

NURSING IS NORMAL IN POLK COUNTY, WISCONSIN

The Nursing Is Normal Project is a photographic display of mothers nursing in public. The intent is to help mothers feel comfortable nursing their baby when and where needed. The idea is that the more often something is seen, the more accepted it becomes.

"Usually people don't care if I breastfeed in public, but sometimes I get looks and that makes me feel bad."
L.M., Osceola, WI

The Polk County Breastfeeding Coalition has personalized this nationwide project by photographing local women and babies. The exhibit is being displayed throughout Polk County.

Isn't it time we all see nursing is normal?



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SUPPORT BREASTFEEDING IN PUBLIC

Businesses and public places need to assure compliance with the Right to Breastfeed Act.

- Inform staff of the new law.
- Assure staff or other patrons are not intimidating or harassing breastfeeding women.
- Post the Breastfeeding Welcome symbol to remind staff, patrons and mothers that breastfeeding in public is allowed.



International symbol indicating that mothers are welcome to nurse their child at this location.

- Breastfeeding Welcome symbol (4 inch square window cling) available from Polk Co Breastfeeding Coalition: 715-485-0431

RIGHT TO BREASTFEED ACT

In March 2010, Governor Doyle signed the Right to Breastfeed Act into law.

- Allows a woman to breastfeed in any public or private place, where she and her child are otherwise authorized to be.
- No one may restrict her from breastfeeding, direct her to move or cover herself or child.
- Up to \$200 may be assessed to anyone interfering with that right.

48 other states have passed similar laws.

"One time, an employee of (a local business) told me I had to go to the bathroom to breastfeed. Now I have the law on my side."
T.P., Amery, WI



MORE ABOUT THE PROJECT

- NIN Project started by Kathy O'Brien, doula and photographer in Fort Worth, Texas.
- Polk Co NIN Project sponsored by the Polk County Breastfeeding Coalition.
Coordinator: Angela Chivers, IBCLC
- Polk Co Breastfeeding Coalition Mission: Protect, Promote and Support Breastfeeding
- To learn more about the coalition, please visit: www.polkcountybreastfeeding.weebly.com

BENEFITS OF breastfeeding

Good for Baby:

- Fresh and safe milk
- Easy digestion, less tummy troubles
- Fewer ear infections, asthma
- Better brain development
- Less risk of SIDS
- Less risk of diabetes and obesity in childhood and as an adult

Good for Mom:

- Less risk of breast, ovarian and uterine cancer
- Less risk of diabetes and heart disease
- Stronger bones

Good for Families:

- Saves money – no formula costs, less health care costs
- Increased bonding for mom and baby
- Makes life easier

Good for Workplace:

- Miss less work
- Fewer health care costs
- Higher rate of employee satisfaction when breastfeeding supported

Good for Society:

- Healthier families
- Healthier communities

Polk County Breastfeeding Statistics

Initiation: 82%; Exclusive breastfeeding at 6 month: 12%
(AAP recommends babies receive breastmilk only for 6 months and continue to breastfeed for 1+ years.)

Data from Polk Co WIC, 6/15

Reasons cited for women adding formula or stopping sooner than originally planned:

- misinterpretation of feeding cues
- lack of workplace support
- lack of family support
- lack support in community

THE EXHIBIT

The exhibit consists of twelve framed 8x10" black and white, professional photos hung on a tri-fold display. Each panel of the display measures approximately 28" wide and 35.5" high, and fits nicely on a 6' table. The display comes with an overhead light, table covering, brochures, and a book for comments.

The photos capture the ease of nursing in public, as well as the bond between mother and baby. We thank the families who participated in this important project.

Photographer Julie Buck, JB Studios, donated her services to the project.



Tri-fold display sitting on a table with light.

If you are interested in hosting the exhibit, please contact Angela Chivers, 715-554-2357.

Created and distributed by:



Polk County Breastfeeding Coalition

NURSING IS NORMAL

Polk County, Wisconsin



normal 1. Conforming to the standard or the common type; usual; regular; natural.
2. Serving to establish a standard

TRAVELING PHOTOGRAPHY EXHIBIT