here sticker and certificate that will be displayed in business premises to easily identify partners in the program and venues for mothers to breastfeed.
5. Organize a “Thank You Party” for all participating establishments that participate in the campaign to strengthen relations with them and encourage other businesses to participate as well.

C. Project Components

1. Breastfeeding Welcome Here Secretariat

To manage the communication and mobilizing requirements of the program, a DOH Breastfeeding Welcome Here Secretariat will be created under the oversight of Ms. Bessie Borja, DOH Breastfeeding Program Manager.

The functions of the secretariat will be as follows:
- Correspond with potential partners to invite them to participate in the program.
- Receive and reply to queries of potential program partners.
- Review and subsequently approve application forms.
- Facilitate encoding of Certificate of Memberships.
- Release Certificate of Membership and Breastfeeding Welcome Here sign either sticker or jpeg.
- Encode details of partners in Breastfeeding Welcome Here directory.
- Secure and process supplied images of Breastfeeding Welcome Here members for promotion and reference.
- Update online/public directory of Breastfeeding Welcome Here through Facebook and Blogspot pages.
- Develop and release promotional and publicity materials in support of the program and its members.
- Organize, when appropriate, appreciation or “thank you” events.

2. Booklet and Application Form

Cover  
*International Breastfeeding Symbol*  
Breastfeeding Welcome Here

*TSEK logo*  
Make it right for every child.

Back  
*Breastfeeding Welcome Here Sticker*  
Breastfeeding is good for babies, mothers, and business.

Every establishment knows the amount of business a family brings. By providing a positive environment where mothers can comfortably nurse in between shopping, meals, or coffee, the families return the favor with more spending, repeat visits, and good customer reviews.

Open the doors for breastfeeding families, welcome breastfeeding today!

Logos of DOH, WHO and UNICEF

Inside  
*Breastfeeding is good for babies, mothers, and business.*  
*Welcome breastfeeding today.*

*Why is breastfeeding so great?*  
Decades and recent scientific research and studies affirm that breastfeeding is truly best for babies’ nutrition and well-being. Breastfed babies are shown to be less likely be ill with infections and allergies or develop childhood sickness like asthma and diabetes. With continued breastfeeding of up to two years and beyond, children grow up smart, healthy, and disease-free.

Mothers also benefit from breastfeeding with earlier return to pre-pregnancy weight, stronger sense of connection with their babies, and reduced risks of breast, ovarian, and endometrial cancers.

The longer mothers sustain breastfeeding, the more they reap the health rewards of breastfeeding. This is why mothers need the support and encouragement of people around her to sustain her breastfeeding practice. As a business, you can help build a healthier community that encourages a stronger economy by being supportive and welcoming to breastfeeding families.
What is Breastfeeding Welcome Here?
Breastfeeding Welcome Here is a program for businesses and organizations to have a welcoming attitude to breastfeeding as a way to support women and their families’ decision to breastfeed their babies.

Displaying the Breastfeeding Welcome Here sign makes it easy for mothers and their families to immediately recognize breastfeeding-friendly places. When they are out and about in public areas, the sign lets them know where they can breastfeed comfortably. Moreover, the Breastfeeding Welcome Here sign helps strengthen public awareness that breastfeeding is natural, essential, and beautiful.

Similar Breastfeeding Welcome Here programs run in various communities, cities and areas of countries like Australia, Canada, and the United States of America.

The Breastfeeding Welcome Here sign utilizes two important symbols for the Philippine breastfeeding advocacy campaign.

First is the International Breastfeeding Symbol showing a mother breastfeeding a baby. Designed by Matt Daigle, it follows the gestalt of internationally recognized symbols. This symbol won the 2006 contest of Mothering Magazine, besting over 500 entries.

The Breastfeeding Symbol is now used globally to let people know where breastfeeding is welcome. It is also used in various materials to support, promote, and protect breastfeeding.

The second is the Breastfeeding T.S.EK! symbol of the DOH. This nationwide program, supported by WHO and UNICEF, aims to help women and families to exclusively breastfeed their children. T.S.EK stands for:

- **Tama** It is right to place the newborn on the chest of the mother in the first hour of birth to initiate breastfeeding.
- **Sapat** Little is enough. The amount of breast milk produced by the mother is sufficient for the baby.
- **EKsklusibo** Give only breast milk to the baby in the first 6 months of age. There is no need to even give water. Complementary feeding can be introduced at 6 months of age while continuing to breastfeed for up to two years and beyond.

The T.S.EK! symbol’s message is echoed and complemented by the tagline, “Make it right for every child”.

