

# Attract Families to Your Business!

*Display a Breastfeeding-friendly Establishment window cling in your front window!*



## Did you know?

- Breastfeeding families are more likely to frequent businesses where they feel welcome and their family values are respected.
- Studies show women from higher income families are more likely to breastfeed.
- Over 80 percent of women with purchasing power initiate breastfeeding in Texas.
- Many moms perceive breastfeeding in public as a barrier to breastfeeding. When they do breastfeed, it is often done so discreetly you don't even know the baby is being fed.
- Texas law says moms have the right to breastfeed in public. A mother is entitled to breastfeed her baby in any location in which the mother is authorized to be.  
*(Chapter 165, Texas Health and Safety Code)*