

Texas WIC Helps You

Attract Families to Your Business

Did You Know?

- Breastfeeding makes moms and babies healthier and saves the United States billions in health-care costs.
- Breastfeeding families are more likely to frequent businesses where they feel welcome and respected.
- More than 85 percent of new mothers in Texas initiate breastfeeding, and women make many of the purchasing decisions in a household.
- When mothers breastfeed in public, it is often done so discreetly.
- Texas 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." (Texas Law on Breastfeeding, Sec. 165.002, Right to Breastfeed.)



**BREASTFEEDING
IS WELCOME
HERE**

*Texas Law on Breastfeeding, Sec. 165.002,
Right to Breastfeed*

*Display the
"Breastfeeding Is
Welcome Here"
window cling in
your front window.*

**Many moms
perceive negative
attitudes about
public breastfeeding
as a barrier to
providing food
for their babies.**

**Creating a
welcoming
environment
helps families
meet medical
recommendations
and personal goals
for breastfeeding.**



This institution is an equal opportunity provider.