

Baby-Friendly Spaces Toolkit



Saskatchewan Health Authority is committed to supporting baby-friendly spaces throughout Saskatchewan.

Community businesses and organizations can use this toolkit to assist in creating public spaces that allow families to feed their infants and children any way and anywhere.

Healthy People, Healthy Saskatchewan

The Saskatchewan Health Authority works in the spirit of truth and reconciliation, acknowledging Saskatchewan as the traditional territory of First Nations and Métis People.



saskhealthauthority.ca



Baby-Friendly Spaces Toolkit

What's Inside:

- Why Baby-Friendly Spaces?
- Creating a Supportive Environment
- Resources
- Tips for Staff poster
- Employee Accommodations poster
- We are a Baby-Friendly Space poster



Why Baby-Friendly Spaces?

We invite you to join our goal of supporting families to feed any way and anywhere to normalize feeding in public and to improve food security.

Why are baby-friendly spaces important?

- Research continues to show the health benefits to parents and children of responding immediately to a child's hunger cues.
- By providing an atmosphere that supports families, you are helping to make responsive, cue-based feeding and breast/chestfeeding* normal practices in our community.
- Breastfeeding is a normal way of providing infants and young children the nutrients they need for healthy growth and development. It is recommended for the first six months of their lives and the health benefits continue after the introduction of solids at 6 months and up to 2 years of age or longer.
- Breastfeeding is a protected human right recognized by the Saskatchewan Human Rights Commission. This means that families can breastfeed their child any way and anywhere without being asked to cover up.

How you can benefit:

- Improved customer service
- Attracting a new customer base
- Longer customer stays
- Increased publicity
- Being a proud part of supporting the health of the community you serve

How the community benefits:

- Reduced stigma and fear about feeding in public
- Empowered families that can feed their children in the way that works for their family
- Increased sense of belonging and safety for families and community members
- Improved quality of life, mental well-being and long-term health for families
- A more environmentally friendly community as there is no waste from packaging, preparation, or leftovers if breastfeeding

*The terms mother/breastfeeding or woman/women may be used. Recognize that some people will describe themselves with words other than woman, mother etc. and may prefer to use terms such as birthing parent rather than mother, or chestfeeding rather than breastfeeding.



Creating a Supportive Environment

Tips to help you create an environment that supports families to comfortably feed in public

Visibility:

- Post the window decal in a highly visible place (ie. window, door, cash register, menu).
- Visible decals let families know they are welcome and supported to feed their child while at your establishment.

Physical Space:

- Consider making a private space that is clean, quiet and comfortable that families can sit to feed their child. This should not be a washroom.
- Be supportive if you cannot provide a designated space. Allow feeding anytime and anywhere without asking them to cover up. Only babies can determine when they are hungry.

Staff Education:

- Make staff aware that your setting welcomes breast/chestfeeding families. Inform them of any baby-friendly policies, practices and training opportunities.
- Make baby-friendly spaces training a part of staff orientation and review it annually.

- Welcome your staff to ask for assistance with patron concerns when needed.
- Ensure all staff are aware of this guide and post a copy of the Staff Tips poster where staff will see it.
- Ensure staff that are returning from parental leave are supported to continue providing human milk to their child. This is a protected right under the Federal Labor Standards Maternity-Related Reassignments and Leave, Maternity Leave and Paternal Leave.

Some Ideas:

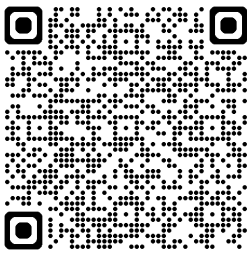
- Comfortable chair with supportive arm rests and material that is easy to wash and disinfect
- Small table
- Coat hook
- Change table
- Signage
- Icepack or fridge and electrical outlet for those expressing milk
- Cleaning schedule for staff to keep the space as clean as possible
- Complimentary water to drink
- Warm artwork or decor

Making a Baby-Friendly Space available is also a proactive approach to avoiding Human Rights complaints.



Resources

To promote your baby-friendly space,
you can use these resources found here:



- Universal symbol or decal
- Creating a Supportive Environment tips
- We are a Baby-Friendly Space poster
- Tips for Staff poster
- Employee Accommodations poster

For more information,
or to obtain a window decal,
email a Baby-Friendly Spaces
representative in your community at:

babyfriendlyspaces@saskhealthauthority.ca

To learn more:

Pregnancy, Parenting and the Workplace

<https://saskatchewanhumanrights.ca/wp-content/uploads/2025/04/Pregnancy-and-Parenting-2025.pdf>

Breastfeeding Committee for Saskatchewan

<https://www.thebcs.ca/>

Breastfeeding Committee for Canada

<http://www.breastfeedingcanada.ca>

Health Canada's Breastfeeding Your Baby

<https://www.canada.ca/en/public-health/services/health-promotion/childhood-adolescence/stages-childhood/infancy-birth-two-years/breastfeeding-infant-nutrition.html>

Moms and Kids Health Saskatchewan

<https://momsandkidssask.saskhealthauthority.ca>

Quintessence Breastfeeding Challenge

<https://www.babyfriendly.ca>