

Breastfeeding Friendly Environments

Creating a welcoming environment is an important part of supporting breastfeeding families.

“Environment” includes the physical space, and the messages people see when they enter your site. Supportive environments, with encouraging staff and breastfeeding-friendly messaging, help families feel welcome, reduce stigma, and make breastfeeding more comfortable and accessible.

These ideas can help make your site more breastfeeding friendly. Use the ones that best fit your location:

- Hang friendly signage in public areas to show that breastfeeding is welcome and supported.
- Offer “Do Not Disturb” door hangers for staff or visitors who need a quiet space to pump or breastfeed.
- Make sure work areas and public spaces are comfortable and practical for breastfeeding families.
- Recognize and celebrate businesses or community sites that support breastfeeding.
- Provide a clean, private nursing or lactation room for anyone who needs it.
- Create a simple policy that explains how the environment will be maintained and supported over time.



What about a designated breastfeeding space?

A designated breastfeeding or pumping space should be private, clean, and comfortable. Here are some of the elements:

- Private room, preferably with a lockable door
- Comfortable chair and small table
- Good lighting and power outlet
- Nearby sink and basic cleaning supplies
- Trash can with lid
- Clear signage showing the room is for breastfeeding/pumping
- Optional: mini-fridge, hooks, shelves, or calming décor

Why It Matters?

Breastfeeding friendly environments can support healthy child development, improve comfort and privacy for families, create warm and community friendly spaces, help workplaces retain staff, and promote inclusive, family friendly values.

How Can Your Site Become More Breastfeeding Friendly?

Start by choosing one small change, like adding signage, updating a room, or creating a simple policy or written guideline. Every step you take helps families feel more welcome and supported.