
Removing Breastfeeding Stigma in Public Places

— HMHB 2018 Annual Conference —



What is the problem?

PUBLIC BREASTFEEDING

Harassment

Shaming

Stares

Opportunities



Explore the reasons why breastfeeding is a stigma in public places.



Discover opportunities around breastfeeding policy & engagement.



Create support and take action for public breastfeeding.

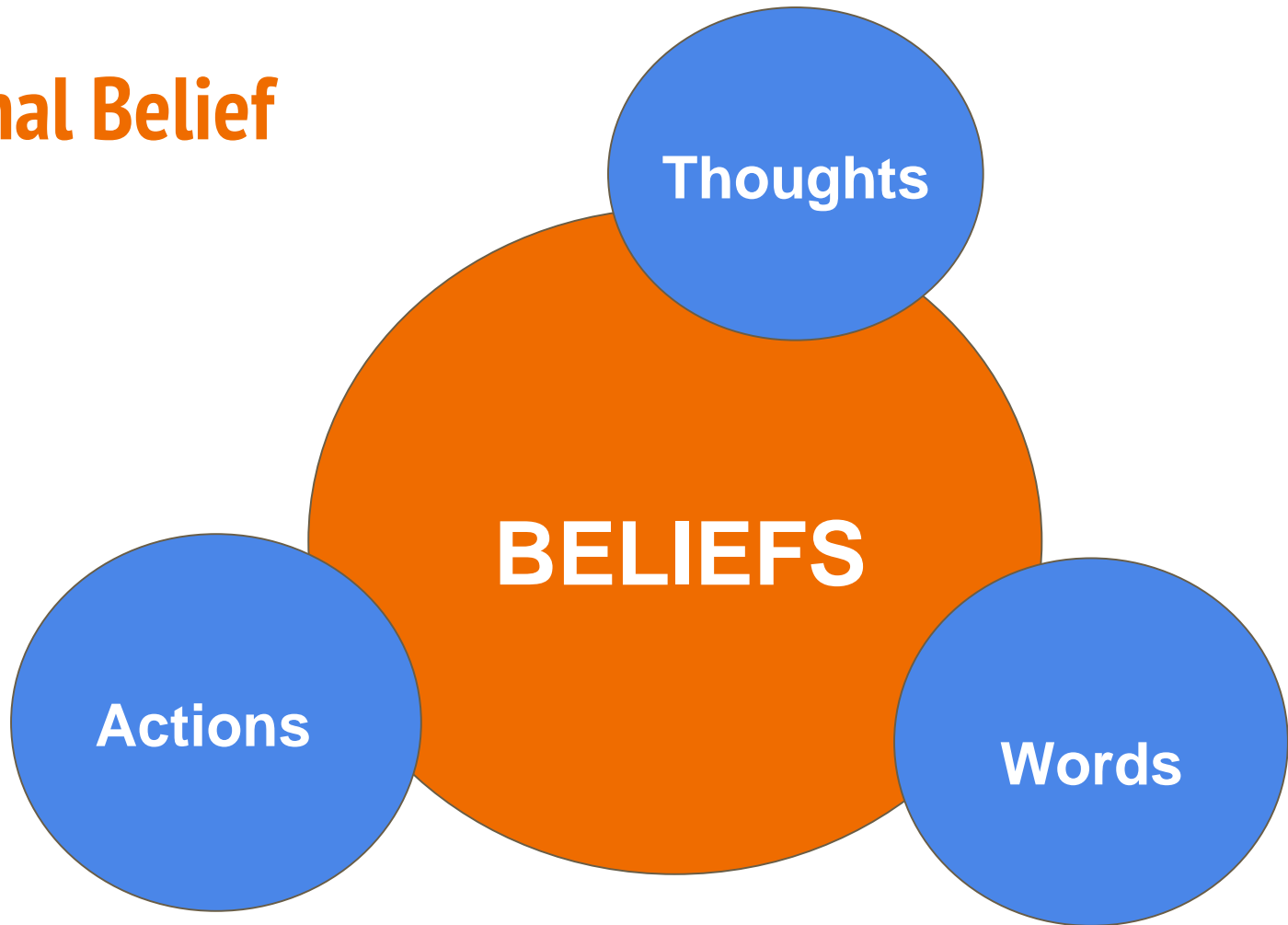
Why is Breastfeeding a stigma in public places?

