

BREASTFEEDING FRIENDLY ORGANIZATION AWARDS – August, 2019

Supported by the Cochise County Breastfeeding Task Force, The University of Arizona Cooperative Extension and Cochise Health & Social Services have partnered on a comprehensive Breastfeeding Friendly Recognition program aimed to increase the number of worksites, public spaces, and child care centers that adopt lactation policies, implement a thorough system of training and accommodation practices, and promote “friendly” environments around breastfeeding. Breastfeeding is now known to be the primary and best source of nutrition for infants and has been proven to increase positive health outcomes for both infant and mother when exclusive breastfeeding is achieved for at least six months. Breastfeeding friendly organizations contribute to the health and wellbeing of Cochise County. Communities with higher rates of breastfeeding may have lower infant mortality rates, decreased trash in landfills, lower healthcare costs, and happier, healthier people.

Breastfeeding-friendly worksites are 60% more likely to keep new mothers as employees than companies that do not. Employers who support their breastfeeding workers have women who return to work earlier, less sick time taken by parents, lower healthcare costs, happier employees, and a better public image. Breastfeeding friendly worksites have a lactation policy in accordance with Federal Law, publicly promote their “friendly status”, have had staff training on breastfeeding employees’ rights and the importance of cultivating a culture of support, have a designated location onsite for breastfeeding employees to pump or nurse. This location is private, has a comfortable chair, outlet, and access to refrigeration.

Breastfeeding friendly community sites have a posted public acknowledgement of Arizona breastfeeding laws. These laws state that a mother has the right to breastfeed in any public place that she otherwise has the right to be present and is not subject to indecent exposure laws. The community sites have had staff training on the laws and are committed to supporting a breastfeeding mother to the best of their abilities.

Breastfeeding friendly child care centers have had staff training on supporting breastfeeding, handling of human milk, have a designated location onsite for breastfeeding mothers to nurse or pump, and promote breastfeeding through signage and resources.

The following organizations and child care centers have met the requirements for the designation “Breastfeeding Friendly” and to receive recognition: They have had staff training, have a policy and/or public acknowledgements in place, have designated space for breastfeeding mothers that is **not a bathroom**, and are going above and beyond to support breastfeeding mothers in Cochise County.

- *Sierra Vista Fire & Medical Services* - committed to both their employees and the visitors to Station 3 that regularly hosts public classes and events
- *University of Arizona Extended Campus* - not just Sierra Vista but *all* of their extended campus- supporting both breastfeeding staff **and students**
- *The Women & Children’s Unit at Canyon Vista Medical Center* - committed to ongoing staff training on breastfeeding support, providing breastfeeding friendly practices to both their staff and their patients
- *Monica’s Daycare*
- *World of Wonder Childcare and Preschool*
- *New Beginnings Childcare and Preschool*