



Utah Breastfeeding Coalition

because breastfeeding touches us all

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Utah Opens Its Doors to Breastfeeding Families

Washington, DC—Three out of four women in the United States provide their infants with the healthiest start in life by breastfeeding, and today Surgeon General Regina Benjamin called on the entire nation to support the removal of barriers to this important public health behavior. *The Surgeon General's Call to Action to Support Breastfeeding* is an unprecedented document from the nation's highest medical source, calling on health care providers, employers, insurers, policymakers, researchers, and the community at large to take 20 concrete action steps to support mothers in reaching their personal breastfeeding goals.

In support of this call to action, The Utah Breastfeeding Coalition announces the "Utah Opens Its Doors to Breastfeeding" campaign. The Utah Breastfeeding Coalition hired a local photographer using support from the United States Breastfeeding Committee to document our Baby Friendly Community outreach project in conjunction with the 2010 Breastfeeding Cafe. Local organizations demonstrated their support for breastfeeding families by posting the International Breastfeeding Symbol prominently at their place of business — often on the front door. We photographed the Symbol in use around Utah and have created collage posters of the images.

The Symbol is visible in more than 70 locations throughout Utah — not only at child- or maternity-related businesses, but also at bakeries, restaurants, bookstores, governmental service offices, and healthcare provider offices. This is an example of *Community Support in Action*. Utah has some of the highest breastfeeding rates for any state, with 93% of babies ever breastfed, 70% at six months, and 34% at twelve months. Mothers in Utah also enjoy legal protection for breastfeeding as the Utah Code and Constitution outlines: a legal right to breastfeed, "...in any location where she otherwise may rightfully be...". Despite this, some mothers still express reservations about breastfeeding in public. This may lead them to stay home or wean prematurely, thereby increasing their babies' risk of illness. The American Academy of Pediatrics, American Academy of Family Practice, and World Health Organization all endorse exclusive breastfeeding for the first six months of life and continuation of breastfeeding as complementary foods are introduced through the first years of life. Seeing the Symbol posted at area businesses may help mothers feel that they indeed live in a Baby Friendly Community encouraging them to breastfeed their children.

The International Breastfeeding Symbol and collage posters will be available for display in additional locations, please email contact@utahbreastfeeding.org to inquire about materials or how your organization can partner with the Utah Breastfeeding Coalition in supporting breastfeeding families in Utah. For more information about the Utah Breastfeeding Coalition and its support partners please visit our website at www.utahbreastfeeding.org.

For more information on the Call to Action, visit the Surgeon General's website www.surgeongeneral.gov. To receive updates and information from USBC, please consider signing on to support [Breastfeeding: A Vision for the Future](#). USBC publications, including an analysis of the [barriers to exclusive breastfeeding](#), can be downloaded from [USBC's Publications page](#). To locate health care providers and knowledgeable breastfeeding support personnel that can offer assistance and answer questions about breastfeeding, visit [USBC's FAQ page](#).