

# Lactivism Down Main Street: Are you Interested in Becoming a Breastfeeding Friendly Business?

Summer Abiad, Chris Diaz, Daisy Jones  
Department of Anthropology- ANT 319: Contradictions in Motherhood

## Our Project

Approaching businesses owners on Main Street to ask if they would like to be recognized as breastfeeding friendly business and awarded by the North Carolina Breastfeeding Coalition.

## What is a breastfeeding friendly business?

Breastfeeding-Friendly Businesses are businesses that welcome breastfeeding mothers as customers. This can be as simple as treating breastfeeding mothers well, never asking them to leave, cover up, or move. They also will agree not to promote infant formula in an unethical way. Businesses who have been granted the Breastfeeding-Friendly Business Award can proudly display the Breastfeeding-Friendly window cling.



## Our Mission

To make Davidson a more breastfeeding friendly community by destigmatizing breastfeeding in public. While many mothers already do breastfeed publicly, we want the community to visibly support nursing mothers. Although not every business owner we talked to will apply for this award, we hoped that our project sparked a conversation amongst the businesses we visited. Through lactivism we hope the mothers of Davidson feel comfortable, respected and empowered to make their own choices regarding their bodies and their children.

## Reaction Examples

“Let me find my manager”

“We had a mother in here this morning breastfeeding”

“I did this type of things for March of Dimes, probably before you were born”

“Considering I breastfed my son on site for 6 months I’m sure we can do that”

“[My male manager] would turn bright red!”

“This is good timing because I’m pregnant! Thanks!”

“Is this for Dr. Ruhlen?”

”Yeah I’ll ask my sister!”

“My manager isn’t here I’ll pass it on to her”

“That’s something we can all get on board with”

“The manager isn’t here right now. I’ll pass it on to him”

“We wouldn’t ask them to leave... we would probably ask them to go upstairs”



## North Carolina Breastfeeding Coalition

Mission: The mission of the North Carolina Breastfeeding Coalition is to promote, protect and support breastfeeding through a cooperative network of individuals, coalitions, agencies and organizations.

Vision: Ensure that early, exclusive and continued breastfeeding will be the norm in North Carolina.

More information can be found at <http://ncbfc.org/about-us/>

### Fun Facts:

- The coalition nonprofit that was created in 2005
- 129 businesses in North Carolina have been awarded Breastfeeding Friendly Business certificates.
- No businesses in the town of Davidson have been given this award yet



## Acknowledgments

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