- History
 - Personal beliefs
 - Objectification of women's bodies
-

HISTORY



Personal Belief



Objectification



Opportunities for Breastfeeding Policy & Engagement

- Building community
- Professional & medical policy
- Federal & local
_____government

Building Community



- NO Mom Shaming
- Your personal circle of friends
- Parenting groups in your local community & online
- At work
- In public anywhere

Professional & Medical Policy



- Labor laws
- Baby certification
- The WHO Code
- Local medical facilities encouraging open breastfeeding

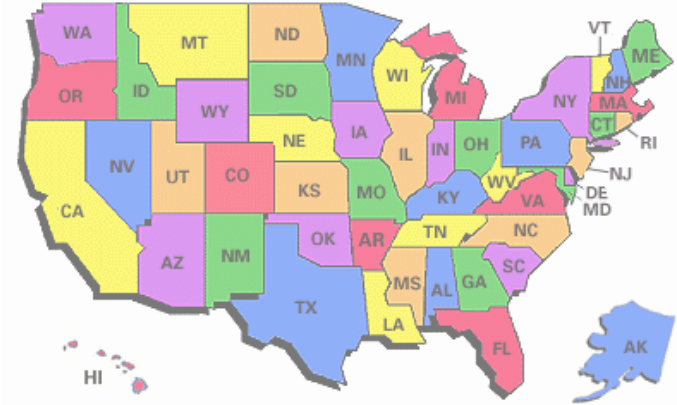
Federal & Local Government

Affordable Care Act

Workplace Lactation Accommodation Laws

SEC. 4207. REASONABLE BREAK TIME FOR NURSING MOTHERS.

Section 7 of the Fair Labor Standards Act of 1938 (29 U.S.C. 207)



- Laws against discrimination, harassment & assault
- All 50 states
- Local legislators

How Can We Support Breastfeeding & Take Action?

- Recognizing every mom
- Education & awareness
- Standing up and speaking out
- Create safe spaces

Recognizing Every Mom



- Judgement free zones
- Personal views affect public policy
- Give a thumbs up

Education & Awareness



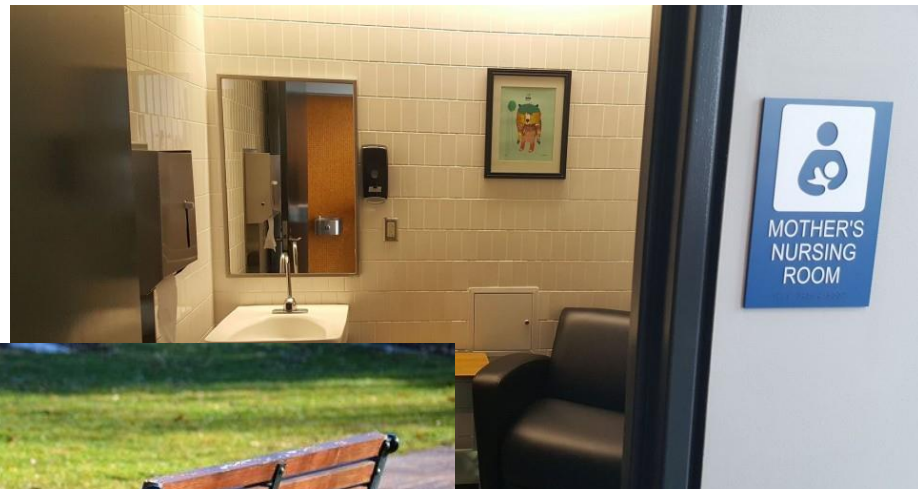
- Online
- At work
- Mom play groups
- Family gatherings

Standing Up & Speaking Out

- Nurse-ins
- Protesting women's rights
- Talking to your employer
- Being a voice for moms in public places
- Openly breastfeeding



Create Safe Spaces



LET'S TAKE

ACTION

My Public Breastfeeding Action Plan

My personal goals

My professional goals

“I Support Public Breastfeeding” Challenge

1. Create a short video, declaring you support public breastfeeding and why we should support each other.
2. Not more than 20 seconds long
3. Send to priya@momspumphere.com with your first name and agency.
4. Due October 26th

Let's Connect

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