

Breastfeeding Welcome Here Campaign – Key Points for Staff



We are Supporting Our Breastfeeding Customers

It's okay for someone to breastfeed here

- Say something nice!
- Situate them in a place that's not as crowded /off to the side, if able.

Follow these three simple steps for addressing any customer complaint:

- 1. Affirm the customer – let them know you hear their concern:**
 - “I’m sorry you feel uncomfortable”
 - “ I understand your concern.”
- 2. Inform:**
 - “Maryland law allows mothers to feed their babies in public. We follow the law and also participate in the Breastfeeding Welcome Here Program to help moms feel comfortable with breastfeeding.”
- 3. Offer a solution:**
 - “May we seat you somewhere that you’d be more comfortable?”
 - “May I provide you personal assistance in finding what you need?”