Why is it good for business?
Every establishment knows the amount of business a family brings. By providing a positive environment where mothers can comfortably nurse in between shopping, meals, or coffee, the families return the favor with more spending, repeat visits, and good customer reviews.
Moreover, members of the Breastfeeding Welcome Here program receive recognition through promotion and publicity. Your business will also be listed in a directory of breastfeeding-friendly places, enabling families to find where to go out.

Beyond improving business, Breastfeeding Welcome Here increases public acceptance for breastfeeding, and encourages more families to breastfeed exclusively for six months – and even extend their practice to the recommended two years and beyond.

**Who can join Breastfeeding Welcome Here?**
Any business that is open to the general public like restaurants, coffee shops, and retail stores, can participate. To be eligible, businesses must fulfill three simple breastfeeding-friendly practices:

- **Welcoming attitude from staff and management**
  All members should be aware that the business is a member of the program. Breastfeeding is acceptable in all areas of the business premises that are open to the general public. A mother who is breastfeeding in an area of business premises open to the general public will not be asked to move to another area or requested to stop breastfeeding.

- **Smoke-free environment**
  Because of the dangers of second hand-smoking, businesses must not allow cigarette, cigar, or pipe smoking in all areas of the business premises open to the general public.

- **Room to move a pram or stroller**
  Some families bring a pram or stroller to put the baby to in when not being carried or breastfed. Families must be allowed to move them around the business premises with ease, and permitted to park them beside their table or seat.

**How does the program work?**
The mechanics of Breastfeeding Welcome Here is easy:

1. To join, fill out a “Breastfeeding Welcome Here” membership form and submit to DOH Breastfeeding Welcome Here Secretariat. Forms can also be downloaded at www.doh.gov.ph or Breastfeeding Welcome Here Facebook and blog pages.
2. The DOH Breastfeeding Welcome Here Secretariat will issue a “Breastfeeding Welcome Here” tool kit, which includes a program certificate and sticker.
3. Display the “Breastfeeding Welcome Here” sticker on entrance door or window and the certificate in business premises.
4. Inform all and future staff members that the business is participating in the Breastfeeding Welcome Here program and should provide a supportive attitude to breastfeeding families.
5. Email three to five photos of business displaying the Breastfeeding Welcome Here sign and certificate. Photos of business staff and even breastfeeding families in the premises can also be sent. These photos will be posted on Facebook and Blog pages.
6. Name of business and location will be added to list of places participating in the program.
7. All businesses participating in the program will be given recognition through publicity and promotion.
Breastfeeding Welcome Here
Agreement and Membership Form

Please accomplish form below and mail to Breastfeeding Welcome Here Secretariat, DOH Compound, Tayuman, Manila. You may also scan and email completed form to BFWH_Secretariat@gmail.com.

On behalf of _________________________________, I agree that:

• Breastfeeding is acceptable in all areas of our business premises that are open to the general public. A mother who is breastfeeding in an area of our business premises open to the general public will not be asked to cover up, move to another area, or stop breastfeeding.
• The public will be made aware of our membership of the scheme and that we support breastfeeding through the display of the scheme’s window sticker and certificate on our business premises.
• All our staff members will be made aware that our business is a member of the scheme and will be supportive of the needs of breastfeeding families.

Name
Business Name
Address
Landline
Fax
Mobile
Email

<table>
<thead>
<tr>
<th>Type of Business</th>
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</thead>
<tbody>
<tr>
<td>Retail (Food)</td>
<td>Retail (Non-food)</td>
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<tr>
<td>Bank</td>
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<td>Entertainment Center</td>
<td>Childcare/Health/Medical Center</td>
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<td>Others</td>
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Signature
Date
3. **Sticker/Decal**

The Breastfeeding Welcome Here Sticker/Decal immediately identifies a place where breastfeeding is embraced. It utilizes the International Breastfeeding Symbol and color.

It also bears the Breastfeeding TSEK logo that is supported by the tagline, “Make it right for every child.” The word “right” provides double meaning. First, it echoes TSEK as correct or proper. It also means, virtuous or exemplary as “doing the right thing”.

The sticker/decal size is 2.75” high by 6.25” wide.

When delivered to client, it comes with the Breastfeeding Welcome Here Certificate of Membership and mailed via snail mail.

4. **Certificate of Membership**

The Breastfeeding Welcome Here Certificate of Membership is sent to approved applicants with the Breastfeeding Welcome Here sticker/decal.

The design follows the same execution as the booklet where a paper fold appears on the right corner to signify “peeling” or “stickering”.

The certificate is encouraged to be posted or displayed alongside the store’s business permits.

Size is 8.5” high and 5.5” wide.