



Macon County Public Health

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Press Release

Macon County Public Health receives a Breastfeeding-Friendly Business Award

The North Carolina Breastfeeding Coalition has awarded Macon County Public Health a Breastfeeding-Friendly Business Award. North Carolina Breastfeeding Coalition has been a proud participant in the national effort to increase breastfeeding-friendliness in the workplace. Breastfeeding-friendly employers benefit from lower health care costs, lower turnover and absenteeism rates, higher productivity and morale. It also creates a positive image in the community as a “family friendly” business. NCBC recognizes local companies that support breastfeeding families.

Breastfeeding-Friendly Businesses are businesses that welcome breastfeeding mothers as customers. Businesses that have been granted the Breastfeeding-Friendly Business Award can proudly display the Breastfeeding-Friendly window cling. Minimum criteria for receiving this award are:

- No advertisement of infant formula or related products directly to consumers.
- Breastfeeding mothers are always welcome and respected. They will never be treated poorly, asked to stop breastfeeding, or asked to cover up or move.



The North Carolina Breastfeeding Coalition (NCBC) partners with the US Breastfeeding Committee. The NCBC is a 501(c)(3) non-profit organization bringing together health care providers, agencies, organizations, individuals, families, and all other breastfeeding advocates to support, protect and promote breastfeeding in the state of North Carolina. Founded in 2005, NCBC provides a framework for the development and execution of programs to advance breastfeeding support throughout NC. In addition NCBC is a forum for creation and exchange of resources for breastfeeding professionals and families. NCBC's vision is to ensure that exclusive and continued breastfeeding is the norm in North Carolina. For more information about the North Carolina Breastfeeding Coalition visit <http://ncbfc.org/>

For more information about Macon County Public Health, contact 349-2081.

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