



## DC/Maryland Breastfeeding-Friendly Awards

February 12, 2025

**The DC and Maryland Breastfeeding Coalitions are excited to announce the 2025 Annual Breastfeeding-Friendly Awards. We are seeking nominations to recognize Workplaces, Childcare Providers and Healthcare Providers who play critical roles in supporting breastfeeding.**

We welcome and encourage applications from all Maryland and DC area Businesses, Childcare Providers, and Healthcare Provider Offices committed to supporting breastfeeding in the workplace.

Since 2010, close to 167 Breastfeeding-Friendly Awards have been granted. The Workplace Award recognizes businesses who have demonstrated support for breastfeeding through a conducive office environment. The Healthcare Professional Awards, which began in 2014, recognizes demonstrated support for breastfeeding in the office, along with education of fellow healthcare professionals, office staff and families. Lastly, the Childcare Provider Award, launched in 2021, acknowledges the critical role daycare providers play in supporting breastfeeding. We have added a new type of childcare provider for 2025 to allow recognition of the breastfeeding-friendly drop-in childcare that is often provided in communities or faith-based spaces.

When mothers receive support, they are more likely to continue to breastfeed their child. Employers benefit through increased rates of retention, employee satisfaction and morale. Mothers and babies benefit from decreased health care costs, and a reduction in sick leave to care for an ill child. There are federal and local laws in place, which require businesses to provide support for breastfeeding mothers. Most recently, the PUMP for Nursing Mothers Act was signed into law December 29, 2022. Despite these requirements, many businesses still do not provide the necessary support for breastfeeding mothers.

**To nominate your Business, Childcare Provider or Healthcare Provider office, please go to the [DCBFC website](#) or the [MBC website](#) by **March 15, 2025**.**

- *Employees may nominate their employers but must have consent from the business to have a site visit conducted to confirm the nomination.*
- *Sites previously awarded at the bronze or silver levels are eligible for nomination if seeking a higher level of recognition.*
- *Applications will be reviewed by Coalition Workplace Committee members and assigned points according to specific criteria.*
- *Site visits will occur, and winners will receive their awards at our **Hybrid In-Person/Virtual Awards Ceremony in May 2025**. Bronze, Silver, and Gold winners will also be publicly announced on the MBC and DCBFC websites and our other social media sites.*

DCBFC and MBC are nonprofit organizations that unite breastfeeding advocates, healthcare providers, and families to provide a forum for the development and exchange of resources to foster the establishment of breastfeeding as the normal way to nurture infants.

Questions? Contact Dr. Jessica Nash at [jnash@dcbfc.org](mailto:jnash@dcbfc.org) or Kimberly Myers at [president@mdbfc.org](mailto:president@mdbfc.org) for any questions.