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Impact of Student Canvassing for Breastfeeding-Friendly Business Initiative

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Impact of Student Canvassing for Breastfeeding-Friendly Business Initiative

Overview

Students spoke with 128 business representatives. A total of 133 businesses were approached, but 5 were closed on canvassing days. There was a 70.6% response rate for the survey.

- 79 of the business representatives (61.7%) were authorized to provide an answer on the breastfeeding-friendly designation. Among these businesses, the response rate was 88.6%
- 49 of the business representatives (38.3%) were *not* authorized to provide an answer, often because of needing to get approval from corporate—or other off-site—management. The responses rate for these businesses was 11.4%; most refused the survey.

The results provided below are *only* for businesses where the representative could give an answer.

Results

Majority of Locally Owned or Operated Businesses Pledged

A total of 59 businesses took the pledge, thanks to student canvassing. Among businesses who were authorized to sign ($N = 79$), this produced a 73.4% success rate. When looking across *all* businesses approached, this rate falls to 46.1%. Students were most successful with locally owned or operated businesses.

Our students had a 73.4% success rate!![†]

Limited Knowledge of Laws

Business representatives' knowledge of breastfeeding support laws was low prior to the canvassing.

- 31.6% of business reps were familiar with state laws prior to the visit.
- 26.6% of business reps were familiar with federal laws prior to the visit.

Plans to Use Public Signage to Support Breastfeeding

Canvassing increased intentions to use public signage for breastfeeding support.

- Only 2.5% of businesses had public signage prior to canvassing.
- 81.5% of businesses that pledged plan to use public signage to support breastfeeding.
 - 2 businesses that *didn't* pledge also plan to use public signage.

Lack of Breastfeeding Support Policies

Very few businesses have written policies for breastfeeding support. Only businesses who took the pledge reported having policies already in place.

- 7 businesses (12.7% of those who took the pledge) have a written policy for employee breastfeeding support
- 2 businesses (3.9% of those who took the pledge) have a written policy for customer breastfeeding support

[†]Among businesses whose representatives were authorized to sign the pledge.