



Statement

Studies show breastfeeding is a low cost strategy to improve the health outcomes of babies and mothers. However, in Fresno County, only a small number of mothers make the choice to exclusively breastfeed their newborn babies. Society's stigma associated with breastfeeding, lack of information, support at home, at the workplace, and in public places influences a mother's decision to breastfeed. In California, mothers have the right to breastfeed in public (CA Civil Code Section 43.3).

The Commission embraces the importance of supporting and encouraging mothers to breastfeed their babies for as long as possible and has adopted a Breastfeeding Friendly (BFF) Policy to be in place in any agreement between the Commission and programs and services funded by the Commission.

Implementation

All service providers and vendors contracting with the Commission must agree to comply with the Commission's BFF Policy, which requires the display of the Commission's BFF logo in a highly visible location such as the lobby/reception area, front window or front entrance of the agency's office or service location.

By displaying the BFF logo, agencies promote awareness and support of California Civil Code – Section 43.3 - a mother's right to breastfeed in public.

The Commission's BFF logo will be provided in the form of a window cling (size 4" by 5"). It displays the international breastfeeding logo, the letters "BFF" and the phrase "Breastfeeding Friendly." Commission staff will work with service provider/vendor to identify ideal location to display the logo. In the event the window cling is not feasible or appropriate, First 5 staff may authorize other supporting items such as a clear counter stand or a printed wall sign.

All service providers and vendors contracting to receive funding from the Commission must sign a Breastfeeding Friendly Policy Agreement Form prior to the disbursement of any funds. By signing this Form, service providers and vendors indicate they are aware and support a mother's right to breastfeed in public. This policy *does not* necessarily require them to provide a "special" or "dedicated private space" for a mother to breastfeed, however, it is assumed all service providers and vendors are adhering to Federal and State ordinances and codes including the state law protecting an employee's right of lactation accommodation in the workplace (California Labor Code 1030-1033).

All service providers and vendors receiving funds from the Commission must agree to comply with this policy throughout the duration of the contracting term/partnership.